

# The U.S. Medical Weight Loss Market

- April 2023 -

## Table of Contents

	<b>Page</b>
<b><u>Introduction, Scope, Methodology</u></b>	<b>1-4</b>
<b><u>Executive Overview</u></b>	<b>5-14</b>
<ul style="list-style-type: none"><li>- Summary: discussion of medical weight loss mkt. characteristics, limitations, cyclical nature</li><li>- Market definition and segments</li><li>- Market structure: discussion of various types of programs &amp; providers</li><li>- Discussion of total diet market and medical market's major developments since 2021</li><li>- How the pandemic changed dieter behaviors</li></ul>	
<u>Tables:</u>	
<ul style="list-style-type: none"><li>- Total diet market/mkt. segments \$ value: 1997-2027 Forecast</li><li>- Forecasted Growth Rates of Diet Market Segments: 2022-2027</li><li>- Medical weight loss market segments: \$ value (bariatric surgery, diet drugs, bariatricians' programs, hospital/clinic/MD programs, VLCDs market)</li></ul>	
<b><u>Hospital &amp; Clinic Chains Weight Loss Programs</u></b>	<b>15-63</b>
<ul style="list-style-type: none"><li>- Structure of the medical weight loss market, mix and \$ value by: hospitals ^ private MD programs, clinic chains &amp; franchises, Rx diet drugs, bariatric surgery, VLCDs</li><li>- <b>Status Report:</b> Effects of the pandemic on medical program operations and revenues: The pivot to digital delivery, current hot Rx obesity drugs market and MDs adding Wegovy, Saxenda, Ozempic to their plans, recovery of medical programs since 2020</li><li>- Types of plans offered (low-cost, moderate-cost plans, estd. no. of hospitals providing each, typical cost), Medicare coverage</li><li>- Interviews with management at HMR, Medi-Weightloss, Weight Loss MD, Karol Clark</li> <li>- <u>Physician-based diet programs:</u> diet drugs/other methods used, consumer attitudes, limitations, estd. no. MDs with a weight loss program – independents vs. affiliated with chains, meds used, typical cost of MD programs</li> <li>- <u>Profiles of a hospital-based weight loss program:</u> Johns Hopkins</li></ul>	
<b><u>Major Medical Chains: Company Profiles: Lindora Clinics, Centers for Medical Weight Loss, Smart for Life, Medi-Weightloss Clinics, Medical Weight Loss of Michigan, Nuviva, Dr. G's, Let's Lose, JumpstartMD, Ideal Protein</u></b> (in-depth descriptions, plan costs, estimated revenues, no. of centers, franchising growth strategies).	
<u>Tables:</u>	
<ul style="list-style-type: none"><li>- Avg. revenues per site, avg. plan cost to patient, avg. income statement, start-up Costs for top 8 medical weight loss chains/franchises/licensors.</li><li>- Value of The U.S. Medical Weight Loss Market: 2015-2022</li></ul>	

## **Bariatrician (Obesity Medicine Specialists) Programs**

**64-72**

- Status report of profession, OMA survey results (MDs by: age, income, size practice), how they're trained, number practicing, certification by OMA, use of diet drugs, treatment methods used, plan effectiveness/cost, business is up due to more surgeries, less surgeries – opinions of industry consultant.
- Estimated \$ value of the market for their programs: 2012-2027 F

## **The Weight Loss (bariatric) Surgery Market**

**73-98**

- **Status Report: Effects of the pandemic on volume of procedures performed, revenues, 2021-2022 recovery**
- Discussion of sleeve, gastric bypass, lap band procedures, outcomes data status report & interviews with ASMBS President, a bariatric practice consultant
- Costs per surgery by type payor, pros/cons, who qualifies, **effect of Obamacare** on coverage by 25 state exchanges
- Surgery utilization and outcomes, mean cost per surgery, patient demographics
- Major insurers' coverage today, status report, Medicare coverage, role of liaison firms (Obesity Help, Barix Clinics, Journey Lite - addresses), avg. cost of surgery.
- Types of surgery: Roux-en-Y, lap banding, mini-gastric bypass, sleeve, consumer pros/cons

Table: No. of bariatric surgeries performed: 1992-2022

Table: \$ value of the market: 1992-2027 F, outlook under Obamacare

- Associations: ASBS, Obesity Action Coalition, increased lobbying efforts.

Table: \$ value of the market, by type surgery: 2022

## **VLCD/LCD Fasting Supplement Programs**

**99-124**

- **Status report** of low-calorie modified fasting programs in 2022, effects of the pandemic, outlook by mgmt. at HMR, demand from hospitals for turnkey programs characterizing the mkt. (price, programs, no. of sites, increased direct-to-customer sales)
- Historical nature of market - development from 1970s-1990s, enrollments, drop-out/completion rates, problem on insurance coverage, market indicators, positive/negative trends/factors

Table: Marketdata estimates of VLCD enrollments for 1995-2022 (new vs. repeat patients, fasting vs. maintenance), \$ value of mkt. for 1984-2027 F.

Company Profiles: Detailed descriptions of companies/plans, program revenues:

**Health Management Resources, Optifast (Nestle), Robard**

Table: VLCD enrollments, \$ mkt. value: Marketdata estimates: 2007-2022.

## **The Prescription Diet Drugs Market**

**125-146**

- Discussion: Strong recent growth of new Rx drugs (semaglutide) by Novo Nordisk fuels major boost in value of U.S. obesity meds market, MDs adding to their practices, viewing obesity as a disease, major obesity medications used today, role of MDs, commercial chains' involvement with diet drugs, why it has been tougher than thought to develop anti-obesity drugs that are effective and with minimal side effects.
- Status Report: strong sales of Wegovy, Ozempic, Saxenda (Novo Nordisk annual report, \$ sales) taken off the mkt., FDA rejections of: Acomplia, Taranabant, other Rx diet drugs
- New obesity drugs in development to 2026: semaglutide, Mounjaro (Lilly)
- Existing drugs used (Xenical, Phentermine) – descriptions
- Marketdata's 2023 and 2027 outlooks for prescription diet drugs, effect of new drugs on mkt. size, discussion of this market's potential vs. drawbacks, overcoming MD and consumer attitudes, side effects, effectiveness. Moderate weight loss not enough for most dieters.

### Tables

- prescriptions written and \$ sales for: Meridia, Xenical, Phentermine, 12 other anti-obesity drugs (2003-2016)
- Estimated Value of Obesity Drugs Sales in the United States: 2004-2027

### **Reference Directory of Weight Loss Information Sources**

**147-150**

- Industry & government trade associations, journals, newsletters, magazines, consultants