

Trend Report 2024

# Covering weight loss medications in 2024— what employers need to know

New 9amHealth survey finds that employees are making life-changing decisions—including changing jobs—based on access to weight loss medications.

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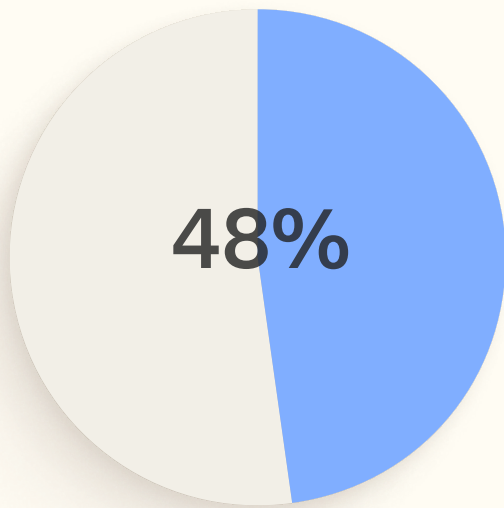
# As demand for GLP-1 diabetes and weight loss drugs

like Ozempic, Wegovy, and Zepbound continue to rise, with the market for obesity drugs predicted to reach \$77 billion by 2030, 9amHealth commissioned a survey to dive deeper into the trend and determine its lasting power.

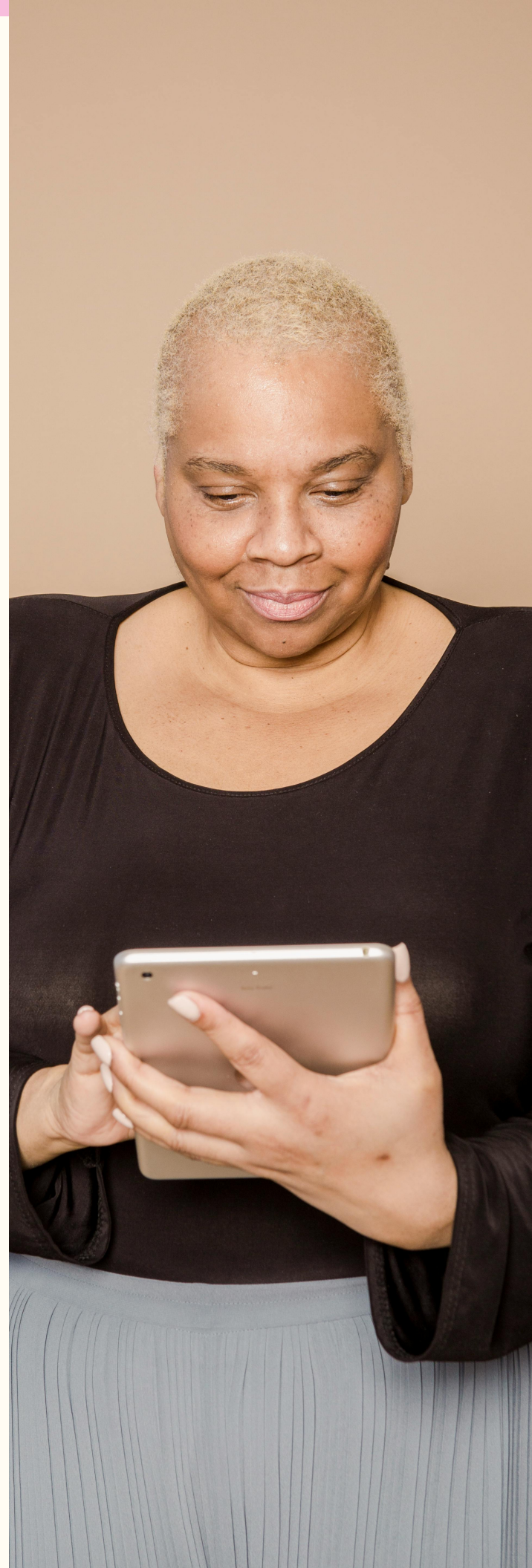
This online survey aimed to uncover what U.S. consumers' attitudes are towards weight loss medications. The study was conducted among 1,300 nationally representative Americans in December 2023.



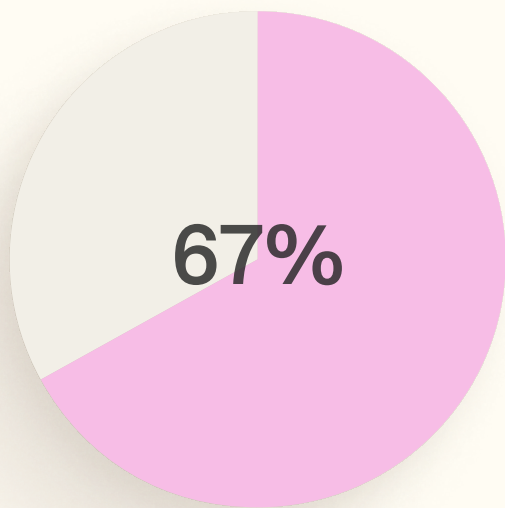
## Key takeaways:



**48% of the respondents surveyed are taking or want to take a semaglutide medication (GLP-1) for weight loss.** However, only 30% of employers cover GLP-1 medications.



## Key takeaways continued:



**67% of respondents would be “likely” or “very likely” to stay at a job** they didn’t like in order to sustain coverage for weight loss medication.





# Key takeaways continued:



When it comes to job perks, **respondents ranked coverage for weight loss medications as more important than child care assistance/reimbursement, unlimited PTO, work-from-home or hybrid work models, and team bonding activities.**

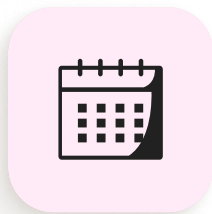


# Weight loss benefits are more coveted than unlimited PTO

It is clear that people are changing their habits and behaviors as the demand for GLP-1 medications grows. Even more notable—they are placing more value on coverage for weight loss medications than other benefits like the hybrid work model, unlimited PTO, team bonding activities, and childcare assistance/reimbursement.



**Child care reimbursement**



**Unlimited PTO**

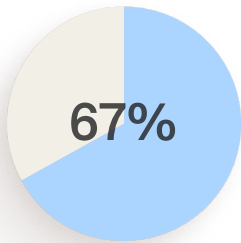


**Work-from-home models**

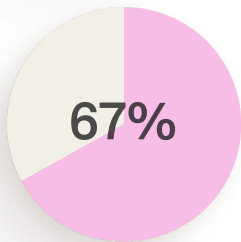
Survey of 1,300 representative Americans

Despite trends around “quiet quitting” and a national conversation about hybrid work, the data revealed that a staggering 67% of respondents would actually prefer to stay at a job they don’t like as opposed to starting a new job in order to keep insurance coverage for weight loss medications.

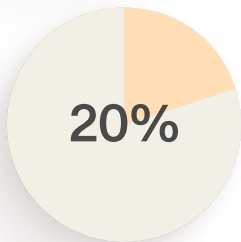
Another 20% of respondents who are employed somewhere that does not offer coverage for GLP-1 medications said they would be “likely” or “very likely” to change jobs in order to gain coverage, highlighting just how important this has become.



View benefit as **“very important”** or **“extremely important”** for accepting or retaining their job.



Said they would be **“likely”** or **“very likely”** to stay at a job they didn’t like for weight loss medication coverage.



Are **“likely”** or **“very likely”** to consider a job change for GLP-1 medication coverage.

Survey of 1,300 representative Americans

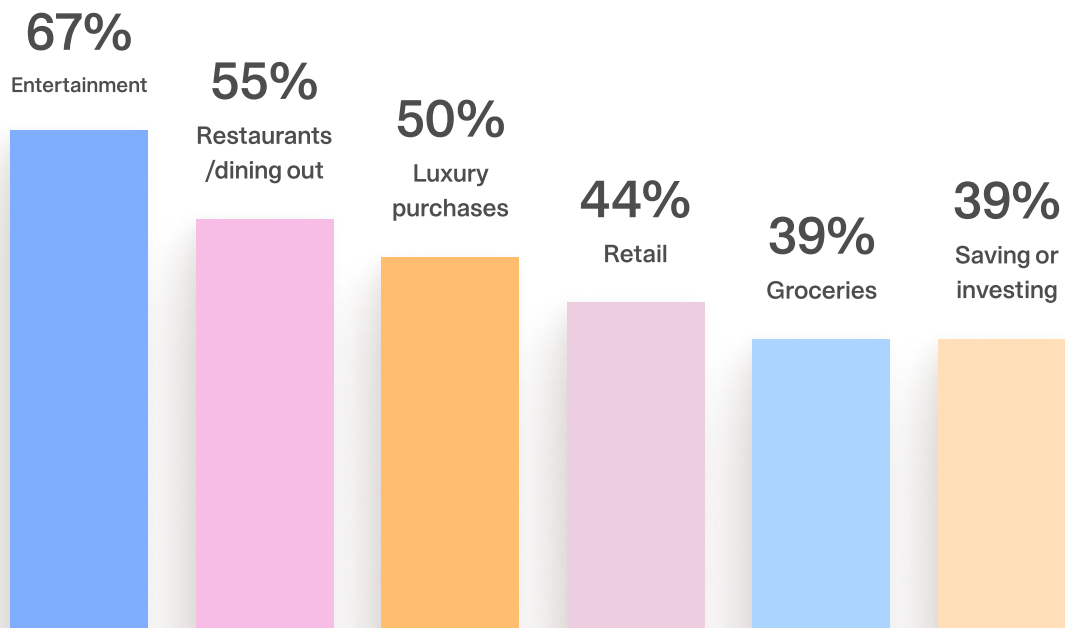


# A shift in spending habits

The data reported that 50% of respondents are even saving or investing less, putting that money toward GLP-1 medications. In the current economic climate, respondents who are employed somewhere that does not offer coverage are cutting back on entertainment, groceries, luxury purchases, dining, and general retail purchases —choosing instead to spend their dollars on GLP-1 medications.

It may seem surprising that people would financially prioritize weight loss medications over other purchases. However, the reality is that weight loss medications are often not the first thing people will try when it comes to their weight loss journey. The majority of people surveyed said they took a more traditional route of trying dietary restrictions (60%) and exercise/personal training (68%) prior to considering GLP-1 medications.

**To afford these medications,  
50% are cutting back on daily spending:**



Survey of 1,300 representative Americans

Alarming, 38% of respondents have tried knock-off GLP-1s/semaglutide or black market weight loss products that have not gone through FDA approval in the past, greatly increasing the risk of complications or adverse reactions.

It is clear that a benefits package that includes coverage for weight loss medications would be highly valuable and coveted by employees and potential candidates.





# A cost-effective solution for your organization

As more weight loss management medications receive FDA approval, this data shows that people are increasingly interested in getting these treatments—even if it means making extreme sacrifices like cutting back on expenses or changing jobs.

9amHealth is committed to providing cost-effective, quality care through an array of cardiometabolic programs for health plans, employers, and their members. With 9amHealth's comprehensive care approach, members living with diabetes, obesity, and co-conditions can access specialized care regardless of their location.

As demand continues through 2024, 9amHealth is continuously working to help employers keep up by offering their employees effective alternatives to weight loss drugs all in one place and at a lower cost.

Interested in learning more? [\*\*Book a demo to connect with our team here.\*\*](#)





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