

Choosing the Right
Weight Health Partner:

A BUYER'S GUIDE



**WEIGHT WATCHERS
FOR BUSINESS**

The selection challenge

Choosing the right weight management partner shouldn't feel like solving a puzzle with missing pieces. But with rising healthcare costs, complex coverage decisions, cost considerations related to GLP-1 medications, and a growing field of vendors all promising results, the selection process can feel daunting. What criteria should you prioritize? How can you effectively compare platforms? What's the best way to assess expertise or integration capabilities?

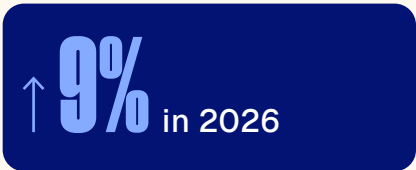
Answering these questions must be informed by the overarching trends that drive the need for solutions. Almost three in four American adults are currently living with overweight and obesity,¹ which increases the risk for chronic health conditions, strains healthcare resources, and drives up costs. Employers and health plans face mounting pressure to address the issues, including GLP-1 coverage decisions, not only to support the well-being of their populations, but also to manage the long-term financial impact.

The stakes are high. The right weight management solution can transform employee health and organizational outcomes. A thoughtful partner strategy enables organizations to improve weight health, and in turn, address the root causes of the chronic diseases and comorbidities behind weight-related healthcare costs. Beyond costs, the right platform also provides support employees value, rounding out the return on benefit investment through engagement, satisfaction, and retention.

This guide brings together information, insights, and tools to help you navigate the evolving landscape and evaluate partners based on what matters for your organization.

Weight health: The impact on healthcare spending

Average increase in healthcare costs anticipated by large employers:²



Weight loss reduces average annual healthcare spending by:³



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Prioritizing scientific credibility

When evaluating a weight health solution, the first question to ask is: “Is it scientifically validated?”

Weight health is complex. Sustainable results require programs based on science and backed by rigorous clinical trials.

But it's not just about proving the program works. A commitment to research ensures the program evolves as the science evolves, optimizing its ability to deliver meaningful, lasting health outcomes that translate into a return on investment over time.



Why the science matters

- **Credibility:** Proven methodologies and peer-reviewed research provide validation—and confidence.
- **Measurable outcomes:** Research-based data helps you set realistic objectives for weight loss efficacy, participant retention, and improvements in health outcomes.
- **Investment validation:** Comprehensive and clear results help you to build a business case and demonstrate program value to leadership.
- **Sustainable habits:** Programs grounded in behavior change, science, and clinical research drive lasting results.



What to look for

- ✓ Programs that provide evidence-based results across diverse populations and organizational contexts.
- ✓ Vendors that share published studies and randomized controlled trials, not just testimonials and internal case studies.





EVALUATION ESSENTIAL 2

Evaluating GLP-1 coverage options and costs

As demand for GLP-1 medications continues to grow, employers and health plans are looking beyond all-or-nothing coverage decisions and building strategies that integrate access, clinical support, and cost management solutions.

By considering GLP-1s an element within a comprehensive weight health program, organizations provide clinical and behavioral resources that boost adherence, reduce medication cycling, and mitigate side effects, even if employees access the medications on their own.

Today's integrated programs offer innovative cost-sharing solutions that provide organizations with viable options to optimize long-term health outcomes while offsetting costs and gaining budget predictability.

Why GLP-1 strategy matters

- **Sustainable weight health:** The evidence is clear—weight-loss medications paired with behavioral and clinical support deliver better long-term health outcomes than medication alone.
- **Budget predictability:** Balancing medication costs with long-term savings due to improved health outcomes requires integrated strategies to address medication access, utilization, and adherence.

What to look for

- ✓ Practical—and creative—cost-containment strategies such as flexible cost-sharing and pharma-direct pricing for FDA-approved medications.
- ✓ Evidence-based behavioral wraparound program with options for required enrollment.
- ✓ Clinical expertise in GLP-1 monitoring, injection tracking, side effects management, and adherence best practices.
- ✓ Programs with a wide formulary and range of clinical options, including more cost-effective weight-loss medications.
- ✓ Responsible prescribing through an integrated clinic and established partnerships that streamline medication processes.



Assessing platform capabilities

The reality is simple: There's no one-size-fits-all solution for weight health.

An effective weight management program provides a platform that supports the diverse needs by meeting employees where they are with a customized mix of behavioral guidance, clinical solutions, and medication management.

As individuals move through their weight health journey, having a single go-to solution can help them seamlessly access support to match their needs at that health or life stage—whether that's a behavioral wraparound program when taking GLP-1s, tailored nutritional guidance when living with diabetes, or a weight health program designed specifically for women navigating menopause.

A single partner offering comprehensive solutions provides advantages for the organization as well. Along with simplified administration, having a partner that supports the full spectrum of weight health enables organizations to easily—and cost-effectively—adapt their offering over time, expanding benefits and defining access.



What to look for

- ✓ Platform flexibility that supports diverse—and evolving—needs.
- ✓ A comprehensive platform that integrates seamlessly and simplifies your benefits ecosystem.
- ✓ Easy-to-implement, easy-to-manage programs that can scale to fit your objectives.



Why comprehensive solutions matter

- **Employee experience:** Members have a single go-to resource that flexes as their needs evolve.
- **Organizational experience:** A single partner makes it easy for organizations to adapt their program offering to meet evolving needs, objectives, and budgets.
- **Administrative simplicity:** A comprehensive platform eliminates point solution fatigue with integrated administration and reporting.
- **Improved engagement:** A seamless integration of behavioral, nutritional, and clinical support drives participation—and outcomes.

Improving health outcomes

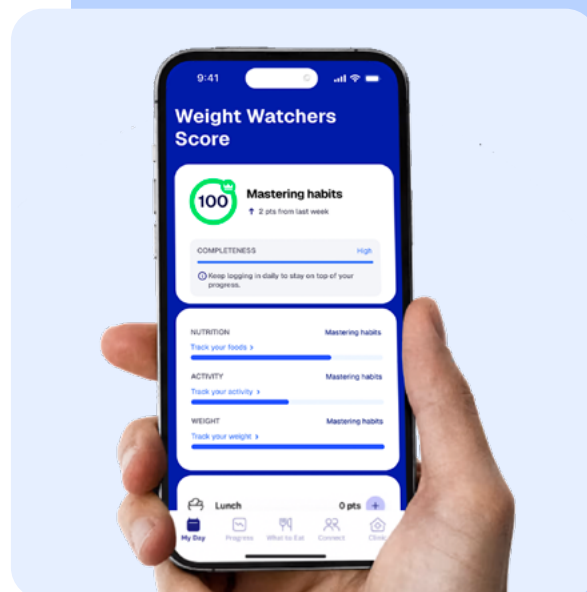
Weight health is much more than weight loss.

Improved weight health boosts metabolic health, physical function, and quality of life. Improvements in biomarkers, such as blood pressure and HbA1c, translate into reduced risks for heart disease, diabetes, and other chronic conditions.

Expect today's programs to meet people where they are with tailored weight health support, whether they're living with diabetes, navigating menopause, or taking GLP-1s for weight loss.

Why better health outcomes matter

- **Risk reduction:** Sustainable improvements in biomarkers, such as blood glucose and blood pressure, help reduce the risk of diabetes, cardiovascular disease, and other obesity-related conditions.
- **Reduced healthcare costs:** Preventing conditions and improving health outcomes through weight loss help drive reduced healthcare spending over time.
- **Enhanced quality of life:** Losing and maintaining weight has proven benefits for overall quality of life, with ripple effects in the workforce, including increased productivity, job satisfaction, and employee engagement.



What to look for

- ✓ Clinical validation demonstrating improvements in key health biomarkers.
- ✓ A range of specialized programs that deliver tailored support for diabetes, nursing mothers, menopause, GLP-1 wraparound, and more.
- ✓ Robust reporting and proven impact on holistic health measures like quality of life improvement.

MIKE
-135 lbs

Measuring meaningful results

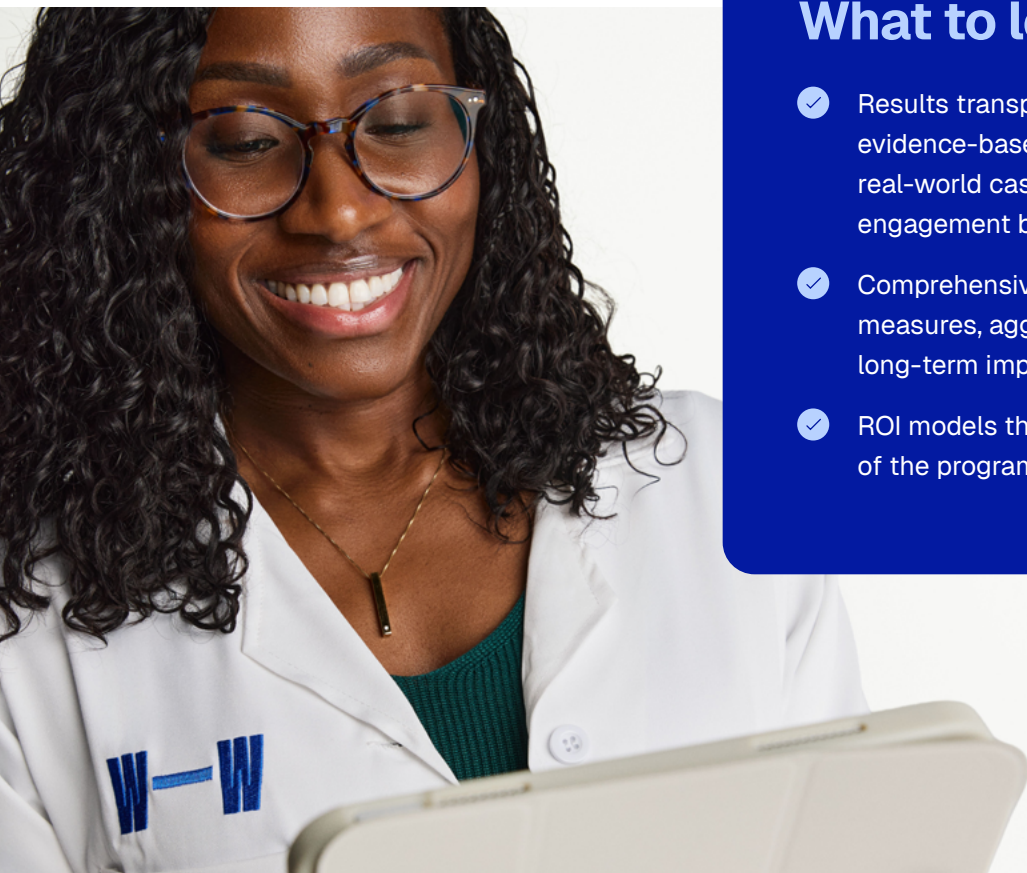
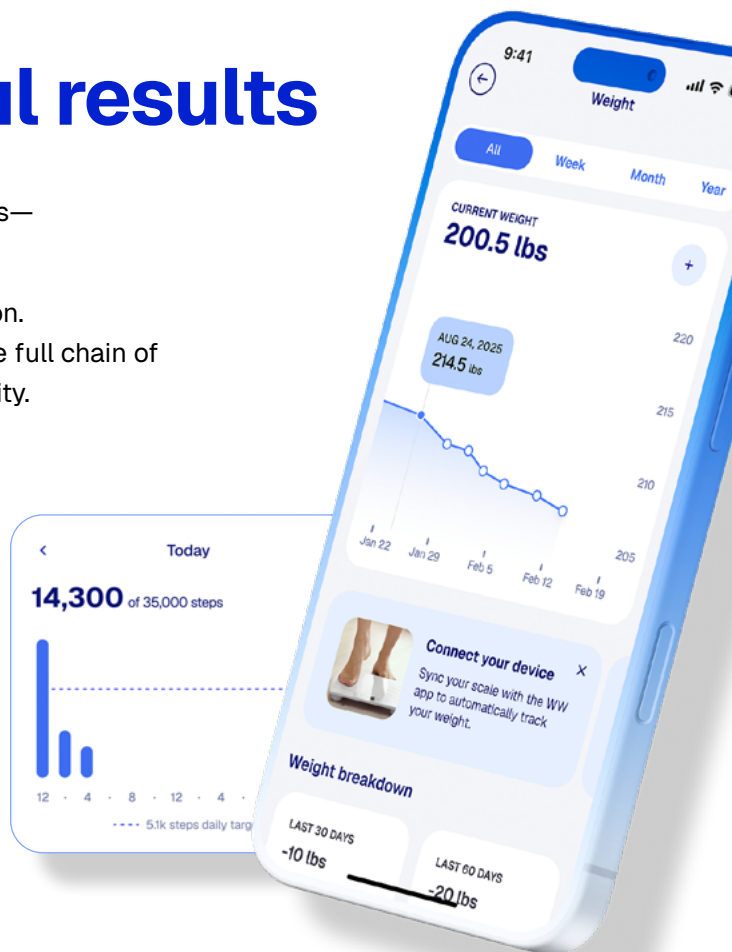
Choosing a weight health program isn't just about what it promises—it's about what it delivers.

Better weight health produces tangible results for your organization.

An effective weight health partner will demonstrate and deliver the full chain of impact—from pounds lost to cost savings and improved productivity.

Why comprehensive metrics matter

- **ROI:** Healthcare cost savings, reduced absenteeism, and productivity improvements tied to weight health programs translate into a quantifiable return on investment.
- **Engagement accountability:** Ongoing reporting tracks enrollment penetration, retention, and outcomes, providing actionable insights to guide, tailor, and optimize your program.



What to look for

- ✓ Results transparency provided through evidence-based weight-loss results, real-world case studies, and member engagement benchmarks.
- ✓ Comprehensive, end-to-end reporting that tracks, measures, aggregates, and analyzes results and long-term impact.
- ✓ ROI models that demonstrate the long-term value of the program.



EVALUATION ESSENTIAL 6

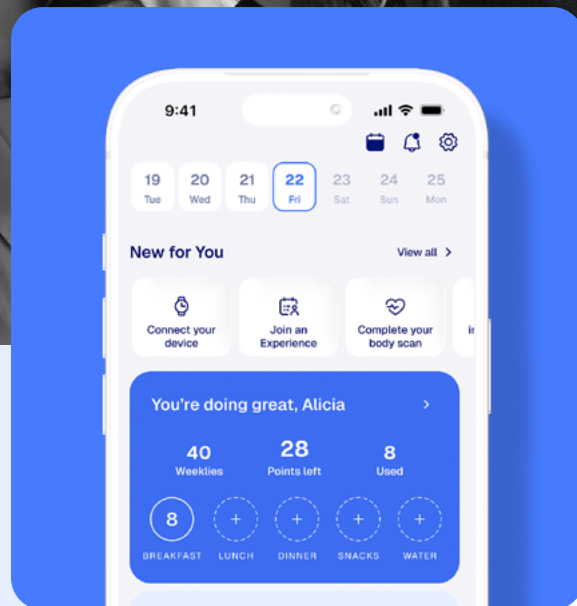
Empowering engagement

The best program in the world doesn't deliver results if employees don't use it.

Personalized coaching, expert nutritional guidance, and community connection are what turn initial enrollment into lasting engagement. Today, engagement is powered by digital ease, integration, and 24/7 connection. You need an innovative, digitally savvy partner you—and your employees—can trust. Plus, a vibrant weight health community—both virtual and in-person—fosters accountability, inspires commitment, enriches organizational culture, and ultimately drives results.

Why engagement matters

- **Long-term commitment:** Coaching and community support create emotional connections, accountability, and success.
- **Personalization:** Access to weight health experts, registered dietitians, and peers enables participants to seek information, navigate hurdles, and adjust as needs change.
- **Long-term success:** Community-driven programs create lasting behavior change rather than short-term participation.



What to look for

- ✓ Brand recognition that establishes immediate employee trust and confidence.
- ✓ An active community with digital and in-real-life opportunities for connection.
- ✓ Convenient access to coaches, registered dietitians, and clinicians for personalized support and guidance.
- ✓ Proven communication strategies that drive participation and long-term engagement.
- ✓ Tech-forward, AI-powered innovation that offers app-accessible tools and resources that make engaging easy.

Simplifying implementation and integration

Point solution fatigue is real.

The right weight health partner should have the expertise and experience to make deployment and ongoing management seamless with minimal administrative burden on your team.

Look for a partner that becomes an extension of your team, handling integrations with pharmacy benefit managers (PBMs) and third-party administrators (TPAs), prior authorization support, employee communications, and member enrollment.

Why implementation and integration strategies matter

- **Resource efficiency:** Turnkey implementation processes and integration capabilities get the platform up and running quickly, with minimal disruption for your team.
- **Proven communications:** Strategic roll-out plans and ongoing engagement messages generate interest, involvement, and return on investment.
- **Integration optimization:** Integration capabilities with health plans and benefit platforms that enhance activation and accelerate engagement.

CEDRIC
-104 lbs



What to look for

- ✓ Consultative implementation processes and dedicated long-term support.
- ✓ Seamless integration within your benefits ecosystem, including health plans, pharmacy benefit managers, and administration, that leverages existing claims processes without additional contracts.
- ✓ Multiple enrollment pathways that make it easy for employees to engage.
- ✓ Tailored communications grounded in consumer behavior insights that drive ongoing engagement and retention.
- ✓ Ongoing communications that drive engagement and education after initial sign-up, including email, personalized recognition, and in-app messaging and gamification to encourage utilization.



5 questions to separate the best from the rest

When evaluating weight health vendors, the right questions cut through polished presentations to reveal what really matters for your organization. Ask these questions to get the information you need to make the right decision.

1 What is the scientific evidence behind your program?

Look for a partner that provides peer-reviewed studies, clinical trial data, and clear metrics demonstrating their program's effectiveness. Ask about the size and diversity of their study populations and request examples of real-world outcomes, such as sustained weight loss and improvements in health markers.

2 Does your platform address a wide range of weight health needs?

Comprehensive weight health flexes to meet diverse needs, from behavioral and nutritional support to clinical interventions such as medication management. The most effective solutions offer a seamless experience for both employees and organizations as needs change over time. In contrast, a fragmented approach or separate point solutions can lead to low engagement and increased administrative complexity.

3 How do you manage costs and measure ROI?

As you evaluate your investment, you need a partner that helps you measure success beyond pounds lost. Look for metrics that tie directly to your business goals, such as healthcare cost savings, reduced absenteeism, or improvements in productivity. Weight health partners should be able to provide creative cost-sharing strategies that expand affordable access to FDA-approved GLP-1s and a wide formulary of weight-loss medications.

4 What is your approach to member engagement?

Ask for details on a potential partner's strategies for driving enrollment, long-term engagement, and retention. What are their average engagement rates? How do they keep members motivated? Does their solution offer options for digital and in-person support?

5 What does the implementation and integration process look like?

Dig into the details to understand the administrative lift required from your team. A strong partner should offer a streamlined, turnkey process, and be able to integrate with your existing benefits ecosystem, including your existing claims processes, without additional contracts. A smooth implementation streamlines communication, reduces friction for your team, and engages employees.

What makes Weight Watchers for Business different?

The right partner makes all the difference. Our comprehensive clinical services and complete weight health solution flex to fit your population and your needs, helping your organization achieve sustainable health outcomes and manage costs.

Science-led from day one

- **Backed by 180+** published studies
- **40+ randomized** controlled trials
- **3.5x more effective** for weight loss than reliance on standard nutritional guidance³



Meaningful results = better health outcomes

Behavioral Program

7x

more likely to reach 10% weight loss compared to standard nutritional guidance alone⁴

Med+ Program

29.1%

greater average weight loss among members who engage with Weight Watchers' GLP-1 Success Program (including behavior change, coaching, and nutrition guidance) compared to those who do not engage in behavioral support⁵

Improved HbA1C

0.9

decrease in HbA1c at 6 months with the Weight Watchers Diabetes Program and continuous glucose⁶

Lower Blood Pressure

87%

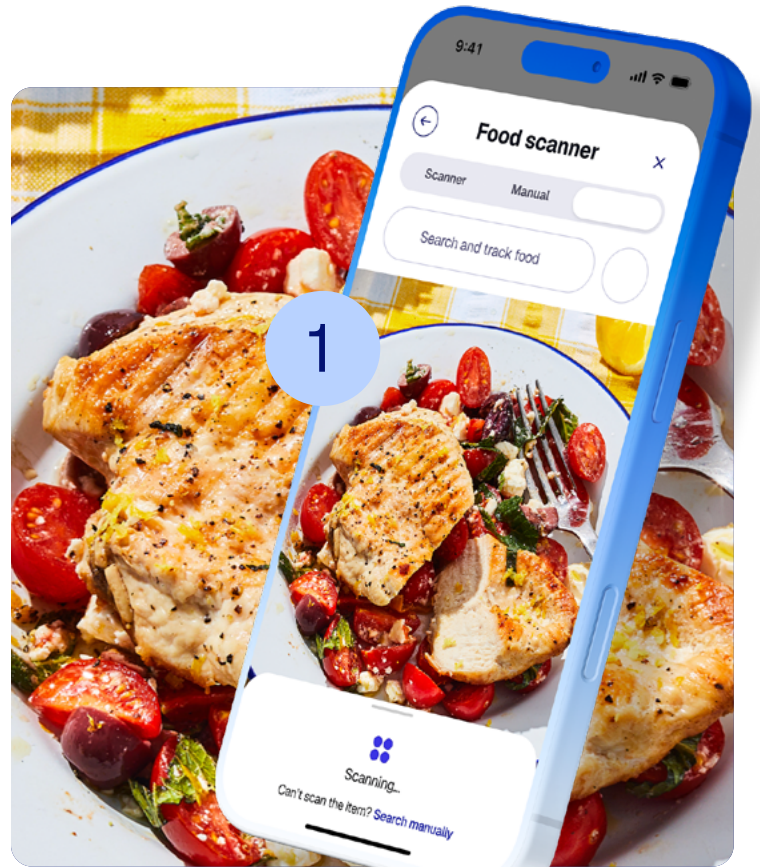
of participants prescribed weight-loss medications through Weight Watchers Med+ who had high blood pressure when starting had normal blood pressure after 12 months⁷

Engagement expertise

Bringing 60+ years of consumer engagement expertise to the employee benefits space with proven, multi-channel strategies, including:

- **Innovative digital tools**, including customizable modes, AI body scanner, and comprehensive weight health score with connectivity to 60+ wearables.
- **In-the-moment motivation** through milestone recognition, helpful nudges, and gamification.
- **Virtual and in-person workshops**.

+54.7% average monthly engagement among members⁸



Coaching + community

- **Convenient access** to expert coaches
- **Personalized nutrition support** from registered dietitians
- **One-of-a-kind community**, including 200+ affinity groups

Full-service partnership

Successful partnerships with 300+ employers and health plans through:

- **Dedicated** strategic account management
- **Customized** program implementation
- **Comprehensive** reporting and program analytics

90%

commercial client satisfaction⁹

Up to
4x ROI

achieved by organizations offering the Weight Watchers for Business platform¹⁰

Choosing the right partner

Today's weight health landscape is complex, but the fundamentals for choosing the right partner are straightforward. By focusing on the seven evaluation essentials and asking the right questions, you can identify a weight health partner that's positioned to deliver meaningful results for your employees and measurable value for your organization.

As you develop and refine your approach, look to WeightWatchers for Business as your consultative partner.

Over the past 35 years, we've gone from category creator to category leader, helping all types of organizations deliver tailored weight health solutions, drive sustainable weight health outcomes, and manage costs.

Tap into our experience to help you explore options and design the strategy that works for your people and your organization.

business.weightwatchers.com



1. Ng, Marie et al., National-level and state-level prevalence of overweight and obesity among children, adolescents, and adults in the USA, 1990–2021, and forecasts up to 2050, *The Lancet*, Volume 404, Issue 10469, 2278 – 2298.
2. 2026 Employer Health Care Strategy Survey, Business Group on Health, August 2025.
3. Thorpe KE, Joski PJ. Estimated Reduction in Health Care Spending Associated with Weight Loss in Adults. *JAMA Netw Open*. 2024;7(12):e2449200. doi:10.1001/jamanetworkopen.2024.49200.
4. Based on a 6-month randomized controlled trial (n=376) that compared participants following WW to those given standard nutritional guidelines alone where 19.3% of WW participants achieved 10% weight loss. Palacios et al. Effectiveness of a digital weight management program on diet quality: a randomized controlled trial. *AJCN*. 2025. Funded by WW International, Inc.
5. Based on an internal analysis of 3,325 members who requested at least 1 GLP-1 medication refill through Weight Watchers Med+ and self-reported both a starting weight and weight at week 52. On average, members who logged in to the GLP-1 Success Program at least 4 days each week (n=376) lost 22.20% body weight, and members who never logged in to the app (n=2,949) lost 17.20% body weight in 52 weeks. Not a randomized, controlled clinical trial. Self-reported outcomes have not been independently verified. Individual results may vary.
6. On average, based on 6-month findings from a randomized controlled trial (n=151) that compared the WW Diabetes Program + Abbott FreeStyle Libre 2 continuous glucose monitors (CGM) to usual care (one visit with a Registered Dietitian without the WW Diabetes Program) among people with type 2 diabetes. Katzmarzyk et al. 2025. Manuscript in draft. Funded by WW International, Inc.
7. Based on observational study of 358 patients who initiated anti-obesity medication treatment with WW Clinic between March 2022–September 2023. For purposes of this study, blood pressure levels were measured based on whether patients were diagnosed with hypertension stage 2. Lee et al. Changes in Blood Pressure in an Obesity Telemedicine Program Using Anti-Obesity Medications. *Obesity*. 2024.
8. Based on a 2024 internal analysis of Weight Watchers for Business average monthly engagement among enrolled members.
9. Based on WeightWatchers for Business internal client satisfaction survey results; Large and Jumbo Clients; Sept. 2022.
10. Developed in collaboration with Arbital Health Actuaries, a third-party actuarial firm. Does not include the cost of medication.

WEIGHT WATCHERS FOR BUSINESS