



NEWS RELEASE

Medifast® Announces the Launch of the Medifast Metabolic Health Institute™

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Backed by 45 years of Medifast clinical research, the institute elevates metabolic health as a cornerstone of well-being

BALTIMORE--(BUSINESS WIRE)-- **Medifast, Inc.** (NYSE: MED) has announced the launch of the **Medifast Metabolic Health Institute**, established to advance metabolic health through rigorous research and credible, evidence-based education.

The institute brings Medifast's clinical research, scientific expertise, and educational resources under a single body, solidifying the company's position in the metabolic health space. It follows the July launch of **Trilivy™**, which replaced **OPTAVIA®** as the company's consumer brand and better reflects the company's evolved focus on metabolic health.

With metabolic dysfunction reaching critical levels in the United States¹, the institute's work is rooted in the belief that everyone deserves access to the science, education, tools, and support necessary to achieve optimal metabolic health.

"Metabolic dysfunction is one of the defining health challenges of our generation, and most people still do not know what metabolic health means or how to improve it," said Nick Johnson, Chief Executive Officer of Medifast. "We have spent 45 years building our expertise, and the institute brings that work together in one place. Turning that science into education people can act on is how we earn the right to be a trusted authority in metabolic health."

Medifast's research foundation has more than 100 peer-reviewed presentations and publications, including more than 40 peer-reviewed scientific journal publications, as well as 18 randomized controlled trials, and more than 30 scientific research studies and analyses. That work underpins Metabolic Synchronization®, the science behind Trilivy's comprehensive metabolic health system™, and forms the evidence base the institute will continue to build — strengthening the substantiation behind that system and Medifast's standing as a trusted authority in an emerging field.

The institute's work is guided by MMHI™ Distinguished Fellow, Dr. Wayne Scott Andersen, and the Medifast Scientific Advisory Board — first formed in 2008 and composed of internationally recognized experts in medical care, education, nutrition, exercise and biobehavioral science, body composition, metabolism, and digital health. Day-to-day work is led by the company's Scientific & Clinical Affairs team of registered dietitians, scientists, and health educators — the institute's engine for research, innovation, and education — alongside a Research & Development team that bridges scientific discovery and real-world application.

As part of the company's commitment to advancing nutrition and metabolic health through research, Medifast's Scientific & Clinical Affairs team recently attended the annual **American Society for Nutrition conference** to present four research posters from MMHI, highlighting emerging research on obesity, metabolic health, healthy aging, and nutrition.

"For decades, Medifast has invested in clinical research and scientific excellence. The Medifast Metabolic Health Institute builds on that foundation by creating a centralized hub for credible, evidence-based research and educational resources," said Satya Jonnalagadda, PhD, MBA, RDN, Vice President of Scientific & Clinical Affairs at Medifast. "As the understanding of metabolic health continues to evolve, we are committed to helping bridge the gap between scientific discovery and practical application, empowering people with the knowledge needed to support meaningful health transformation."

The institute also sets the scientific and educational standards for Trilivy's Coach Certification. Developed by Medifast's internal team of experts and anchored in rigorous, evidence-based research, the certification ensures that every independent Trilivy coach is equipped with the foundational knowledge essential for driving optimal metabolic health transformation. Completed annually, it reflects a commitment to professional credibility and integrity and a shared mission to provide the highest level of support to clients.

About Medifast and Trilivy

Medifast (NYSE: MED) is the health and wellness company known for its science-backed comprehensive metabolic health system, Trilivy. Designed to address the challenges of metabolic dysfunction, the company's holistic approach integrates science-backed plans and products, personal 1:1 coaching, a supportive community, and

behavioral science support to develop healthy habits.

Driven to improve metabolic health through advanced science and comprehensive behavioral support, Medifast has introduced Metabolic Synchronization[®], a breakthrough science that targets metabolic dysfunction through a comprehensive system focused on fat loss, lean mass preservation, and long-term health. Trilivy's comprehensive three-phase metabolic health system is designed to help people reset their metabolism, refine their health, and renew their lives. By integrating science, coaching, and healthy habits into a single approach, Trilivy helps people look, feel, and live better.

Backed by more than 45 years of clinical heritage, Medifast continues to advance its mission of lifelong transformation through metabolic science and human connection[™]. For more information, visit **trilivyhealth.com** and **medifastinc.com**.

¹O'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

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Media contact: **Samantha.huber@medifastinc.com**

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