

WeightWatchers
for Business

How a Fortune 500 employer is at the forefront of weight health care for employees



As employers navigate the changing weight health landscape, they face complex decisions about how to support long-term employee health while managing the costs driven by increased usage of GLP-1 medications.

Whether your organization covers GLP-1s or not, the conversation is driving new questions — and new solutions.

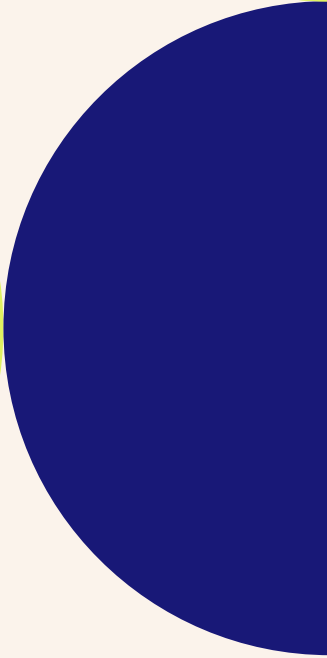
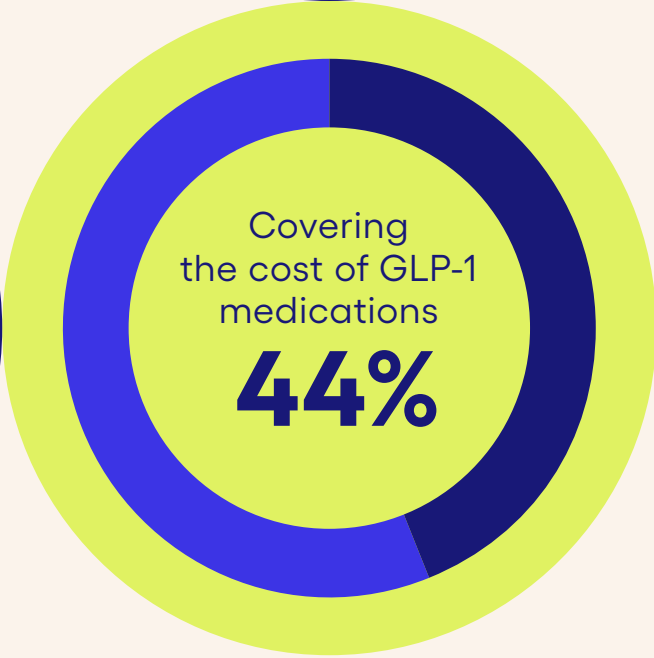
For a real-life look at how one company is addressing these challenges, aligning strategy with culture, and setting a new standard for weight health care, WeightWatchers for Business posed five questions to Kim Beck, Head of Health and Wellness at Labcorp.



Kim Beck
Head of Health and Wellness,
◀ Labcorp



Employer Poll
Top concern
about weight
health benefits? ▶



Source: Employee Benefit News Web Seminar: How a Fortune 500 employer is at the forefront of weight healthcare for their employees, March 2024.

QUESTION #1

What is Labcorp's overall approach to employee well-being?

Kim Beck:

When you think about providing best-in-class benefits, several things are top of mind. Where are your employees geographically? What is the generational mix? What is your employees' mindset? How do social determinants of health come into play? For Labcorp, it became apparent that we needed to rethink our program to ensure our support remained relevant from a wellness perspective.

We simplified the programs into three pillars of wellness—mind, body, and life. Our new program – Best You – helps convey how the range of resources supports each employee wherever they are in their wellness journey and enables them to bring their best self to work and home to their families.



Labcorp's Best You campaign highlights the health and wellness programs that employees and eligible family members can take advantage of to accomplish their goals—at work and at home. ►

About Labcorp

- Fortune 500 company
- Global leader of innovative and comprehensive laboratory services
- 55,000+ employees across the U.S.



QUESTION #2

What is Labcorp’s perspective on weight health—and how has it evolved?

Kim Beck:

Just as approaches to other benefit strategies have evolved over time, the way we think about weight health has also evolved. When we first rolled out our wellness programs starting in 2015, the same year we began our partnership with WeightWatchers, the focus was more on Body Mass Index (BMI) and losing weight. Almost a decade later, our approach has changed, and we’re thinking about weight health in a more holistic way.

We’re thinking about body composition, metabolic syndrome, and all the other chronic health risks that come into play with obesity. Weight health is multidimensional, so you’ve got to be sure you’re providing the solutions and tools that will help your employees and their families be successful in achieving their health goals.



Defining Weight Health

(noun): The degree to which weight impacts your overall health and quality of life.

Weight health care should include all contributing factors



QUESTION #3

Why is it important to offer a full-spectrum weight health platform?

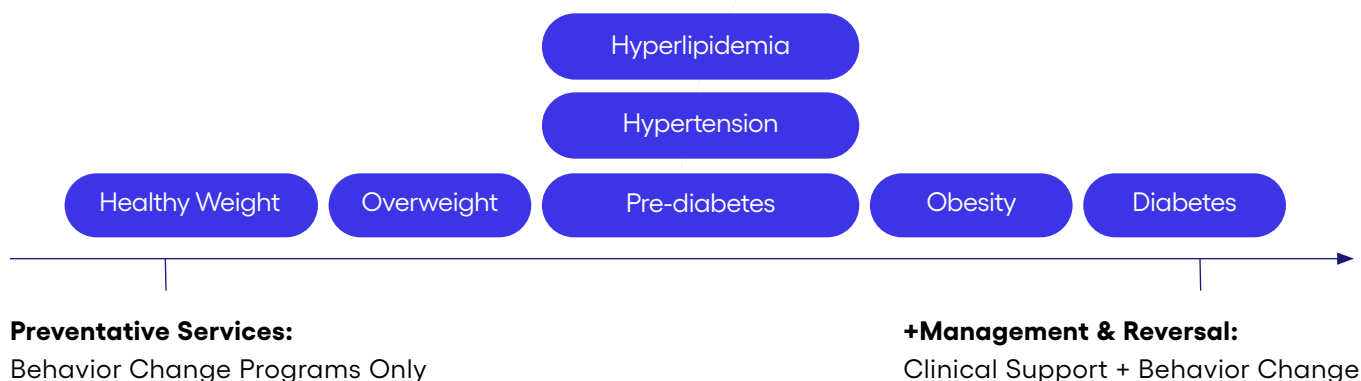
Kim Beck:

Answering this question requires you to evaluate your goals and where you want to be as an organization. As we looked at how we can support weight health more broadly, it was about finding a way to meet employees wherever they are, whether they need guidance on nutrition, weight loss or weight-loss medication.

We wanted to offer a single solution and a flexible, seamless experience. WeightWatchers for Business meets all those needs. With WeightWatchers, we can provide support for behavior change across our full population and clinical support for those who qualify for medication.

Weight health is a spectrum

Throughout their lives, employees may require different levels of weight health support.



WeightWatchers for Business offers employers a full-spectrum platform to help prevent, treat, and manage overweight, obesity, and the conditions resulting from excess weight. The science-proven behavioral weight management program is complemented by comprehensive social, clinical, and functional support for employees.

It's important to recognize that an individual may require something different across the weight health spectrum today than they will five years down the road. Having a weight health solution that can connect each person to the right combination of behavioral and clinical support at the right times is critical.



Dr. Amy Meister

WeightWatchers' Chief Medical Officer

QUESTION #4

What types of results do you look for from your full-spectrum weight health strategy?

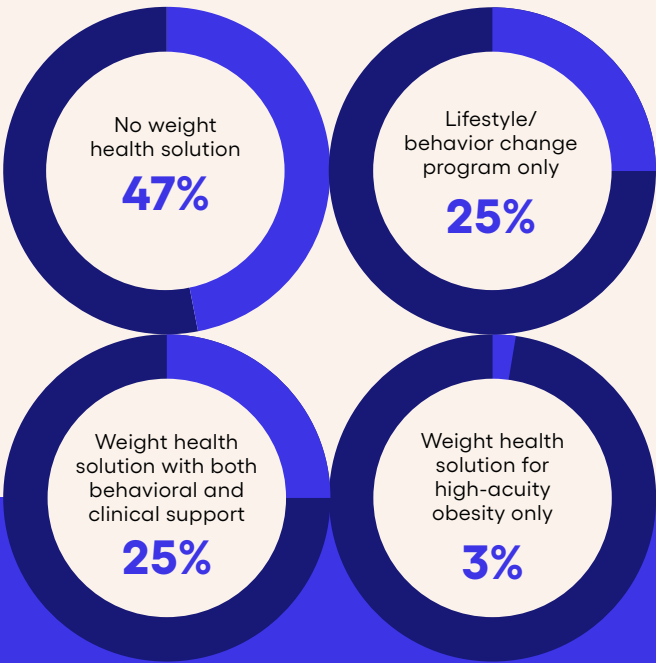
Kim Beck:

First, I think your organization has to be aligned on the fact that obesity is a disease. That frames the whole conversation when you're making decisions on what your solutions are going to look like. Obesity has been classified as a disease since 2013, and it is important to have these kinds of conversations about how we need to think differently about the programs we're putting in place to help our teams be successful with weight loss.

It starts with your perspective on weight health and what that looks like for your organization. Then, the bottom line really is the investment you're willing to make as an organization. For us, it's a great message for our employees. When we say we care about them, we're actually showing them through our programs and solutions.

Employer Poll

Your organization's current approach to weight health? ▼



Benchmarks for a successful full-spectrum weight health platform



Source: Employee Benefit News Web Seminar: How a Fortune 500 employer is at the forefront of weight healthcare for their employees, March 2024.

How did you make the decision to cover the costs of GLP-1 medications as part of your weight health program?

Kim Beck:

Cost is never an easy discussion. Again, I think it comes down to your perspective as a company and where you want your focus to be from a benefit strategy and an overall population health perspective. For Labcorp, we thought about it in terms of what's going to give us a long-term return on the investment. How are we going to ensure that our employees know that we care and we're investing in them and their success? How are we going to help our employees be their "Best You"?

We understand that all of that requires financial investment. The cost of GLP-1 medications is something that everyone is trying to figure out whether to cover or not. For us, it was more of a decision of how fast can we get a solution in place with the support to help employees be successful if they're on the medication. That's really key. It's not just whether you cover the medication, but also whether you have the resources and tools to support employees while they're on the medication. That includes education and continuous support as they begin using the medication and after they've lost weight and are looking at their next steps.

We decided to cover the cost of GLP-1 medications, in the appropriate circumstances, with support resources in place because we think the outcomes are definitely worth the investment.

Weighing the costs: Potential cost management levers

Threshold criteria

Require a specific BMI level or certain number of chronic conditions as the qualifying criteria for covering the costs of GLP-1 medications.

Mandatory engagement

Require members to engage with behavioral weight loss program before gaining access to costly GLP-1 medications.

Mandatory step therapy

With in-platform clinical support, ensure that members start on a more affordable alternative to GLP-1s before escalating to GLP-1 medication when medically approved.

Incentivized engagement

Implement an incentives model to motivate eligible employees to enroll in your full-spectrum platform and engage in a behavior change program if they are on GLP-1s.



When defining your weight health program, it's important to consider how you can encourage employees to get medical care to help them identify the underlying drivers of obesity. Simply treating something with a medication puts a band-aid on conditions that may also need to be addressed with the help of someone skilled in obesity care.

Dr. Amy Meister

WeightWatchers' Chief Medical Officer

CONCLUSION

Taking the next step to weight health

When making decisions for your organization's weight health care strategy, Beck recommends taking a step back from the complexity of plan designs to focus on your philosophy. She suggests answering three essential questions:

- How does your organization view overweight and obesity?
- How do you want to show up for your employees?
- How are you going to support your employees' weight health over the long term?



When it's time to choose a vendor partner, explore **The Ultimate Buyer's Guide to Weight Health Platforms** from WeightWatchers for Business. The comprehensive guide shares insights and tools to help you assess your needs and compare options.



Learn more about WeightWatchers for Business

The new WeightWatchers for Business weight health platform helps to prevent and treat obesity and diabetes by managing the full spectrum of care all in one place.

Built upon the most science-proven weight management behavioral program, our solution helps employers control costs tied to weight-related chronic conditions, including GLP-1 utilization, while maximizing long-term outcomes.

We don't believe in carving out populations. Instead, we designed a platform to individualize the experience based on true clinical need. Our platform includes:

- Scalable, science-proven behavior change programs, including Diabetes and GLP-1 Programs
- Virtual clinic and medication management
- 24x7 individualized coaching and highly active digital and IRL communities
- Integrated personal health insights

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