

# Hims & Hers Weight Loss: A Look at Early Customer Experience and Outcomes

**hims & hers**

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I.

# The Obesity Crisis in America



## The Obesity Crisis in America

There is no question about it – the United States is in the midst of an obesity epidemic. **Over 40% of our nation's adults** – more than 100 million individuals – are now considered to have obesity.<sup>1</sup> And more alarmingly, the percentage of American adults considered to have overweight or obesity is expected to reach almost 80% by 2030.<sup>2</sup>





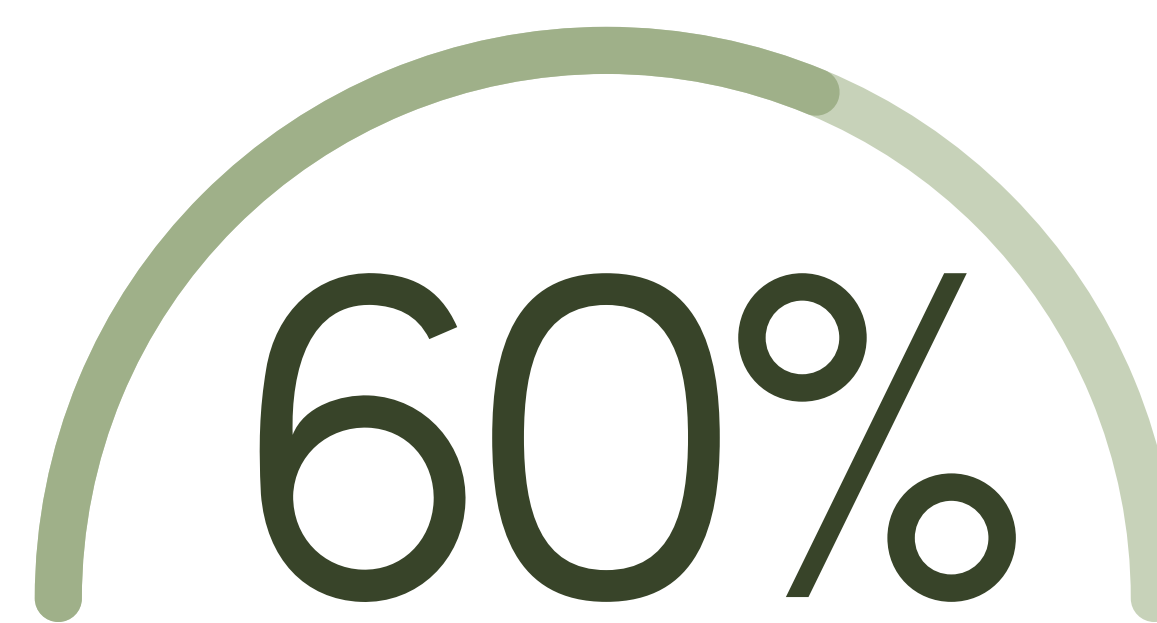
Obesity is a condition associated with numerous physical, emotional, and economic consequences. It is associated with other chronic medical conditions, including type 2 diabetes, hypertension, heart disease, stroke, osteoarthritis, certain types of cancer, pregnancy and fertility issues, sexual dysfunction, and more.<sup>3</sup> In fact, it is one of the leading causes of preventable death in the U.S.<sup>4</sup> It carries a psychological burden, with studies showing that up to 60% of individuals with obesity have some mental health condition – which is significantly greater than in the general population.<sup>5</sup> Depression, anxiety, and

eating disorders are among the most common mental health conditions experienced by those with obesity, alongside other psychosocial issues such as low self-esteem, poor body image, abuse and neglect, and stigma and discrimination.<sup>6</sup> Obesity is also expensive for the individual and for our healthcare system. Annual medical costs for adults with obesity are over \$1,800 greater than for those without and account for approximately \$173 billion in annual U.S. healthcare expenditures.<sup>7</sup>

Contrary to popular belief, obesity is not the individual's problem. Rather, it is society's



problem. While genetics and individual behaviors play a role in obesity, the rapid rise in the prevalence of obesity in the U.S. and across the globe may be attributed to what experts call the “obesogenic” environment<sup>8</sup> – an environment characterized by an abundance of inexpensive and nutrient-poor food, limited access to and opportunities for physical activity, and social norms that influence how we eat and move. And compounding the problem is a healthcare system with limited resources available to treat obesity, where access to and cost of treatment can be barriers to care.<sup>9</sup>



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II.

# The Ongoing Need For Effective Weight Loss Solutions

## The Ongoing Need for Effective Weight Loss Solutions

Recently, anti-obesity medications (AOMs) have been in the spotlight, thanks to the excitement around one particular type of AOM – glucagon-like peptide-1 agonists, or GLP-1s. Originally used for the treatment of type 2 diabetes, several GLP-1s have since been approved by the U.S. Food and Drug Administration for the treatment of obesity.

Semaglutide is one GLP-1 that has demonstrated impressive clinical efficacy. A landmark 2021 study sponsored by Novo Nordisk, the manufacturer of Wegovy® (the brand name, FDA approved version of semaglutide used to treat obesity), and published in the *New England Journal of Medicine* found that participants randomly assigned to receive a once-weekly injection of Wegovy achieved an average weight loss of almost 15% after 68 weeks of treatment.<sup>10</sup> Notably, expert guidelines recommend that individuals with obesity achieve a weight loss of at least 5% to prevent the progression of weight-related complications.<sup>11</sup>

For those struggling with obesity, semaglutide and other GLP-1s hold so much promise – and yet there is so much complexity when it comes to accessing and using them. High demand has meant that GLP-1s have been in shortage.<sup>12</sup> Even now, after efforts from Novo Nordisk to increase production of its medication, the FDA still considers it to be in shortage. While no official report has quantified the extent of the shortage, our own research has found that nearly 30% of Hims & Hers customers who had gotten a GLP-1 prescription in the past were

unable to fill it because the medication was not available at their pharmacy.<sup>13</sup>

In addition, their cost is prohibitive. The list price of Wegovy is \$1,349 per month, and other GLP-1 medications range between \$900 and \$1,000 per month.<sup>14</sup> Insurance rarely covers their full cost, and 19% of insured adults who have taken GLP-1s say they have had to cover the full cost themselves.<sup>15</sup> According to a KFF survey, more than 50% of adults who take GLP-1s say they're difficult to afford.<sup>16</sup> Our customers confirm this – 56% of those who did not fill a GLP-1 prescription they had from a previous provider cited cost as the primary reason.<sup>17</sup>

And previous research has shown that side effects can be a major barrier to taking GLP-1s. Real world studies have shown that approximately 50% of individuals taking GLP-1s for weight loss experience side effects, most commonly nausea, vomiting, diarrhea, and constipation.<sup>18</sup> A large study by Blue Cross Blue Shield of commercially insured adults prescribed GLP-1s found that over 30% discontinued their use within the first month<sup>19</sup>, suggesting that effective side effect management is an important part of weight loss treatment.

To solve the obesity crisis in our nation, we need weight loss solutions that can help individuals meet their goals, can be produced to meet intense ongoing demand, are cost effective, and can be tailored to individuals' unique needs and sensitivities.

Compounded medications have demonstrated they fill a necessary role in helping solve the obesity epidemic. Compounded medications can help patients whose unique clinical needs cannot be met by an FDA-approved, commercially available drug.



For instance, a compounded medication can be made in a different dosage strength or form factor for an individual based on a doctor's determination that the compounded medication is necessary for their patient. Compounded medications can also serve to address access issues when an FDA-approved drug is in shortage; identical or nearly identical versions of the FDA-approved drug can be compounded to meet demand that cannot be fulfilled by the drug in shortage.<sup>20</sup>

Compounded medications are not FDA approved – because the FDA does not evaluate the drugs for efficacy, safety, or quality. It does, however, have regulatory authority over the facilities in which these drugs are compounded, as well as the manufacturers of active ingredients.<sup>21</sup> Therefore, it is important to note whether such medications are formulated in FDA-regulated facilities and dispensed by state-licensed pharmacies, with ingredients from FDA-regulated manufacturers, and subjected to rigorous quality testing.



Not only can compounded medications help address supply gaps due to shortages as noted above, they may also help increase adherence, thereby improving patient outcomes. Because they can be tailored based on what a healthcare provider determines is necessary for their individual patient, things like dosage strength can be modified to help ease side effects or active ingredients can be put into a form factor that is easier for a patient to take.



III.

# Hims & Hers' Personalized Weight Loss Program

## Hims & Hers' Personalized Weight Loss Program

Since December 2023, Hims & Hers has provided its customers much-needed access to weight loss solutions. The Hims & Hers program offers a well-rounded, comprehensive, cost-effective, and personalized approach to reducing weight that includes:

### Medication management:

Following consultation with a licensed healthcare provider on the platform, patients may be prescribed medication that has been clinically shown to aid weight loss. Medication is personalized based upon individual patients' weight loss goals, medical history, needs, and preferences.

### Nutrition, exercise, and mental health support:

Through the Hims & Hers app, patients have access to a plethora of educational and motivational content that offers nutrition guidance, recipes, exercise recommendations, sleep advice, and mental health support. All content is personalized based on the individual's lifestyle and appetite profile.

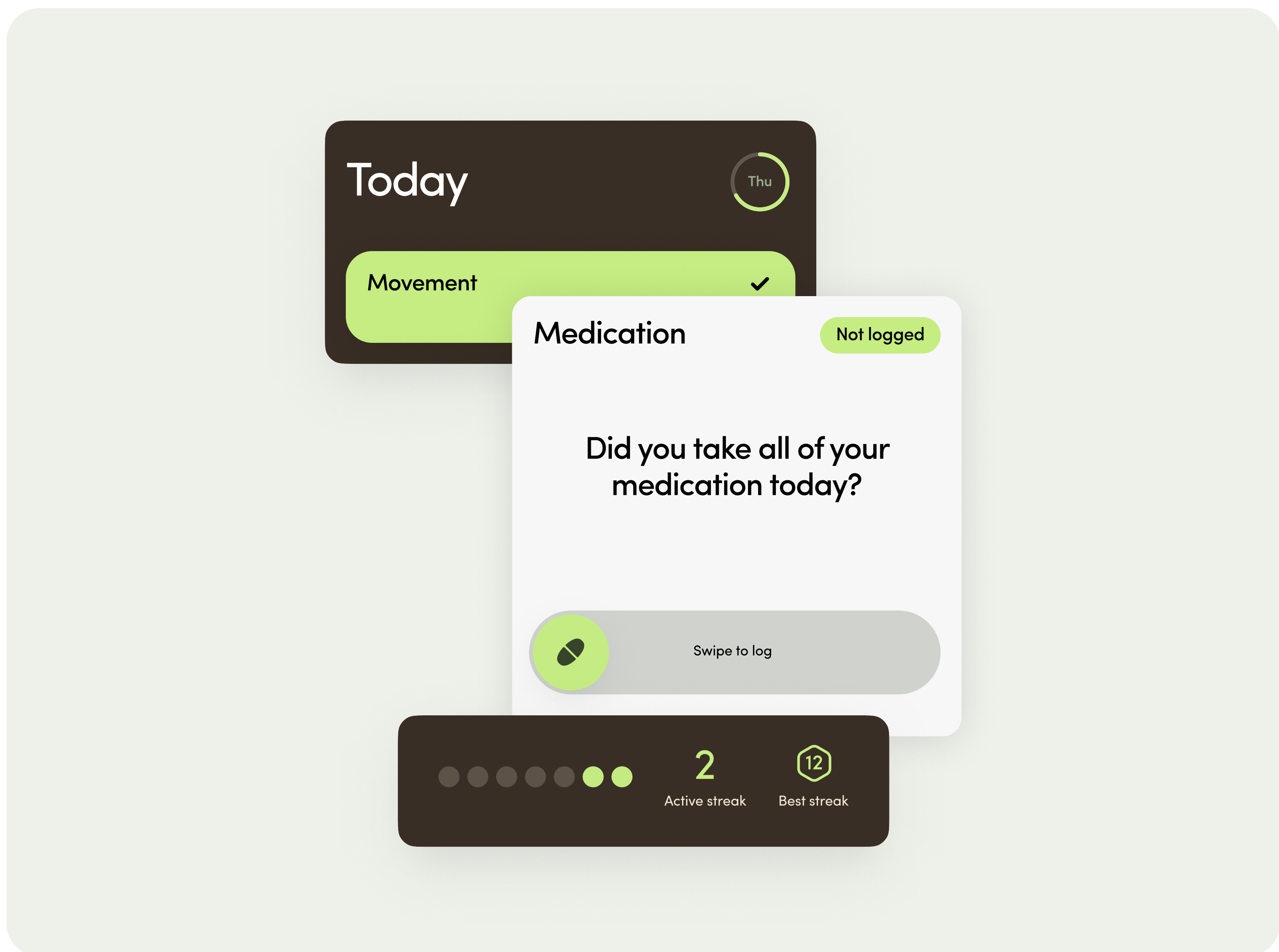
### Digital tracking tools:

Through the Hims & Hers app, patients can track their progress, hydration, movement, and sleep.

### 24/7 access to a care team:

Individuals can message their care team at any time through the Hims & Hers app.





Hims & Hers first began offering access to customized kits, including a personalized combination of generic and compounded non-GLP-1 oral medications, in December 2023. At the time, we prioritized access to oral medications that had been used for decades and could be prescribed in combination to treat some of the underlying factors contributing to obesity. In May 2024, as it became ever apparent that the ongoing shortage of GLP-1 medications was – is – placing a huge strain on the millions of Americans who have obesity, are looking for help, and cannot access the care that they deserve, we began offering access to compounded GLP-1s.

Today, both can be prescribed as a part of the Hims & Hers weight loss program alongside nutrition guidance, exercise recommendations, and behavioral and mental health support to provide a holistic, personalized weight loss experience.

IV.

# Our Customers' Early Experience and Outcomes

## Our Customers' Early Experience and Outcomes



Hims & Hers is dedicated to delivering a great customer experience, while connecting customers to providers who are held to rigorous quality assurance standards. We continually collect insights on our customers' experiences as they trust us for their healthcare needs and engage in the care delivered on the platform in order to improve their experience.



Since launching Weight Loss by Hims & Hers, we've learned more from our customers on their early experience and outcomes using our Weight Loss program. This knowledge is integral to our mission of helping the world feel great through the power of better health. Previous research has found that more than 30% of patients discontinue weight loss treatment (specifically, GLP-1 medications) within the first four weeks, likely preventing them from achieving their long-term weight loss goals. There are a number of reasons patients discontinue treatment, including discomfort with early side effects, the high cost of certain weight loss treatments, and limited access to care.<sup>22</sup>

Through quantitative and qualitative surveys conducted by our Customer Insights and User Research Team, as well as regular check-ins that focus on clinical outcomes, we have gotten unique insights into how customers have tried to lose weight in the past, why they turn to Hims & Hers for help, how Hims & Hers is meeting their expectations, and how their personalized weight loss treatments plans have helped them lose weight and improve their overall health. With this information in hand, we have built and are continuing to build a healthcare experience that meets our customers where they are, keeps them engaged, and helps them achieve their goals.



v.

# The Early Experience and Outcomes of Our Oral Medication Customers

## The Early Experience & Outcomes of Our Oral Medication Customers

### Prior Weight Loss Experience

After launching Weight Loss by Hims & Hers, we conducted a quantitative survey of 3,013 customers prescribed an oral medication regimen to understand their journey to and early experience with Hims & Hers. We found that many had tried to lose weight prior to looking to Hims & Hers, utilizing a range of methods. Self-help methods were common. 54% of customers had tried specialized diets and at least 41% had tried some kind of calorie or macro counting. Engagement in some kind of structured behavioral weight loss program was also common, with 35% of customers having tried Weight Watchers and 69% having tried Noom. Many had tried over-the-counter supplements (43%); few had tried prescription medications such as GLP-1s (9%).<sup>23</sup>

Therefore, these customers were not novices when it came to weight loss. In fact, qualitative feedback indicated that many customers felt knowledgeable about how to lose weight through behavioral and lifestyle changes – but felt that those changes were too restrictive or unsustainable, often left them hungry, and ultimately led them back to square one.<sup>24</sup>

“

I lost weight on keto but the food restrictions made it difficult to continue the diet. I was on keto for nine months and lost 25 pounds but when I introduced carbohydrates back into my diet I gained most of the weight back.

“ The only one I tried that worked and I kind of liked was intermittent fasting, but it required such an iron will. It made me feel really strong and confident...until I just couldn't do it anymore because I was so hungry and all I could think about was food. I ended up gaining all the weight back plus twenty pounds.





## Turning to Hims & Hers

In turning to Hims & Hers, customers sought a weight loss solution that could be more sustainable – but also accessible, convenient, and efficient. 45% reported that they wanted a convenient experience – one that was entirely online and offered access to medications shipped directly to their doors. 29% reported that they wanted a simpler way to access weight loss medications.<sup>25</sup>





They also wanted a solution that was holistic – something that would help them manage the myriad factors that influence weight, such as biology, eating patterns, exercise habits, and mental health. 60% of customers reported being interested in the medications offered through the platform, and 50% were interested in nutrition advice, 36% in exercise guidance, 35% in mental health support, and 32% in sleep support.<sup>26</sup>

## Weight Loss Goals & Early Progress

Customers came to Hims & Hers with a range of weight loss goals. There were customers whose goal was to lose a smaller amount of weight (between 5 and 15 pounds) and those whose goal was to lose a much larger amount of weight (over 100 pounds). Most (70%) wanted to lose between 16 and 50 pounds.<sup>27</sup>

The majority of customers surveyed had been on treatment for 2 to 8 weeks, and were positive about their early experience. **Notably, 74% reported that the treatment experience had met or exceeded their expectations and 76% reported experiencing weight loss such that they were progressing towards their weight loss goal, very close to meeting their weight loss goal, or had already achieved their weight loss goal.**<sup>28</sup>

## Early Outcomes

Aggregate check-in data from customers corroborate the above picture of customers' early experience. Throughout their weight loss journey through Hims & Hers, customers are asked to complete check-ins that help them and their provider take stock of their weight loss progress. Two of these check-ins – the Day 28 and Day 56 check-in – provide insight into how much weight customers have lost, what health benefits they've experienced, and how

satisfied they are with treatment through Hims & Hers early in their weight loss journey.

To date, tens of thousands of customers who have been prescribed oral weight loss medications through the Hims & Hers platform have completed the Day 28 check-in and several thousands of those have completed the Day 56 check-in. **One month into their weight loss treatment on the platform, customers are feeling positive about their weight loss journey. They've lost an average 3.6% of their initial body weight – 7.5 pounds.**<sup>29</sup> This is promising, as experts have found that 3% weight loss is associated with improvements in blood pressure and cholesterol and agree that 5% weight loss is widely considered clinically meaningful.<sup>30</sup>

73% say they're happy with how things are going – an indication that they're satisfied with their care and intend to stay engaged. Of those who aren't yet happy with how things are going, a little over half (54%) are experiencing side effects, most commonly nausea, vomiting, and drowsiness – which are anticipated side effects of weight loss medications.

Close to two months into treatment, customers are seeing even greater health benefits. **On average, they've lost 4.3% of their initial body weight – an average of 9 pounds. Almost all – 92% – report feeling healthier since starting their treatment. And many have experienced specific positive health outcomes. 44% report improvement in other health conditions. 26% say they're fitting into clothes they couldn't previously fit. 24% report feeling more confident.**<sup>31</sup> And 22% say their mood has improved.

VI.

# The Early Experience and Outcomes of Our GLP-1 Customers



## The Early Experience & Outcomes of Our GLP-1 Customers

### Prior Weight Loss Experience

After making personalized, compounded GLP-1 treatment available through the Hims & Hers platform, we launched the same quantitative survey sent to oral medication customers to GLP-1 customers. 920 responded, helping us to understand their journey to and early experience with Hims & Hers.

Similar to customers prescribed oral medications, many had tried to lose weight prior to looking to Hims & Hers. 62% of customers had tried specialized diets and at least 41% of had tried some kind of calorie or macro counting. 29% had tried Noom's weight loss program and 41% had tried Weight Watchers. 44% had taken OTC supplements for weight loss.<sup>32</sup>

29% of customers had tried accessing GLP-1s prior to turning to Hims & Hers. Approximately two-thirds of these customers received a prescription, most often from a primary care doctor. However, just half were able to fill their prescription. Those who were unable to fill their prescription noted that access and cost were key barriers. 79% of those who were unable to fill their prescription noted that insurance did not cover it, 56% found the medication too expensive, and 28% said the medication was not available.<sup>33</sup>



of customers had tried accessing GLP-1s prior to turning to Hims & Hers. Approximately two-thirds of these customers received a prescription, most often from a primary care doctor.

## Turning to Hims & Hers

In turning to Hims & Hers, customers wanted a more accessible and supportive GLP-1 solution. When asked why customers looked to Hims & Hers for GLP-1s, top reasons included convenience and better support via customer service and access to providers.<sup>34</sup>



“ Cost and availability [were top concerns]. My primary doctor ordered Wegovy but it was a shortage. Even when the pharmacy (Walgreens) got it in stock my insurance did not cover it, and a one month supply was over \$3,000 which was NOT in the budget.

“ I like that each interaction [on the platform] was personalized. I knew they were responding to me and my question specifically and that it was not a ‘bot’ answering my questions or someone that didn’t really know how to respond [but] did anyway.

But access to medication wasn’t the only draw for customers. Similar to customers prescribed oral medications, customers prescribed GLP-1 medications were also looking for a holistic weight management program. 54% wanted help with their general health, 48% wanted nutrition support, and 38% wanted exercise support.<sup>35</sup>

### Weight Loss Goals & Early Progress

Most customers (60%) wanted to lose between 31 and 75 pounds, and were confident (72%) that the treatment available through Hims & Hers would get them there.<sup>36</sup>

Early in their treatment experience, 79% of customers reported that the treatment experience had met or exceeded their expectations. 90% were satisfied with their personalized dosing plan and 87% reported they were progressing towards their weight loss goal, very close to meeting their weight loss goal, or had already achieved their weight loss goal.<sup>37</sup>

## Early Outcomes

To date, over 10,000 customers who have been prescribed a personalized, compounded GLP-1 medication through Hims & Hers have completed the Day 28 check-in and a few thousand of those have completed the Day 56 check-in.

One month into their weight loss treatment, these customers – similar to those who have been prescribed oral weight loss medications – have positive things to report about their experience. They've lost an average 4.1% of their initial body weight – an average of 9.3 pounds. Though not an apples-to-apples comparison, these initial results appear to be consistent with the few studies that have revealed 1-month outcomes among patients prescribed GLP-1s for weight loss and signal that the weight loss program through Hims & Hers can result in positive outcomes for patients.

84% of customers say they're happy with how things are going. Again, this provides a sense of whether customers intend to continue their treatment via Hims & Hers. And, in fact, only 13% of customers cancel their treatment subscription in the first month. This may be compared to a recent Blue Cross Blue Shield finding that over 30% of commercially insured adults prescribed GLP-1 treatment discontinue within the first four weeks.<sup>38</sup>

When customers aren't happy, side effects continue to be the main culprit. 64% of those who aren't happy with how things are going are experiencing side effects, most often nausea, vomiting, and constipation – but the vast majority (80%) say the side effects are tolerable.

Close to two months into treatment, customers are seeing even greater health benefits. On average, they've now lost 5.5% of their initial body weight – an average of 12.5 pounds. This weight reduction isn't just clinically meaningful; it bodes well for the customers' future health. Experts agree that initial weight loss, in addition to other factors such as treatment adherence and improved health behaviors, is a good predictor of future weight loss. And the more weight loss individuals with obesity or overweight achieve to get to their healthy weight, the more health benefits they can expect.<sup>39</sup>

93% report feeling healthier since starting treatment. 40% see an improvement in other health conditions. 27% say they're fitting into clothes they couldn't previously fit. 24% report feeling more confident. 17% report improvement in mood.



## Conclusion

The insights and data presented above demonstrate that Hims & Hers is offering its Weight Loss customers what they need and deserve – an accessible, affordable, holistic, and personalized solution that helps them lose weight and feel healthier. Our customers have access to medications that can be personalized for them, based on their weight loss goals, medical history, needs, and preferences, as determined necessary and appropriate by their provider. These medications are compounded under strict quality control conditions in FDA regulated facilities. These medications are paired with nutrition, exercise, and behavioral and mental health support to address the many layers of weight loss. The treatment is offered with around-the-clock access to healthcare professionals.



Based upon the available data, Hims & Hers Weight Loss customers are seeing meaningful results. Many are sticking with treatment, achieving weight loss that may be associated with a variety of health improvements, and indicating that they are indeed feeling healthier. While this white paper focuses on the early experience and outcomes of customers willing to share their experience, the importance of these cannot be overstated. We believe that a good early experience is likely to increase engagement in and adherence to treatment – and that increased engagement in and adherence to treatment is likely to enhance outcomes.

In the midst of our nation's obesity crisis – with its high rates of obesity and lack of access to effective medications – it is more important than ever to put the needs of patients first and ensure access to weight loss solutions for all.



## About the Authors

### Jessica Yu, PhD

Dr. Jessica Yu is Sr. Director of Patient Experience at Hims & Hers. A clinical psychologist by training, she works to uphold behavioral and psychological principles at every step of the customer and patient journey and spearheads scientific affairs and thought leadership projects. Prior to Hims & Hers, Dr. Yu served in clinical, research, and leadership roles at various digital and virtual care companies. Notably, she is the author or co-author of dozens of peer-reviewed scientific publications, book chapters, and conference presentations.

Dr. Yu received her BA in Human Biology from Stanford University and her PhD in Clinical Psychology from Rutgers, the State University of New Jersey.

### Lauren Governale

Lauren Governale is Sr. Director of Customer Insights & UX Research at Hims & Hers. She leads the research team responsible for understanding consumer behavior and translating qualitative and quantitative insights into actionable strategies that elevate marketing, innovation and user experiences. Lauren has spent the last decade conducting research that helps drive customer-centric strategies within leading healthcare, tech, beauty, and media companies.

### Patrick Carroll, MD

Dr. Patrick Carroll is Chief Medical Officer at Hims & Hers. He oversees all matters pertaining to provision of care, clinical outcomes, patient safety, healthcare information systems and strategic initiatives and programs that will enhance the Hims & Hers care model. He is instrumental in managing relationships with health systems and collaborating with the executive team in the development of new clinical programs. Prior to Hims & Hers, Dr. Carroll held leadership positions at Walgreens and Hartford HealthCare.

Dr. Carroll received his bachelor's degree from the College of the Holy Cross and his medical degree from Dartmouth Medical School. He is Board certified in Family Practice and Adolescent Medicine.

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