



A VIDA HEALTH CASE STUDY

Obesity program provides cost-effective specialty care and manages GLP-1 trends

Nearly 70% of people with excess weight don't receive care that follows clinical guidelines. Almost half of those folks now turn to GLP-1s as a first-line treatment, leading to less sustainable outcomes and rising healthcare costs.

Employers are partnering with Vida to change that. By improving access to obesity specialty care—including medical nutrition therapy (MNT) and anti-obesity medications (AOMs)—Vida helps organizations manage costs and deliver better results.

With personalized support from physicians, registered dietitians, and health coaches, most members choose more affordable alternatives to GLP-1s, creating sustainable solutions for employers and employees alike.

Employers' key priorities



Open access to obesity specialty care, including medical nutrition therapy and medications



Reduce healthcare costs for members with obesity and related conditions



Provide clinical oversight for chronic conditions like diabetes and high blood pressure



Deliver member-friendly alternatives to onerous prior authorization processes

About the program

Vida matches every member with a care team to develop a personalized plan, adjusting the level of care based on changing needs. Employers can implement Vida as the sole prescriber of AOMs (including GLP-1s) or a preferred prescriber among many, streamlining prior authorization for a better member experience.

TOTAL MEMBERSHIP:

9,500 ENROLLED
AS OF DECEMBER 2024

AVERAGE EMPLOYEE AGE:

44

MOST COMMON CONDITIONS:

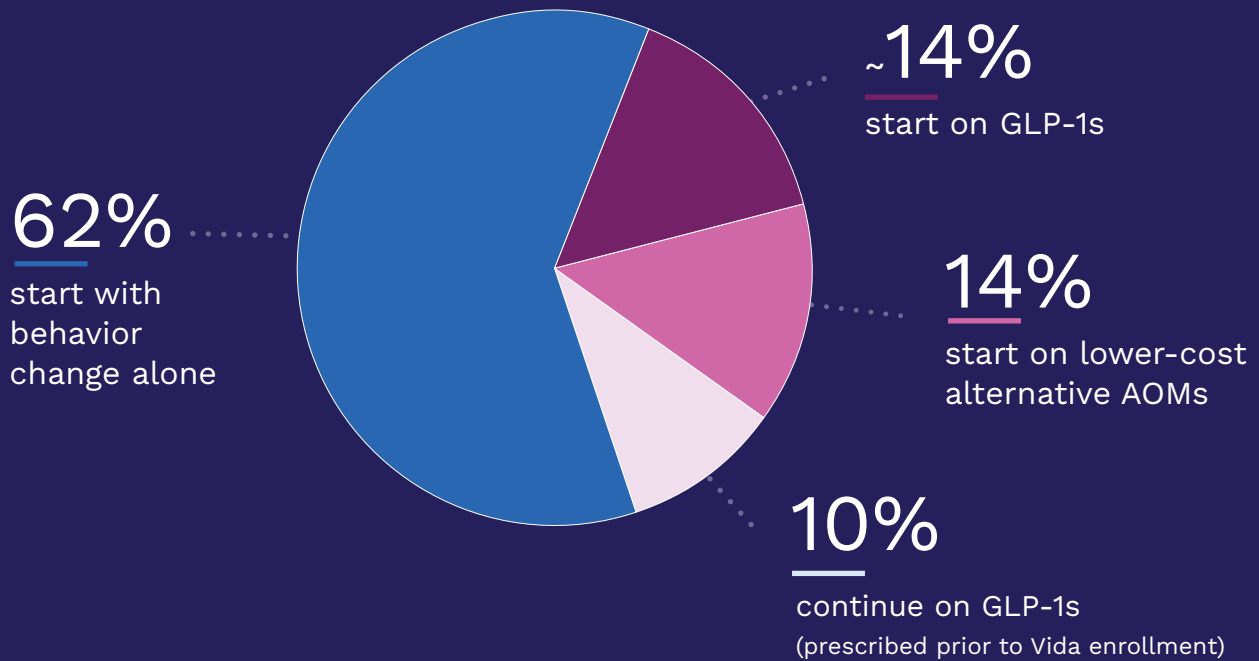
obesity, anxiety, high blood pressure, and high cholesterol

AVERAGE NUMBER OF CHRONIC CONDITIONS:

3+



Most members find alternatives to GLP-1s



Members stick with the program

88% regularly interact with a Vida coach

1-in-4 members use Vida every day

50% of members complete at least 3 dietitian consults

80% stay in the program for at least 6 months

“The flexibility Vida offers — balancing GLP-1 prescriptions with cost-effective alternatives — has allowed us to meet our obesity management goals while staying within budget.

—HR leader



Get started today—your strategy can grow with you

Benefit designs often change from year to year, and that's why we created Vida to be flexible. Our solution adapts to your evolving needs, allowing you to design approaches that work now and adjust seamlessly as your strategy shifts.

Whether you want to cover GLP-1s for the first time or have many people in your population already using them, we can set your people up for success — and help you manage the costs.

[Book a demo](#)