



Weight Management

Why Digital Health Should
Be in Every Patient's Care Plan

A \$260.6B Challenge

Weight Management affects 650M people worldwide. **Four million people die each year as a result of obesity**, according to the World Health Organization [1], making it a serious global problem. Annual obesity-related medical care costs in the United States, were estimated to be \$260.6B [2].

Weight Management and Digital Health

For people managing their weight, being overweight is defined as a body mass index (BMI) over 25, and over 30 is obese [3]. Digital health can be effective tools to help people with their weight management. **Medisafe can improve patient outcomes and new analysis shows reduction in annual patient costs and medical claims with Medisafe.**

INSIDE THIS MEDISAFE REAL-WORLD DATA ANALYSIS

Weight Management Insights:

- Top medications
- Adherence rates
- Body weight changes
- Patient behavior (emphasizing GLP-1 agonists)
- Prevalent conditions
- Other medications used
- Average start dates throughout the year
- Positive impact on Social Determinants of Health (SDOH)
- Improvement of health outcomes

Patient Mindset:

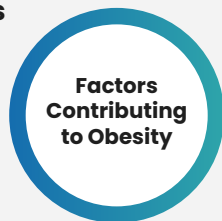
- Effects of anti-obesity medications
- Loss or weight gain during treatment
- Anti-obesity treatment side effects
- Weight management methods beyond medications

U.S. Weight Management Insights

Demographics

42%

Adults have obesity [4]



- Genetics
- Biology (*hormonal/metabolic*)
- Behavior (*activity, nutrition, sleep*)
- Psycho-Social (*quality of life*)
- Social Determinants of Health (SDOH) [5]

Annual Medical Costs

\$260B

or

\$3,097

per patient with severe obesity per year [6]

Chronic Conditions Prevalence

(based upon Medisafe patient population)

30%

Anxiety
(Anxiety and GAD combined)

29%

Depression

22%

Hypertension

7

FDA-Approved Long-Term Weight Loss Medications

- Contrave (*Bupropion-Naltrexone*)
- Saxenda (*Liraglutide*)
- Alli, Xenical (*Orlistat*)
- Qsymia (*phentermine-topiramate*)
- Wegovy (*Semaglutide*)
- Imcivree (*Setmelanotide*)
- Zepbound (*Tirzepatide*)

Semaglutide Patient Costs

GLP-1 Agonists Ozempic and Wegovy

\$15K

yearly Rx cost without insurance [7]

Real-World Data Analysis of Medisafe Users Managing Their Weight

Semaglutide anti-obesity meds created a new population of patients – they are more adherent and report better treatment results than patients on other anti-obesity drugs.

In the last 5 years, the popularity of medications that Medisafe users took for obesity has doubled. That jump was propelled mostly by Semaglutide medications: **Wegovy and Ozempic**. These meds had not substituted for types of anti-obesity meds – rather they added new patients to the population of users taking meds for weight control.

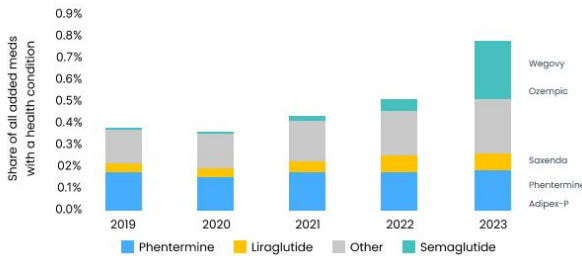
Medisafe **patients who tracked body weight change in the process of treatment with Semaglutide meds showed on average a higher weight loss** than patients taking Phentermine-based drugs. Semaglutide patients started from a much higher base, though.

TOP 5 MEDS ADDED BY MEDISAFE USERS FOR WEIGHT CONTROL

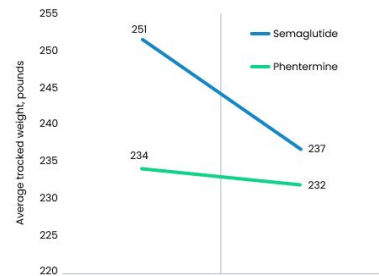
2019	2023
Phentermine	Wegovy
Contrave	Phentermine
Saxenda	Saxenda
Adipex-P	Contrave
Victoza	Ozempic

Study Design: n=18,187 Self-reported Medisafe users. Users have self-identified as managing Obesity (n=16,228 users), Weight Management: (n=1,238) users, Having Too Much Body Fat (721 Users)

Anti-Obesity Medications on Medisafe by Active Substrate

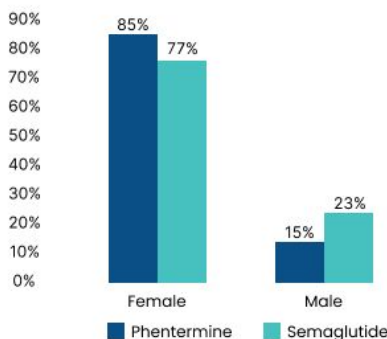


Average Reported Body Weight Changes in the Process of Treatment

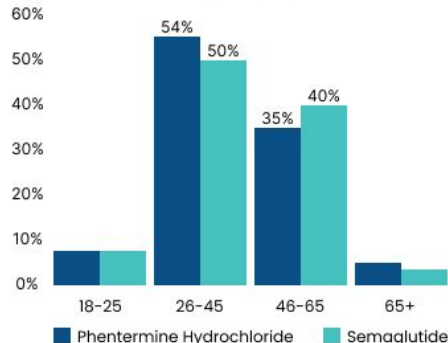


Users taking Semaglutide meds are slightly different from those with Phentermine. There are more men and 46-65 adults among the Semaglutide population. Self-reported medication adherence with Medisafe patients for **Semaglutide-based meds is higher than for Phentermine** meds.

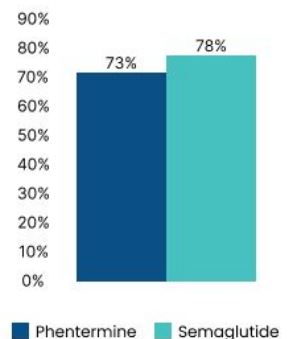
Gender Distribution of Patients With Anti-Obesity Medications on Medisafe



Age Distribution of Patients With Anti-Obesity Medications on Medisafe



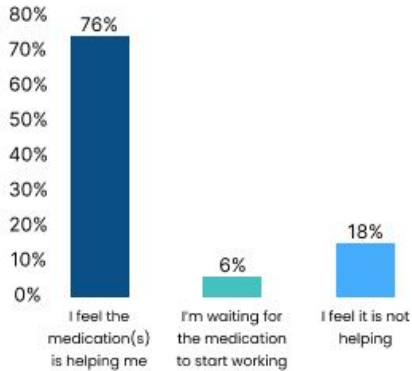
Self-Reported Adherence of Patients on Medisafe



Medisafe Patient Perspective: Anti-Obesity User Insights

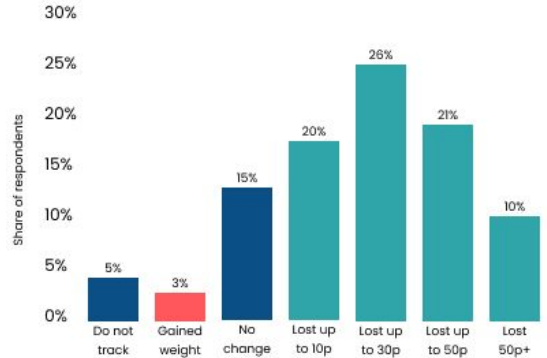
Based on the patient survey carried out in January 2024 in the Medisafe app among users undergoing anti-obesity treatment, most of the patients feel the effect of their treatment, reporting substantial weight loss.

Perceived Effect of Anti-Obesity Treatment



N= 87 patients

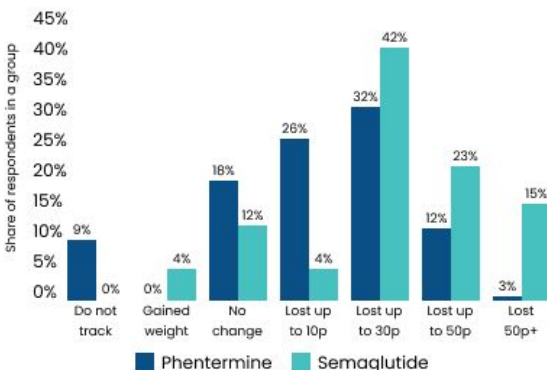
Self-Reported Body Weight Change



N= 87 patients

There is no statistically significant difference in perceived treatment effect between patients with Phentermine-based and Semaglutide-based meds. However, the survey shows higher reported weight loss for Semaglutide patients – that probably is explained by the fact that this group starts from a higher weight than patients with Phentermine meds.

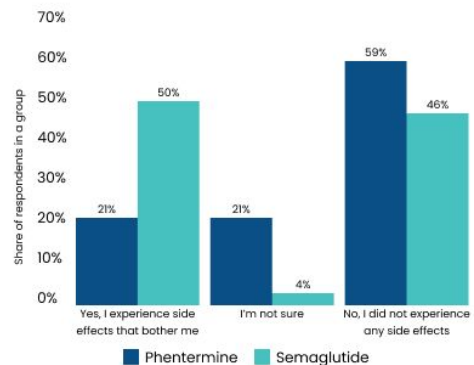
Self-Reported Body Weight Change in Different Groups



N=34 patients with Phentermine meds, 26 patients with Semaglutide

There is a statistically significant difference between patients reporting adverse side effects of weight-loss treatment in Phentermine and Semaglutide groups. Almost half of all Semaglutide patients report experiencing some bothering side effects.

Perceived Adverse Effects of Treatment in Different Groups



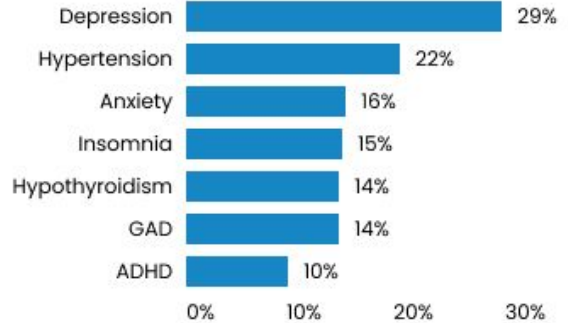
N=34 patients with Phentermine meds, 26 patients with Semaglutide

Survey Respondent scope: US patients with anti-obesity meds (user stated that health condition, not a list of meds), who have taken a dose in the last 30 days and treatment was started at least 14 days before last taken dose.

Share of Anti-Obesity Meds Out of All Added in a Month



Top Comorbidities of Medisafe Weight Management Users



UNLOCK YOUR BRAND'S REAL-TIME INSIGHTS

BOOK A MEETING WITH MEDISAFE TO FIND OUT HOW WE PARTNER WITH BRANDS FOR:

Adherence

70%

Psychiatry, Cardio-metabolic

70% of non-adherent patients (MPR < 80%) became adherent after starting Medisafe | IQVIA, 2019 | ISPOR

Persistence

.75-2.1 Incremental Rx claims

Dermatology

3rd party Test vs. Control analyses across 3 different biologics | Komodo, 2020 - 2023

Retention

61% User retention at 90 days

Native App and Digital Companion

Compared to <3% user retention at 90 days for Health/Medical Apps | AppsFlyer, 2022*

Cost Reduction

34% Reduction in total medical claims

Multiple Sclerosis

14-month period analyzing claims data from Medisafe users identified through patient match data to Rx data | Komodo, 2023

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