

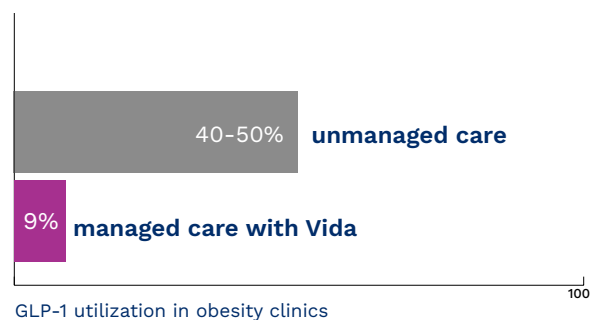
## A VIDA HEALTH CASE STUDY

# Consumer Goods Manufacturer manages GLP-1 trends and improves access to obesity specialty care

Vida has solutions for organizations that cover anti-obesity medications (AOMs) — and those that don't. One manufacturer opted to **launch Vida as a preferred prescriber of AOMs**, fully integrated into their PBM for utilization management. They also offered Vida's preventive and chronic pathways for those not currently on a GLP-1.

**The result?** The organization saw GLP-1 utilization shift towards lower-cost alternatives while maintaining strong member engagement.

9% of Vida members started on GLP-1s, compared to 40-50% benchmark for unmanaged care



# The company's key priorities



Reduce healthcare costs for members with obesity and related conditions



Deliver value-based prescribing care, facilitated by PBM integration



Offer flexibility to balance medication access with cost savings



Engage members in health coaching for behavior change

## About the company

This manufacturer has over 25 facilities across North America in both urban and rural areas.

**TOTAL EMPLOYEES:** 10,000

**AVERAGE EMPLOYEE AGE:** 42

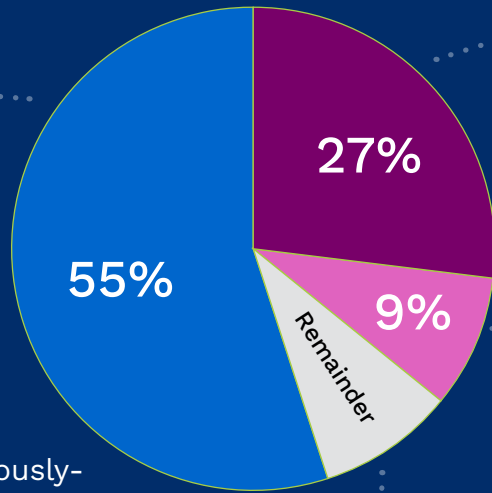
**MOST COMMON CONDITIONS:** obesity/overweight and anxiety

**AVERAGE NUMBER OF CONDITIONS FOR VIDA ENROLLEES:** 2

## Most members found alternatives to GLP-1s<sup>1</sup>

**55%**  
of members started with behavior change alone

**Remainder**  
stayed on a previously-prescribed AOM, at client's request



**27%**  
of members started on lower-cost weight loss medications

**9%**  
of members started on GLP-1s

## Members were highly engaged<sup>1</sup>

**11%** of eligible members enrolled in the program

**88%** regularly interacted with a Vida coach

**40%** of members used Vida more than 5 days a week



“We appreciate that Vida aligned with our goals by not only prescribing both GLP-1s and appropriate alternatives, but also providing performance guarantees around cost-effectiveness.”

—HR leader



<sup>1</sup>Outcomes at 4 months post launch

# Start now – your strategy can evolve over time

It's common for benefit design to evolve year after year. We built our solution to easily adapt to your changing strategy. With Vida, you can design flexible approaches that suit your needs — and that evolve with you as those needs change.

Most other solutions stick to only one lane and would require you to shop again if you decide to shift your stance. In contrast, we serve as a thought partner in benefit design to formulate an adaptable utilization management strategy that will set you up for success going forward.

[Book a demo](#)