

The Telehealth Weight Loss Market

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Rationale for telehealth, during the Covid-19 pandemic and since then, pros and cons	
Types of care available via telemedicine	
Pros and cons of telehealth	
Investments in telehealth: some major companies funded by investors (Noom, Virta Health, Calibrate, Wellory)	
Criticisms of telehealth, discussion: barriers to usage for low-income households, the elderly, rural populations, poor Internet availability	
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National use in 2021, percent of U.S. adults, government survey findings (by age, sex, ethnic group, region)	
National use in 2022-2023	
Top reasons for using telemedicine, SingleCare data	
The typical costs of telehealth, satisfaction rates	
<u>Telemedicine Services Used for Weight Loss</u>	
NIH government survey findings, types of weight loss interventions, background of providers/health coaches	

Market Size & Growth

25-32

Methods used to estimate market size, estimate by Truist equity analyst – obesity management telemedicine market size

Methods of estimating market size, known data versus assumptions

Typical subscription fees and per visit fees charged by telehealth firms, annual spending by consumers for telemed services

GLP-1 drugs and Telehealth market analyses by: J.P. Morgan, McKinsey & Co., PEW Research

Marketdata analysis and estimate of market size in 2020 during the pandemic

Marketdata analysis and estimate of market size in 2022-2023

Marketdata Forecast of market size in 2028, discussion of factors affecting demand.

Profile of Health Coaches and Telemedicine Weight Loss Coaches

33-44

Profile of all health coaches: number, growth, average salaries (data from BLS, YourCoachHealth, Glass Door, Indeed.com, Glass Door, Payscale.com)

Factors affecting growth, 2028 forecast

The weight loss coaching market: discussion, why commercial weight loss company coaches were laid off since 2020.

Telephonic health coach salary averages, top paying industries

Tables:

- Health coach salaries, by state
- Estimated number of weight loss coaches, by company, market value

Compounding Pharmacies: The Controversy Over Weight Loss Drugs

45-47

Discussion: reasons for using compounded Semaglutide (GLP-1 drugs) (price, brand name shortages)

FDA regulation, pharmacy operations

Lack of regulatory oversight and surveillance, risks for consumers

Consumer lack of information about reputable versus dubious compounding pharmacies

Profiles of two largest compounding pharmacies: Red Rock, Hallandale Pharmacy

Weight Loss Telehealth Competitor Profiles

48-80

(company description, contact information, specialties, services, number of weight loss clients, revenues, etc.)

Summary: subscription fees, visit fees, popular telehealth platforms mentioned on social media

Table:

- Major Weight Loss Telehealth Company Metrics (estd. no. of weight loss clients, monthly subscription fees, monthly website traffic)

Profiles

- Weight Watchers Clinic
- LifeMD (Medifast)
- Noom
- Eli Lilly Direct
- Teladoc
- Ro.co
- Mayo Clinic
- Calibrate
- Found Health
- FORM Health
- Mochi Health
- AnWell
- Fridays Health
- Amazon Health (One Medical)
- Costco (Sesame Care)
- Doctor On Demand
- HealthTap
- Plushcare
- Lavendar Sky Health
- Hello Alpha
- Walmart Health Virtual Care (MeMd)
- Everly health

The Weight Loss Apps Market

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Discussion of market size, major competitors

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List of telehealth trade associations, surveys, journals/magazines, articles, experts