

Press Release

gamHealth Launches SmartStep Method To Empower Members To Achieve Weight Health Goals and Support Employers Through Cost-Effective Solutions

Unique Care Plan Prioritizes Education, Adherence, and Accessibility to Guide Members Towards Informed Decisions, Resulting in Impactful Cost Savings for Employers

SAN DIEGO, July 25, 2024 – [gamHealth](#), the leading virtual cardiometabolic care solution, today announced the launch of the SmartStep Method – a personalized care plan for members looking to lose weight and improve their health. The unique plan empowers members by introducing customized treatments and lifestyle changes, prioritizing education, daily adherence, accessibility, and affordability, leading to more informed decisions and effective health outcomes. With this launch, gamHealth hopes to disrupt the industry, support employers who cover cardiometabolic care through impactful cost savings, and curb the cultural weight loss craze that promotes a “quick fix” mentality through weight loss medications by emphasizing the importance of implementing lifestyle changes to achieve and maintain long-term health.

The **SmartStep Method** guides members step-by-step, ensuring they make smart choices through high-touch, individualized care. This plan emphasizes gamHealth’s strategic approach to navigating treatment options, including generic options and GLP-1 medications, offering the most effective solution for members and their specific needs, including cost, and highlighting smart decisions for each individual.

A [study published in the New England Journal of Medicine](#) found that semaglutide, when combined with lifestyle modifications, resulted in an average loss of 14.9% of participant’s body weight, but with the popularity of these medications, the important contribution that lifestyle modifications contribute to these outcomes is often overlooked. The SmartStep Method teaches members to adopt healthy lifestyle habits that can improve overall well-being, including cardiovascular health, mental health, and metabolic function, before turning to high-cost, long-term medication use. This also ensures that when medications are used, members see the full potential benefit.

“In today’s culture, many people turn to GLP-1 medications thinking they will be a magic solution for weight loss management, but often overlook the need for sustainable lifestyle changes alongside any medication support,” said gamHealth’s Chief Medical Officer, Dr. Avantika Waring. “This reliance not only affects individuals, leading to unsustainable outcomes and low adherence but also places the financial burden of these expensive treatments on employers. According to the [Blue Cross Blue Association](#), nearly six in 10 patients quit using GLP-1 drugs before reaching a “clinically meaningful” health benefit - likely due to costs and lack of education. The SmartStep Method is built on a continuous progress approach, so our members feel confident and empowered to take charge of their health and see a future for long-term, whole-body health.”

This launch comes off the heels of gamHealth’s [Spanish language rollout](#), expanding access to care for Spanish-speaking individuals nationwide and reinforcing the brand’s commitment to a new, more

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connected care model. The SmartStep Method demonstrates gamHealth's continued efforts to improve access to specialized cardiometabolic care.

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About gamHealth

gamHealth offers complete cardiometabolic care—a first-of-its-kind, whole-body approach to preventing and treating diabetes, obesity, high cholesterol, and hypertension. They partner with employers and health plans 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. gamHealth was founded in 2021 by the team behind mySugr and is backed by Cigna Ventures, 7Wire Ventures, Human Capital, Founders Fund, and Define Ventures. More at www.join9am.com.

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