9amHealth

Press Release

Employer-Sponsored GLP-1 Coverage Becomes Critical for Talent Retention and Acquisition, New 9amHealth Survey Finds

73% Say It Matters, 31% Would Change Job to Get Coverage

SAN DIEGO, February 18, 2025– As the demand for GLP-1 weight loss medications such as Ozempic, Wegovy, and Zepbound continues to skyrocket, new survey results from 9amHealth reveal that access to these medications has become a critical factor in job retention and acquisition.

54% of Americans are using or want to use a GLP-1 medication–a 6% increase from last year. Compared to last year's findings, even more employees said that GLP-1 coverage was important for taking or staying at a job (73%, up from 67%). Employer-sponsored coverage of these medications has more than doubled, rising from 30% to 63%. However, for the 25% of employees who want access but don't have it, affordability remains a challenge. In fact, **31% would change jobs to gain coverage (up from 21%).**

When it comes to job perks, **weight loss medications remain among the top four benefits**, along with healthcare coverage, flexible working hours, and company equity.

"GLP-1 medications are effective—not just for weight loss but for overall metabolic health. However, they work best when combined with lasting lifestyle changes," said Dr. Avantika Waring, Chief Medical Officer at 9amHealth. "Our survey shows that **exercise rates among GLP-1 users are declining**, which raises concerns about long-term health outcomes. Employers and health plans must look beyond prescriptions and invest in comprehensive weight health solutions—otherwise, they risk paying for the medication without seeing the full health benefits."

Shifts in spending

As prices for everyday items continue to rise, many people are concerned about their spending. 9amHealth found that respondents who are employed somewhere without GLP-1 coverage are cutting back even more than last year (59% vs. 30%) to afford their medications, with dining out, luxury purchases, and groceries being the top categories to cut back.

Supply and demand challenges

Both Novo Nordisk © and Eli Lilly © faced challenges in meeting the surging demand for their GLP-1 products which has caused a vast number of online retailers to offer compounded versions of the drug. 37% of the survey respondents have tried non-FDA-approved formulations, greatly increasing the risk of complications or adverse reactions.

The bigger picture

More than 100 million U.S. adults live with obesity, and adult obesity is projected to affect 48.9% of the population by 2030. Annual medical costs are between $1,800 and $3,097 higher for people living with obesity and severe obesity, respectively, versus their healthy-weight counterparts.

Despite the rising demand, the cost of GLP-1s is a major challenge. The obesity drug market is expected to reach $150 billion by 2033, making employer and health plan strategies crucial in balancing cost-effectiveness with patient access.

Based on an organization's clinical and financial needs, 9amHealth can customize weight health solutions to curb costs and improve health outcomes while delivering a seamless member experience. To date, 9amHealth can deliver an ROI of 4x or greater.

About the survey

9amHealth conducted two surveys to analyze evolving consumer attitudes toward GLP-1 medications.

- December 2023: 1,300 nationally representative Americans
- December 2024: 545 nationally representative Americans, ages 18–64

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About 9amHealth
9amHealth offers complete cardiometabolic care—a first-of-its-kind, whole-body approach to preventing and treating obesity, diabetes, high cholesterol, and hypertension. They partner with employers, health plans, and PBMs to provide effective health benefits for those living with chronic conditions. Their members receive personalized care plans, prescription delivery, at-home lab tests, and unlimited specialist access. 9amHealth was founded in 2021 by the team behind mySugr and is backed by 7Wire Ventures, Cigna Ventures, Human Capital, Founders Fund, and Define Ventures. For more information, visit **www.join9am.com**.

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