



NEWS RELEASE

OPTAVIA Survey Reveals 80% of Americans Lack Understanding of Metabolic Health Despite Its Major Impact to Overall Health and Wellbeing

12/9/2025

Findings underscore critical gaps in awareness, fueling demand for evidence-based solutions to improve energy, sleep, weight management and other key health markers

BALTIMORE--(BUSINESS WIRE)-- **OPTAVIA**, the science-backed, coach-guided lifestyle system, announced a new report "**Metabolic Health in America: Awareness, Attitudes and Action.**" The report includes findings based on an online survey conducted by **OPTAVIA** with KRC Research among a nationally representative group of U.S. adults ages 18-75, recruited to match U.S. Census demographics*. The data highlights a pressing concern: 80% of American adults lack understanding of metabolic health, yet many are experiencing the consequences of poor metabolic health - such as low energy, disrupted sleep and challenges with weight management.

OPTAVIA, the science-backed, coach-guided lifestyle system, announced a new report "Metabolic Health in America: Awareness, Attitudes and Action."

The findings examine how consumer perceptions shift dramatically once they

understand the fundamental principles of metabolic health. Survey participants were introduced to the definition of metabolic health after an initial set of questions to gather informed responses.

[Baseline Insights](#)



Before being introduced to the definition of metabolic health:

- Less than half (43%) of Americans have heard of the term “metabolic health”
- 80% of Americans lack understanding of metabolic health's critical impact on their overall wellbeing
- Nearly all (94%) Americans said they have some concern about at least one aspect of metabolic health
- 65% of survey respondents said they had three or more concerns about aspects of health that affect metabolic health – such as aging, poor sleep and excess body fat

Motivation After Learning the Definition

Most Americans (74%) were motivated to improve their metabolic health once they learned more about it with almost all (85%) believing their metabolic health can be improved:

- 85% of Americans believe it’s possible to reverse metabolic dysfunction
- 84% agree or strongly agree that it is important to overall health and wellbeing

The results of this survey come as Medifast enters the next era of its transformation journey, charting a future driven by continued scientific advancement and innovation grounded in Metabolic Synchronization™, its breakthrough science. This new chapter begins with a comprehensive approach that **provides a targeted reset of the body’s metabolism by activating strong and targeted fat burn, which improves body composition through reducing bad visceral fat, retaining lean mass and protecting healthy muscle.** Upcoming innovations are planned to further strengthen the company’s offering — with the goal of helping people reverse metabolic dysfunction** and achieve optimal metabolic health.

Expert Perspective

"The disconnect between awareness and reality is striking — hundreds of millions of American adults† struggle with issues that stem from metabolic dysfunction without understanding the underlying cause," said Dr. Satya Jonnalagadda, Vice President of Scientific and Clinical Affairs at Medifast. "People often attribute their persistent fatigue, difficulty losing weight or declining energy to 'just getting older' when these symptoms often point to metabolic imbalances that can be addressed or even reversed with the right approach."

Company Context

"This survey reveals a clear gap in awareness: Americans are thinking about their metabolic health even if they don't yet recognize the term. Despite that more than 90% of American adults† are metabolically unhealthy and many are already dealing with challenges like weight management, low energy and poor sleep, fewer than half have heard of metabolic health," said Dan Chard, Chief Executive Officer of Medifast. "Our holistic metabolic health system

delivers healthy quality weight loss and improves overall body composition, which is the first step to achieving optimal metabolic health. When clients are supported by a dedicated coach, surrounded by a like-minded community and guided by evidence-based, whole-person programs, they can experience real, measurable results. What begins as a focus on weight loss becomes a broader journey toward renewed vitality, confidence and a healthier, more vibrant life.”

To explore the complete report, visit <https://optaviamedia.com/pdf/Metabolic-Health-in-America.pdf>

*OPTAVIA commissioned an online survey with KRC Research among n=1,004 U.S. adults ages 18-75. The survey was fielded between September 23rd and September 29th, 2025.

**Arterburn LM, et al. Randomized controlled trial assessing two commercial weight loss programs in adults with overweight or obesity. *Obes Sci Pract.* 2018 Dec 21;5(1):3-14. doi: 10.1002/osp4.312. In a clinical study, individuals on the Optimal Weight 5 & 1 Plan experienced a reduction of 14% visceral fat and 98% of lean mass was retained at 16 weeks.

† Reference: O'Hearn M, et al. Trends and Disparities in Cardiometabolic Health Among U.S. Adults, 1999-2018. *J Am Coll Cardiol.* 2022;80(2):138-151. doi: 10.1016/j.jacc.2022.04.046.

Corporate Authority & Credibility.

- Healthiest Maryland Business Award; 2025, 2023
- U.S. News & World Report Best Companies to Work For Award, Food & Drink; 2024-2025, 2023-2024
- Aetna Workplace Well-being Award, Gold; 2024
- FORTUNE 100 Fastest-Growing Companies Award; 2021, 2022

Key Corporate Milestones

- **Medifast Announces Strategic Shift to Metabolic Health with the Introduction of Metabolic Synchronization; 2025**
- **Evidence Links 5 & 1 Plan to Improved Metabolic Health Outcomes; 2025**
- **Medifast Expands into \$30B Sports Nutrition Category with OPTAVIA ACTIVE; 2023**
- **Medifast's OPTAVIA Program Named #1 Weight Loss Program in the U.S. by Revenue for 2021; 2022**

FAQ Guide

What is metabolic health?

Metabolic health refers to the body's ability to efficiently convert food into energy, regulate critical body functions and maintain internal balance.

What is metabolic dysfunction?

Metabolic dysfunction is a state that can often silently slip in and put the body's metabolic processes under strain, and when left unchecked, can cascade into some of today's most serious health challenges.

What is Metabolic Synchronization?

Metabolic Synchronization is Medifast & OPTAVIA's breakthrough science that reverses metabolic dysfunction with a targeted reset of the body's metabolism that begins with healthy, quality weight loss**. Medifast's research demonstrates that its comprehensive system activates strong and targeted fat burn while improving body composition to support metabolic health through reducing bad visceral fat, retaining lean mass and protecting healthy muscle.

What type of approach can improve someone's metabolic health?

Healthy, quality weight loss is often the first step in reversing metabolic dysfunction. To improve metabolic health, it's important to adopt a comprehensive lifestyle approach — such as OPTAVIA — that resets the body's metabolism and provides support through an independent coach and a supportive community, proper nutrition and a clear roadmap for building and maintaining healthy habits.

How was the survey conducted?

OPTAVIA commissioned an online survey with KRC Research among n=1,004 U.S. adults ages 18-75. The survey was fielded between September 23rd and September 29th, 2025.

About Medifast

Medifast (NYSE: MED) is the health and wellness company known for its science-backed, coach-guided lifestyle system. Designed to address the challenges of metabolic dysfunction, the company's holistic approach integrates personalized plans, scientifically developed products, and a framework for sustainable habit creation — all supported by a dedicated network of independent coaches.

Driven to improve metabolic health through advanced science and comprehensive behavioral support, Medifast has introduced Metabolic Synchronization™, breakthrough science that reverses metabolic dysfunction through targeted metabolic reset. Research demonstrates that the company's comprehensive system activates strong and targeted fat burning to enhance metabolic health and body composition by reducing visceral fat, preserving lean mass, and protecting muscle integrity.

Backed by more than 40 years of clinical heritage, Medifast continues to advance its mission of Lifelong

Transformation, Making a Healthy Lifestyle Second Nature[®]. For more information, visit [MedifastInc.com](https://www.MedifastInc.com).

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Source: Medifast