



NEWS RELEASE

Medifast Survey Finds Majority of U.S. Adults Trying to Lose Weight Agree Lifestyle Changes Are Essential – Even with Weight Loss Medications

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While 8 out of 10 U.S. adults trying to lose weight are eager to reach their goal as soon as possible, they agree that weight loss is an ongoing process requiring consistent attention and effort*

BALTIMORE--(BUSINESS WIRE)-- **Medifast** (NYSE: MED), the health and wellness company known for its habit-based and coach-guided lifestyle solution **OPTAVIA®**, today shared findings from a recent independent survey. Commissioned by Medifast and conducted by the third-party market research firm Talker Research, the goal of the survey was to better understand American perceptions of weight loss medications and their role in health journeys, while also identifying areas where further support is necessary.

The survey of 2,000 nationally representative U.S. adults who are trying to lose weight revealed that while weight loss medications are seen as a viable tool, there is a clear understanding among respondents that medications are not a standalone solution. 65% of respondents believe that weight loss medications are more effective when used together with lifestyle changes, and 45% agreed that medications alone won't allow them to reach their long-term goals.

Moreover, the survey found that even if weight loss medications were readily available, a majority of respondents would still commit to lifestyle changes to reach their goals. Specifically, 73% said they would commit to healthy eating, 72% would commit to regular exercise, and 55% would prioritize quality sleep.

Other notable findings include:

- More than half (58%) of respondents said they wished they had more support on their weight loss journeys.
- 58% of respondents said they would be inclined to try a medically supported weight loss program if it offered personalized meal plans and a support group.

"Weight loss is a journey that requires a holistic approach, including proper nutrition, adequate exercise, sufficient sleep, and a healthy mindset," said Dan Chard, chairman and chief executive officer of Medifast. "The survey results clearly point to a growing need and desire among U.S. adults for a more comprehensive, balanced approach to weight loss that complements or goes beyond just medication. It is evident that the majority of people trying to lose weight understand the importance of lifestyle changes and are looking for effective tools and support to help them in their efforts."

Chard added, "With our habit-based and coach-guided lifestyle solution, **OPTAVIA**, Medifast is uniquely positioned to meet this clear consumer demand. We offer customized programs and the support of coaches who draw upon their own personal weight loss experience – two of the top tools respondents identified as crucial. Our coaches not only help people lose the weight, but also teach them how to keep it off. For more than 40 years, Medifast has committed to championing nutrition and lifestyle changes, aligning perfectly with the needs and wants of those striving to create a healthy lifestyle. As the market continues to grow, we remain dedicated to supporting individuals in achieving their health and wellness goals through a holistic approach that incorporates both lifestyle changes and, where clinically appropriate, weight loss medications."

Studies have shown that use of FDA-approved GLP-1 medications together with a lifestyle modification program like **OPTAVIA** may help you achieve an average reduction in body weight of 15% (Wadden et al., 2021; Wilding et al., 2021). Medifast embraces this holistic strategy and leverages this data in its unique approach. The company offers personalized plans that incorporate both the use of appropriate medications and the support of experienced coaches who have personally navigated their own weight loss journeys to create a comprehensive framework for a healthy lifestyle.

*This random double-opt-in survey of 2,000 people who are trying to lose weight was commissioned by Medifast between May 2, 2024, and May 8, 2024. It was conducted by market research company **Talker Research**, whose team members are members of the Market Research Society (**MRS**) and the European Society for Opinion and Marketing Research (**ESOMAR**).

About Medifast[®] :

Medifast (NYSE: MED) is the health and wellness company known for its habit-based and coach-guided lifestyle

solution **OPTAVIA®**, which provides people with a simple yet comprehensive approach to address obesity and support a healthy lifestyle. **OPTAVIA's** holistic solution includes lifestyle plans with clinically proven health benefits, scientifically developed products, and a framework for habit creation – all reinforced by independent coach support for customers on their weight loss journeys. Through its collaboration with national virtual primary care provider LifeMD® (Nasdaq: LFMD) and its affiliated medical group, the holistic solution now includes access to GLP-1 medications where clinically appropriate. Medifast remains committed to its mission of offering Lifelong Transformation, Making a Healthy Lifestyle Second Nature™. Visit the **OPTAVIA** and **Medifast** websites for more information and follow **@Medifast** on X and LinkedIn.

Public Relations: Jessica Oring, Jessica.Oring@medifastinc.com

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