

Understanding Hims & Hers' Approach to Clinical Excellence, Quality, and Safety

hims & hers



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Hims & Hers is on a mission to transform the healthcare experience –

to normalize people's health and wellness challenges, to innovate on available solutions, to provide access to personalized care designed for results. And in transforming the healthcare experience by providing individuals with traditionally stigmatized conditions access to personalized treatment plans via a telehealth platform, we understand the importance of ensuring that the care people access is exceptional. That is why Hims & Hers is unwavering in its commitments to clinical excellence, quality, and safety.

We also understand the value of information. In a recent survey conducted by our Customer Insights and User Experience Research team, **85%** of respondents indicated that knowledge about quality and safety practices increases their trust in

telehealth platforms like Hims & Hers.¹ With that in mind, we wrote this white paper in the spirit of transparency. Below we share the ways in which Hims & Hers manifests its commitments to clinical excellence, quality, and safety; share quantitative data from a recent analysis on the frequency of side effects and other potential medication reactions reported by customers accessing care via the platform; and review results from a survey sent to customers to understand their perceptions of clinical quality, safety, and trust across the Hims & Hers experience.



Methodology

The findings reported in this white paper are derived from three sources of data.

01

Side effects reported during routine clinical check-ins.

One of the ways in which Hims & Hers demonstrates its commitment to clinical excellence, quality, and safety is through continuous collection, monitoring and analysis of customer-reported outcomes. To this end, all customers on the platform are encouraged to complete routine clinical check-ins at scheduled time points within each category. The timing and frequency of check-ins vary per category, but all categories have at least one “early” check-in that includes a question regarding customers’ experiences with side effects. For the purposes of this white paper, we reviewed de-identified early check-in data gathered between January 1, 2024 and June 30, 2025 from the following Hims & Hers categories: Weight Loss, Hims Hair, Hers Hair, Mental Health, and Men’s Sexual Health. These data were used to quantify side effect prevalence.

02

Side effects reported by customers via messaging.

Another way in which Hims & Hers demonstrates its commitment to clinical excellence, quality, and safety is by making it possible for customers to access their care team 24 hours a day, 7 days a week via in-app or web-based messaging. Messaging enables customers to reach out to their care team at any time to inquire about treatment, report a concern, or provide updates on their progress. When messaging indicates that a customer has potentially experienced a side effect or possible medication reaction, the message is promptly escalated to our Clinical Quality team for appropriate follow-up. For the purposes of this white paper, we reviewed de-identified data from customer messages to their care team between January 1, 2024 and June 30, 2025 from each category to understand prevalence of these side effects and other reactions.

03

Customer insights on trust, safety, and the digital care experience.

Trust is foundational to effective healthcare, and in the telehealth environment, building trust depends on delivering access to a treatment experience that is not only effective, but also strikes customers as being transparent, responsive, and human-centered. Hims & Hers’ Customer Insights and User Experience Research team works to understand and elevate the voice of the customer when it comes to these matters and more. To understand how our customers perceive the quality and safety of the care they access via the platform, the team conducted a comprehensive survey completed by over 2,000 customers across treatment categories, care journeys, and experience levels.

02

How Hims & Hers Upholds Its Commitment to Clinical Excellence



Clinical Excellence Starting with an Unparalleled Team of Medical Experts



At Hims & Hers, clinical excellence means providing access to the highest quality care, building a superior customer and patient experience, and continuously striving for ways to improve. It begins with unparalleled expertise on the Hims & Hers Medical Affairs team – a group of seasoned clinicians that serves as Hims & Hers’ medical leadership. The leaders on this team hold Board certifications in the fields of Family Practice, Internal Medicine, Dermatology, Psychiatry, Obesity Medicine, Urology, and Healthcare Quality. The team’s experience totals over 125 years of combined experience in direct patient care, quality improvement, research, and leadership across a variety of settings including large hospital systems, well respected universities, boutique clinical practices,

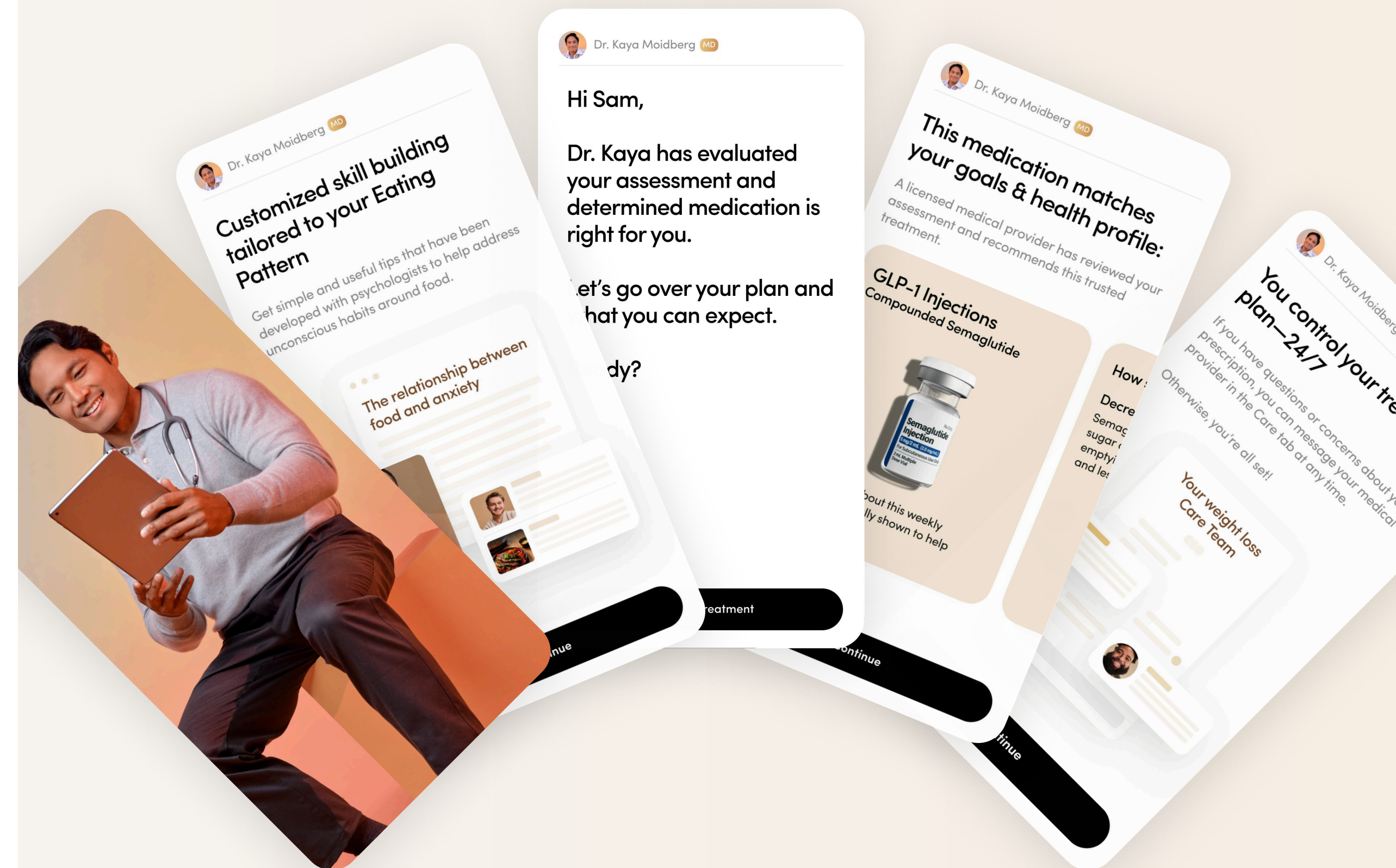
and industry. Our clinical experts have authored numerous books and scholarly articles, served on the Boards of national organizations, and lead the company in ensuring access to best-in-class care to our customers. At Hims & Hers, they lead the charge across our categories of Weight Loss, Hair Loss, Mental Health, and Men’s Sexual Health and work closely with the leadership of the associated network of independent, licensed healthcare professionals, You Health, to ensure that the best evidence-based treatment plans are accessible - when clinically appropriate - to customers, to track treatment outcomes over time, and to use outcomes to improve care delivery.

Clinical Excellence through the Clinical Intake Process and Care Team Experiences that are Comprehensive and Patient Friendly

Hims & Hers works to uphold access to clinical excellence throughout the customer journey, beginning at the very moment customers engage with the platform. The digital clinical intake process is dynamic, and has been designed to be clinically comprehensive, ensuring that the independent licensed providers who furnish care through the platform have the pertinent information needed to help determine individuals' diagnoses and whether and what treatment plan is appropriate – and that the individuals accessing care through the platform are empowered with the information they need to help inform whether the provider recommended treatment plan is right for them. At the same time, the digital clinical intake process has been designed to be conversational and simple to navigate, providing individuals with empathy, warmth, and reducing the stress and overwhelm individuals often experience when seeking healthcare.

For example, individuals seeking access to weight loss treatment through Hims & Hers engage in a clinical intake process that inquires about their goals, habits, and health history – and educates them on available treatment plans. For instance, individuals who may be appropriate for weight loss medications, including compounded GLP-1 medications, are presented with information on potential weight loss based on internal data, with the caveat that outcomes are based upon a holistic weight loss program that includes medication, diet, and exercise, as well as a disclaimer that individual results may vary. An entire section of the digital clinical intake process is devoted to discussing potential side effects. The expectation is set that nausea, vomiting, constipation, and diarrhea may be anticipated; that fatigue and energy loss may also occur early on; and that muscle loss may be expected. Individuals are assessed to determine whether personalized treatment plans that may help mitigate such

A Look At Customer Intake



Our digital intake process has been designed to be conversational and simple to navigate.

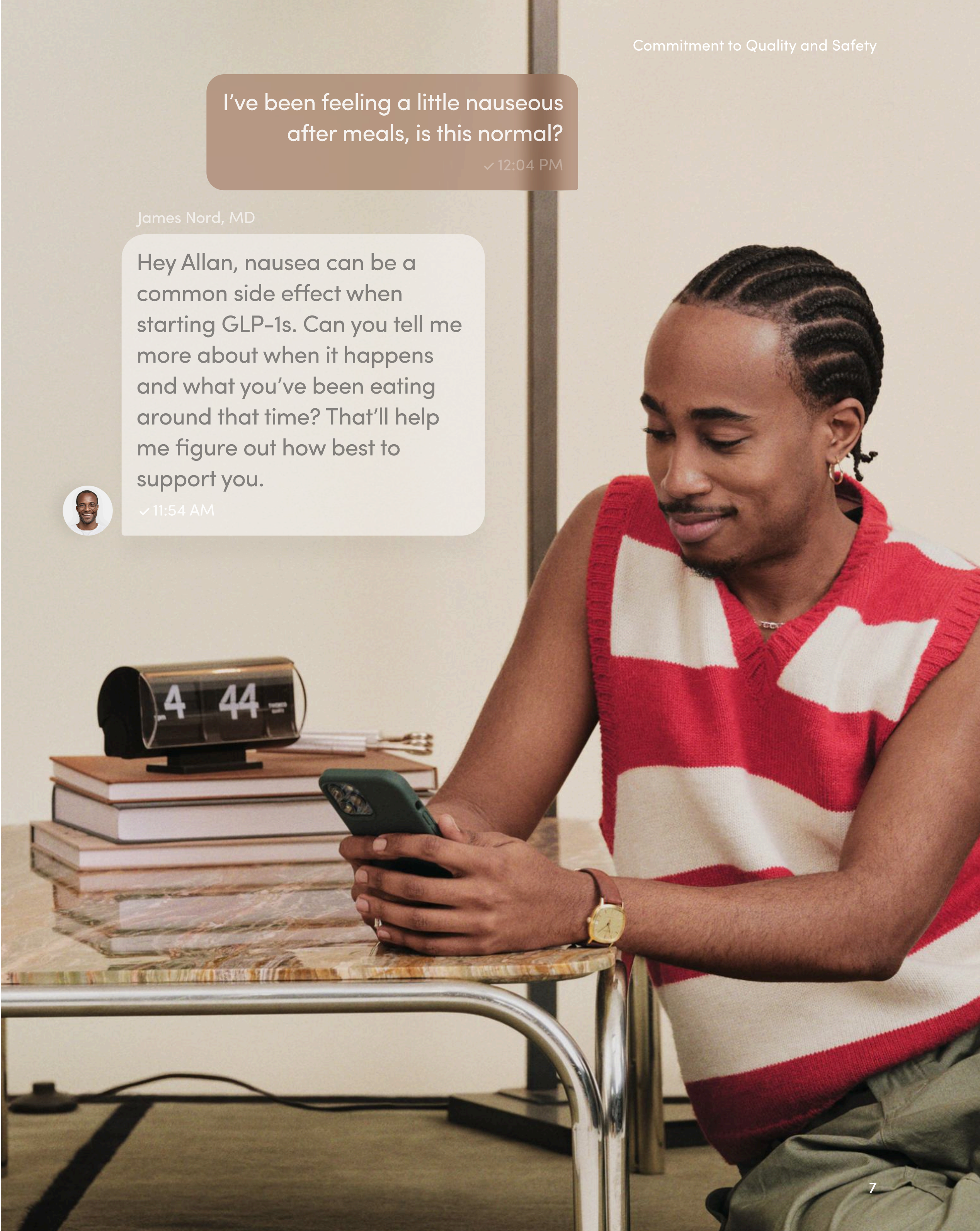
side effects are clinically appropriate, and also told that their providers can help with dose adjustments – if clinically appropriate – to help manage side effects. Specific safety warnings are presented for individuals for whom GLP-1s may be contraindicated, such as women who are pregnant or trying to conceive.

Once an individual completes the clinical intake process, a provider licensed in their state thoroughly reviews the information gathered during the intake process, and has the opportunity to follow up with the individual if there are any questions or remaining information deemed necessary to provide safe and high quality care. That

provider then makes an independent decision on whether a treatment plan through the platform is appropriate for that individual. If treatment is clinically appropriate and individuals choose to engage in treatment, they have access to the care team 24 hours a day, 7 days a week via messaging. This ensures that individuals have the ability to reach out with questions and concerns about their treatment plan whenever they need to. Even when individuals do not reach out on their own, they are encouraged to complete the regular check-ins* that help track outcomes such as treatment progress and satisfaction and experience with side effects.

24/7 messaging

Individuals have access to their care team 24 hours a day, 7 days a week via messaging



Customer Perspectives: Clinical Excellence as Seen via a Seamless, Supportive Intake Process and Care Team Interactions

Survey Respondents

2,399 customers across product and treatment plan categories completed the survey sent out by our Customer Insights and User Experience Research Team intended to assess customers’ perception of the quality and safety of the care they access via the platform. Of these customers, 1,714 were accessing weight loss treatment, 704 were accessing hair loss treatment, 621 were accessing care for sexual health needs, and 227 were accessing mental health treatment.² Respondents were diverse in their stage of care: 1,106 had initiated treatment via the platform less than 1 month prior to completing the survey, 777 had engaged in treatment for up to 6 months, and 516 had engaged in treatment for 6 months or longer.³

Customer Perspectives on the Clinical Intake Process

The clinical intake process is often the first interaction Hims & Hers customers have with the platform, and it can set the tone for the rest of their experience with the platform. Survey respondents appeared to find the intake both simple to complete and thorough in the questions asked and information received.

91%

of respondents said the intake was easy to complete

86%

described it as more efficient and less stressful than a traditional in-person visit

84%

said the intake resembled the questions asked during a traditional brick-and-mortar doctor’s appointment

83%

said the intake helped them understand the possible side effects of treatment

83%

felt the intake clearly explained their treatment options

80%

rated it as clinically thorough

Altogether, these data indicate that surveyed customers viewed the clinical intake experience as comprehensive, educational, efficient, and simple. These findings may underlie the fact that **83%** reported that the intake process increased their confidence in starting treatment via the platform.

In the words of two Hims & Hers customers:

“[It] took a period of time to evaluate my treatment, it was not automatic, that leads me to believe an actual medical professional is evaluating my treatment.”⁴

“It’s hard to blindly trust a healthcare provider that you never meet, but [the platform and providers do] a good job of walking you through the process and explaining all of your options.”⁵

Customer Perspectives on Care Team Interactions

In addition to the clinical intake, customers’ interactions with their care team can understandably impact how customers view the quality of care they access via the platform. Hims & Hers works diligently with its associated network of independent, licensed healthcare professionals, You Health, to ensure that these interactions are personalized and transparent, reinforce that customers are genuinely cared for, and serve as a cornerstone of trust.

In their responses to the Customer Insights survey, customers signaled the ways in which communication with their care team impacted their perception of the care they were accessing via the platform.

83%

of survey respondents said they received clear treatment instructions and follow-up communications from providers

80%

stated that they were able to easily follow-up with their care team to inquire about treatment or request changes to treatment

75%

reported trusting the medical provider they interacted with

75%

agreed it was clear that a licensed provider had reviewed their medical information

74%

stated that these interactions have helped them feel supported throughout their treatment journey through Hims & Hers

In addition, customer testimonials speak to the nuanced ways in which customers' trust in the Hims & Hers platform are built through interactions with their care team.

"From the beginning and throughout I've felt I was able to ask questions and voice concerns at any time and there is always someone ready to answer. And that has given me the most confidence."⁶

"Every question I've had was addressed directly to me by a real person and not an AI generated response."⁷

"The medical providers identify their full name and their credentials in each communication with me via the platform."⁸

"Any questions or concerns about my care were addressed by my care team promptly and with responses that explained exactly what to expect and why to put my mind at ease and left me knowing I was on the right path

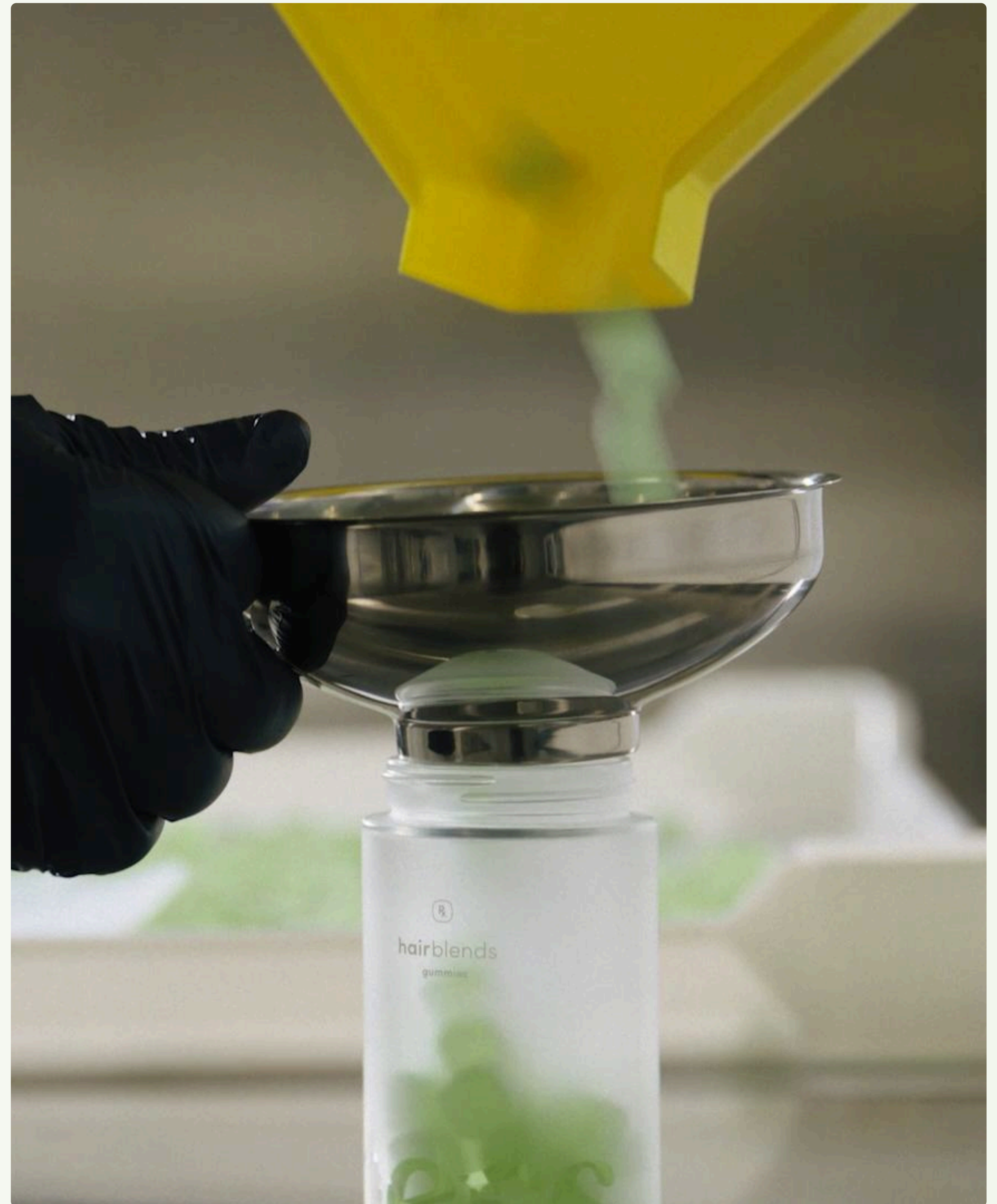
and that my progress was still going in the right direction... and no surprise here my team was right and I have lost almost 25 lbs with no side effects!"⁹

"When I needed to switch medications due to severe side effects the provider really listened and took the time to make sure the new medications were right for me."¹⁰



03

How Hims & Hers Upholds Its Commitment to Quality and Safety



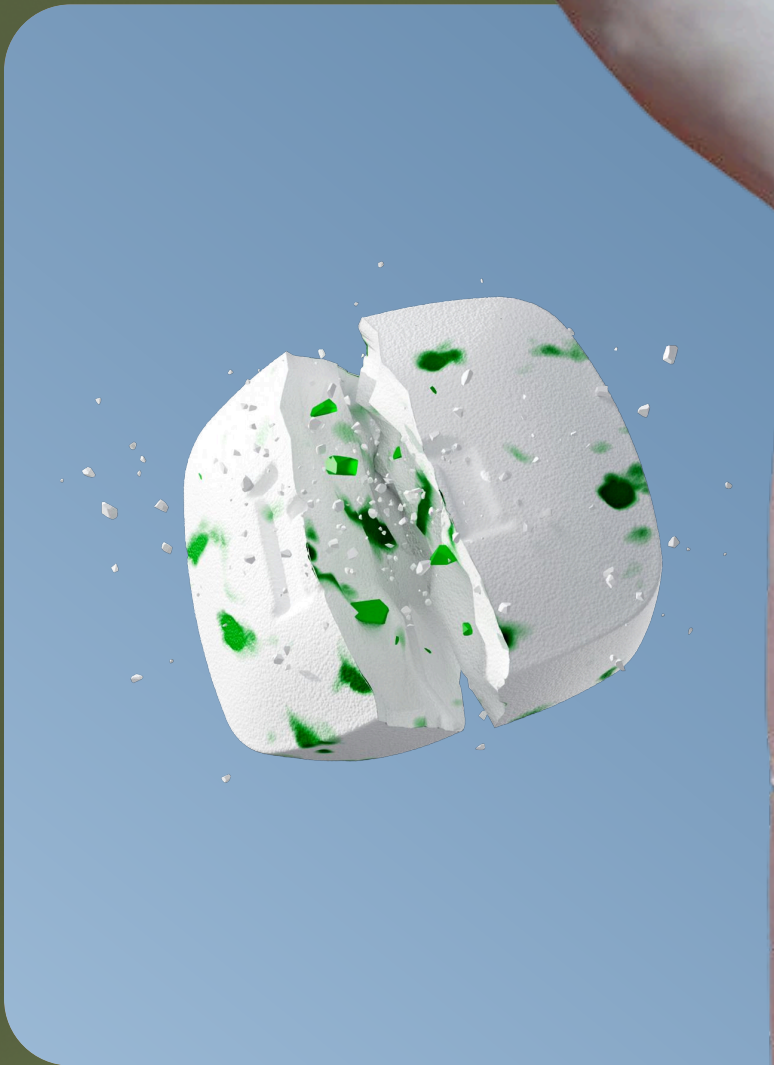
Clinical Quality

At Hims & Hers, quality means ensuring access to an excellent care experience as well as ensuring access to excellent product quality. Hims & Hers’ Clinical Quality team is led by a skilled clinician with over 40 years of clinical experience, 25 years of quality improvement experience, and Board certification from the National Association for Healthcare Quality. The team, which has over 100 years of combined experience in direct patient care, drives continuous quality improvement at Hims & Hers while ensuring adherence to evidence-based practice, industry standards, and safe personalized care.

Part of the team’s work includes, at the direction and per defined criteria of You Health, routine review of medical charts to evaluate customer-provider interactions and collaborative plan-of-care. During these chart reviews, the Hims & Hers’ Clinical Quality team assesses providers’ adherence to You Health’s clinical guidelines, medical decision making, documentation practices, and “webside” manner. It then provides this information to You Health, which uses this information as a tool to improve clinical practice and quality.

To date, the team has reviewed over 250,000 charts – and as the number of individuals seeking to access care via the Hims & Hers platform grows, the Clinical Quality team is itself scaling operations to ensure that it can keep a close eye on customer care.

In addition to routine review of medical charts, the Clinical Quality team focuses on tracking, evaluating and building on quality improvement initiatives in an on-going manner to optimize customer outcomes. This is accomplished by working at the direction of You Health’s medical leadership to ensure that clinical guidelines for best practice are up-to-date with the most current evidence-based practices and available to support the needs of the providers. The Clinical Quality team may assist in researching, writing, and revising guidelines that are ultimately reviewed, approved, and disseminated by You Health.



Pharmacy Operations and Product Quality

Throughout the years, Hims & Hers has invested in scaling affiliated pharmacy operations with the quality and safety of treatment products in mind. We recently published our [pharmacy framework for safety, quality, and transparency](#). This framework sets the standards for our owned or affiliated pharmacies and is meant to provide individuals with clarity around compounding operations in particular and reinforce their trust in our platform. Our framework rests on 10 principles:

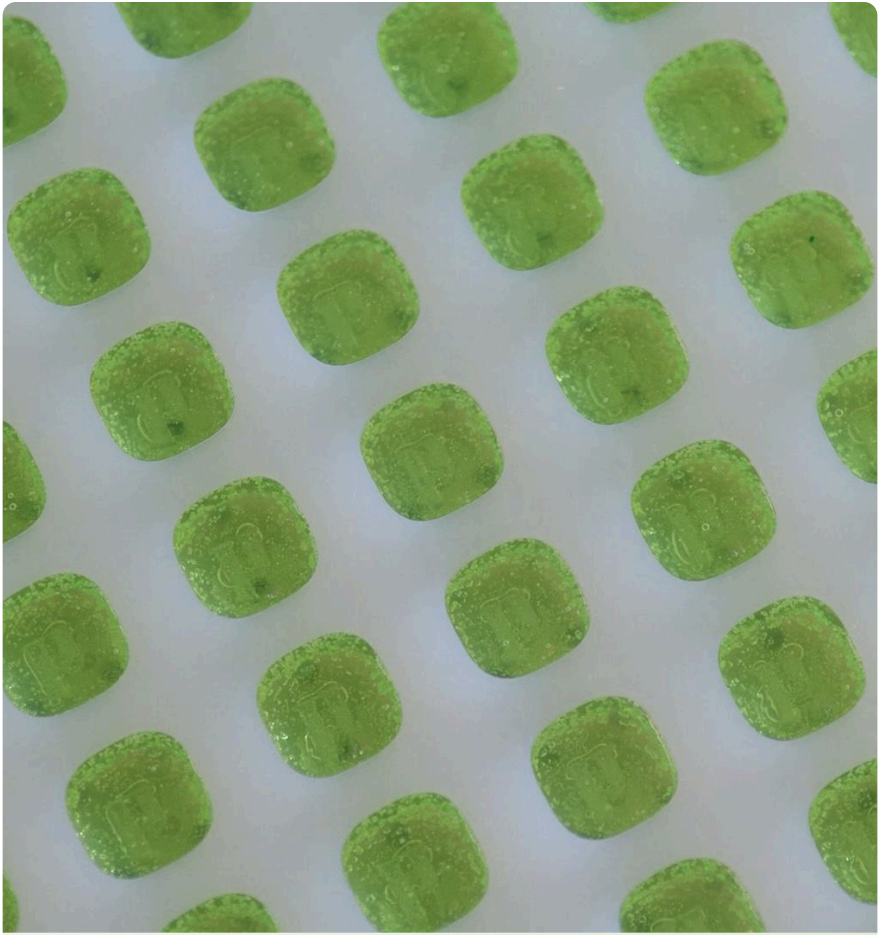




01

Delivering Access to Trusted Care with Qualified and Expert Teams.

Just as Hims & Hers is committed to providing access to best-in-class care, we are also committed to building a best-in-class workforce. The pharmacists and technicians who work in our affiliated pharmacy compounding and outsourcing facilities undergo ongoing training in critical compounding practices.



02

Sourcing Pharmaceutical-Grade Ingredients to Ensure Purity and Potency.

Product integrity and alignment with regulatory and quality standards are ensured from the outset by requiring that all active pharmaceutical ingredients in compounded treatments be sourced from FDA-registered facilities and, as appropriate, be tested for their identity, potency, and purity.



03

Adhering to cGMP, USP, and Regulatory Standards.

Regulatory standards are monitored on an ongoing basis and it is required that all sterile, non-sterile, and hazardous compounding processes follow all relevant regulatory requirements and are supported by adequate documentation.



04

Maintaining Controlled Environments and Facility Standards.

All sterile compounding is required to take place in cleanroom and controlled environments that meet relevant regulatory requirements. For all products, beyond-use dating methods are applied that ensure appropriate shelf life and safety.



05

Implementing Testing Protocols and Quality Controls for Sterile Compounding.

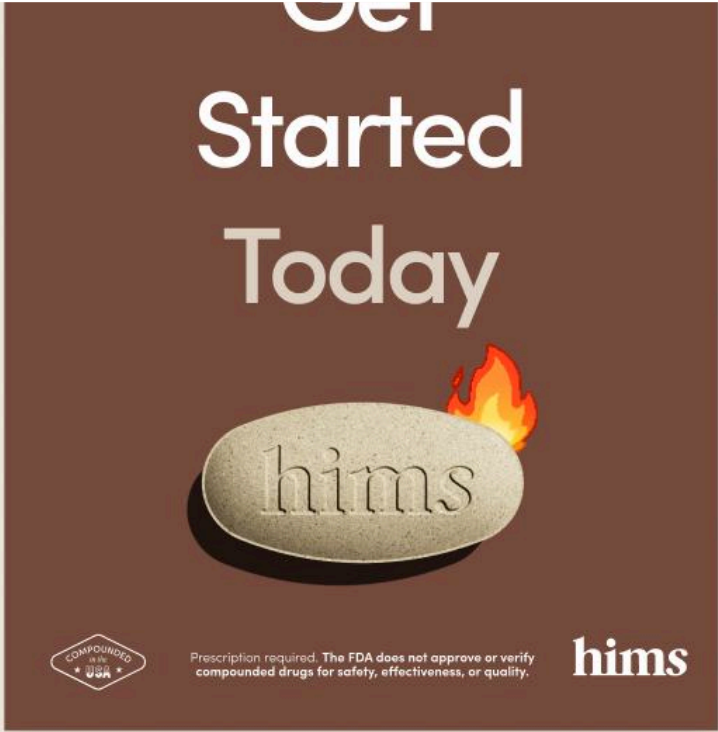
All sterile compounded products undergo routine sterility testing in accordance with applicable USP standards. In addition, sterile compounded products produced in 503B facilities undergo routine potency testing.



06

Documenting Compounding Process and Ensuring Label Accuracy.

There is careful documentation of all aspects of compounding processes, and it is required that medication labels comply with applicable FDA and state pharmacy board requirements.

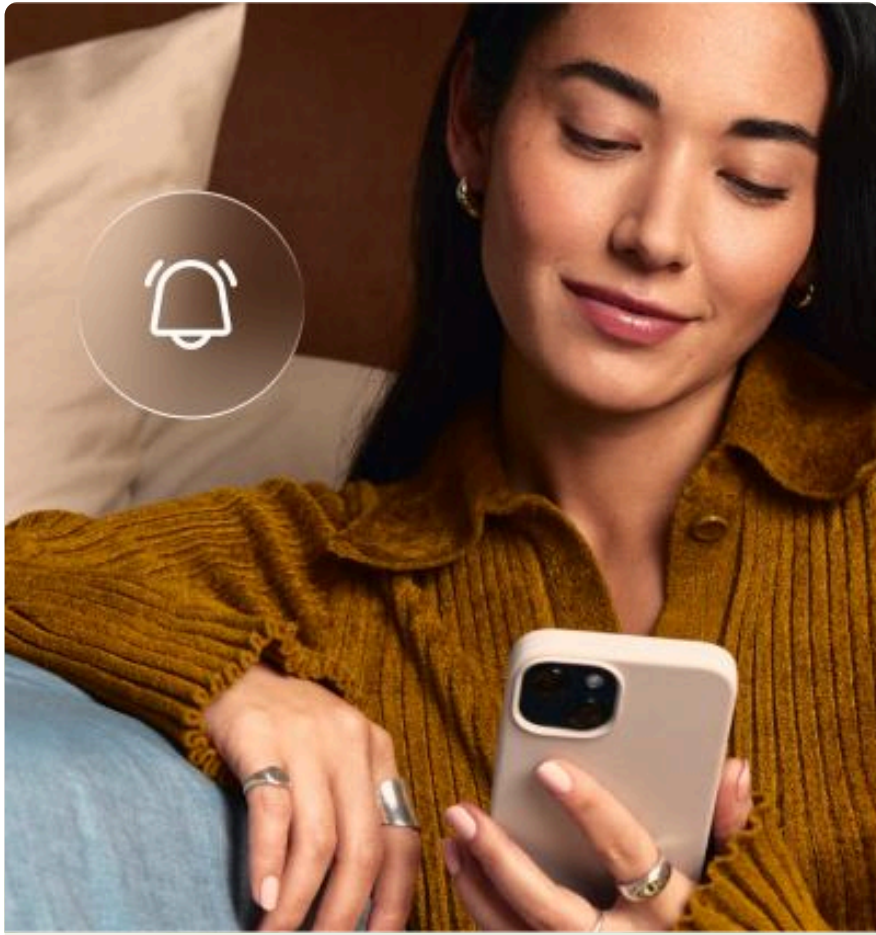


FDA disclaimer

07

Maintaining Ethical Practices and Transparent Communications.

Adherence to all applicable marketing and promotional regulations is required, such as including disclosures and risk information to help customers understand the nature of the compounded medications they may be prescribed.



08

Monitoring Adverse Events and Adverse Effects, Handling Complaints, and Managing Recalls.

FDA and BOP compliant pharmacovigilance programs for adverse events/adverse effects and formal complaint handling procedures are in place to manage product quality-related concerns.



09

Committing to Safe Handling, Storage, and Disposal Practices.

All applicable environmental, cGMP, and USP standards for the handling, storage, and disposal of hazardous materials are adhered to.



10

Implementing Quality Assurance Initiatives for Operational Excellence.

Varied and robust Quality Assurance programs for continuous improvement and operational excellence have been implemented, including regular internal audits, proactive process improvement and Quality System initiatives, and timely updates based on evolving regulatory standards.

In addition to the above, several checks and balances related to pharmacy operations and product quality are in place to ensure customer safety. For example:

- Prior to dispensing a medication prescribed for an individual customer, pharmacists are trained to confirm that the customer is receiving the appropriate and intended dose or dosage from their provider.
- Post-market surveillance measures include a product quality complaint process that enables customers to call or write in with concerns related to quality and safety. All complaints are investigated and followed up on as appropriate.



Safety: The Data on Customer-Reported Side Effects

Since its launch in 2017, Hims & Hers has provided access to treatment to over **2.4 million** customers in the categories of Weight Loss, Hair Loss, Mental Health, and Men's Sexual Health. Our review of de-identified data from each category's early check-in as well as our review of de-identified data from customers' messages to their care team indicate that customers do not experience side effects more often than

expected, that side effects are mostly tolerable, and that customers rarely seek a higher level of care related to side effects. It is important to note that the side effects reported below were reported by customers **during the course of treatment** via the Hims & Hers platform, but were not necessarily reported as a **result of treatment**.



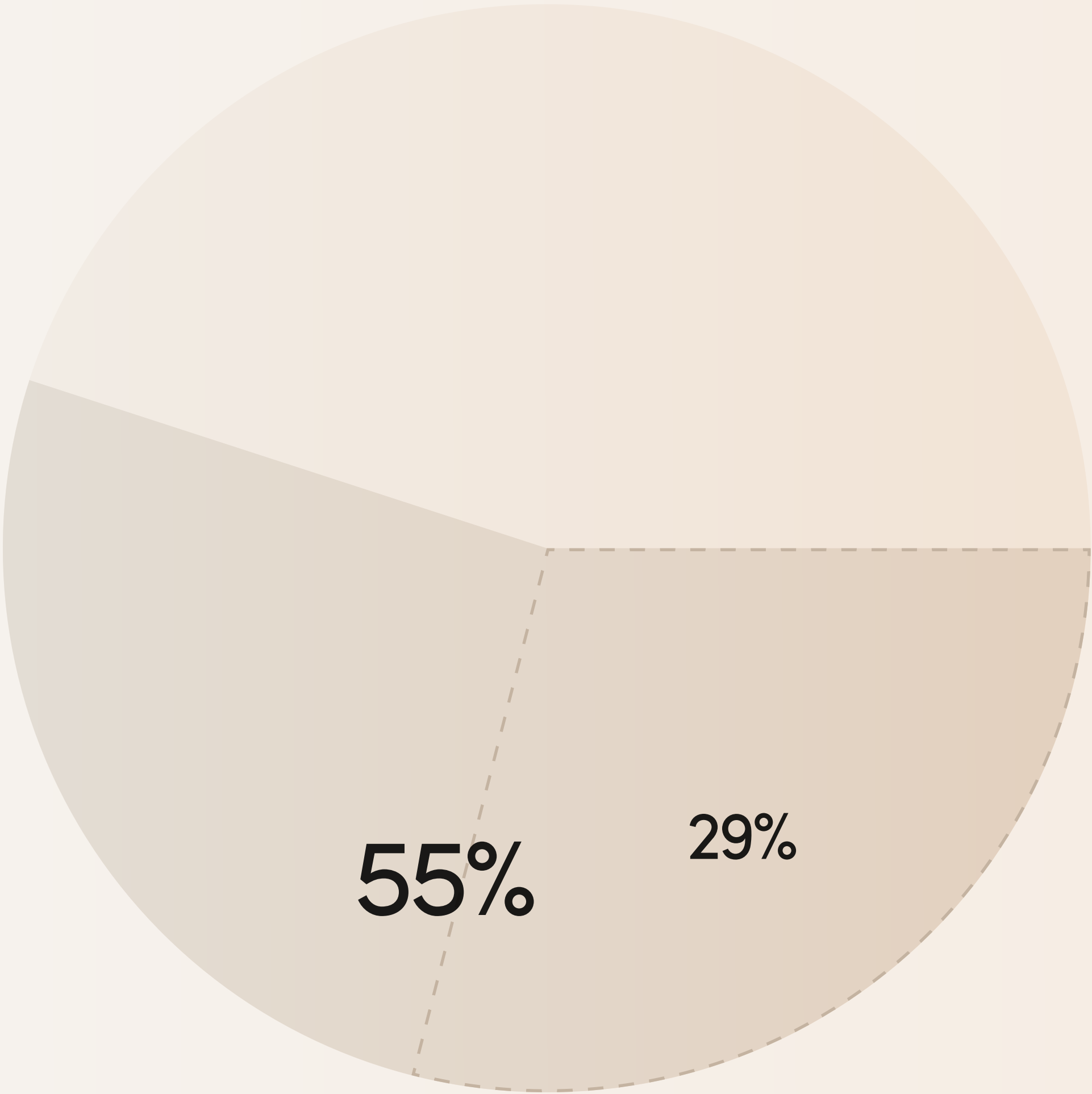
Weight Loss: Customers On Treatment Plans Including Oral Medication



Side Effects Reported During Customers’ 1 Month Check-in

We reviewed de-identified data from 28,173 Weight Loss customers who were prescribed a treatment plan including oral anti-obesity medication (AOM) and provided data regarding their side effects experience in a check-in 1 month after initiating treatment via the platform. 55% reported experiencing side effects in their first month of treatment. Approximately half of these customers (52% of those who reported side effects, or 29% of those who completed the check-in) found their side effects to be intolerable. The most commonly reported side effects were nausea and vomiting, drowsiness, and constipation. 21% of customers reported nausea as a side effect, 16% reported drowsiness, and 14% reported constipation.¹¹ Of note, in a previously published white paper, we found that 13% of customers on treatment plans including oral medication who completed a 6-month check-in reported side effects at that time – suggesting that side effects may diminish over time.¹²

Side Effects Reported in Customers’ Messages to their Care Team

Among 402,758 Weight Loss customers on a treatment plan that included oral medication between January 1, 2024 and June 30, 2025, 0.12% reached out to their care team with a message that included mention of a side effect or other reaction. The most commonly cited side effects included nausea (0.03%), dizziness (0.03%), and vomiting (0.01%). Less than 0.03% of customers reported seeking a higher level of care (e.g., urgent care or emergency room visit) due to a side effect.¹³



-  Customers reported experiencing side effects in their first month of treatment
-  Customers found side effects to be intolerable (52% of those who reported side effects)

Side Effects Reported in the Clinical Literature

According to previous research, gastrointestinal symptoms in particular are common with oral AOMs. Early studies that helped to establish the effectiveness of naltrexone-bupropion in the treatment of obesity, for example, found that nausea, constipation, and headache were the most commonly reported side effects. In one such study, 32.5% of participants reported nausea as a side effect, 19.2% reported constipation, and 17.6% reported headache.¹⁴ While we are unable to draw comparisons between our data and these other studies due to the unique nature of the treatment plans available via the Hims & Hers platform, these studies do provide a useful barometer for individuals' experiences with oral AOMs – and it appears that frequency of side effects experienced by our customers is consistent with other studies of oral AOMs.



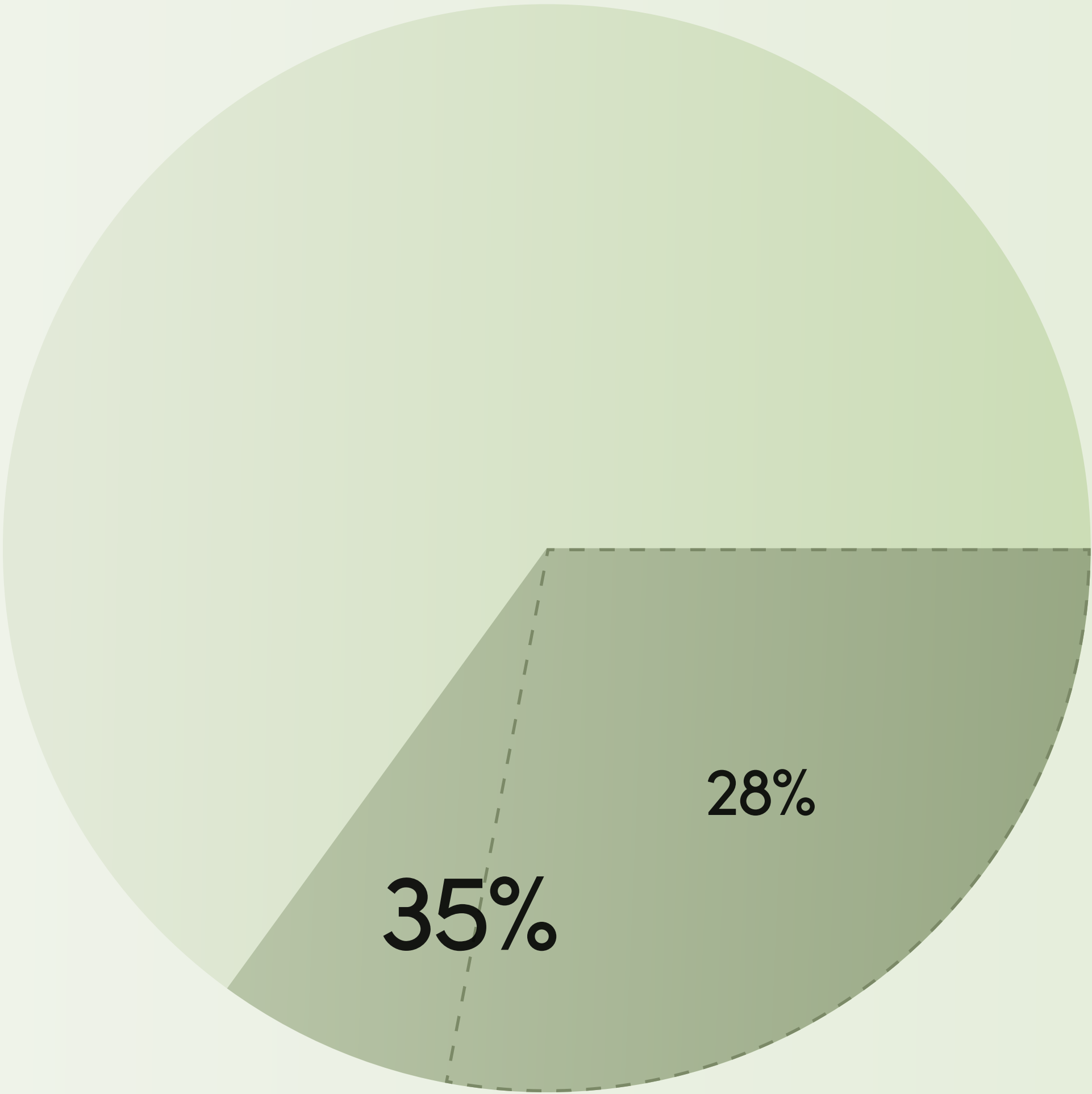
Weight Loss: Customers On Treatment Plans Including GLP-1 Medication



Side Effects Reported During Customers’ 1 Month Check-in

We reviewed de-identified data from 28,943 Weight Loss customers who were prescribed a treatment plan including compounded GLP-1 medication* and provided data regarding their side effects experience during the 1-month check-in. 35% reported experiencing side effects in their first month of treatment. The vast majority of these customers (79% of those who reported side effects) found their side effects to be tolerable. 19% of customers reported experiencing nausea, 15% reported experiencing constipation, and 13% reported experiencing heartburn.¹⁵ Of note, in our recent white paper that looked at the 1-year journey of our Weight Loss customers, we found that 10.3% of customers on treatment plans including compounded GLP-1 medication who completed a 6-month survey reported experiencing side effects at that time – again suggesting that side effects diminish over time.

Side Effects Reported in Customers’ Messages to their Care Team

Among 418,066 Weight Loss customers on a treatment plan that included GLP-1 medication between January 1, 2024 and June 30, 2025, 0.08% reached out to their care team with a message that included mention of a side effect or other reaction. The most commonly cited side effects included vomiting (0.03%), nausea (0.03%;), and gastroparesis or pancreatitis (0.02%). 0.04% of customers sought a higher level of care due to a side effect.¹⁶



-  Customers who reported experiencing side effects in their first month of treatment
-  Customers who found side effects to be tolerable (79% of those who reported side effects)

Side Effects Reported in the Clinical Literature

Reports of side effects in studies of GLP-1s for the treatment of overweight and obesity vary widely due to differences in how side effects are captured and reported. For example, one retrospective study of patients prescribed semaglutide for the treatment of obesity within a large hospital system found that 48.6% experienced side effects associated with treatment.¹⁷ Another study specifically examining the incidence of four specific gastrointestinal events – pancreatitis, gastroparesis, biliary disease, and bowel obstruction – among patients prescribed semaglutide for the treatment of obesity found the incidence rate of pancreatitis to be 4.6 and that of gastroparesis to be 9.1.¹⁸ Such differences in how side effects are captured preclude us from drawing comparisons; however, our data suggest a relatively low rate of side effects.



Hims Hair & Hers Hair

Hims Hair: Side Effects Reported During Customers’ 4 Month Check-in

We reviewed de-identified data from 141,613 Hims Hair customers who completed a check-in approximately 4 months following the initiation of treatment on the platform between January 1, 2024 and June 30, 2025. Customers were prescribed treatment plans that included generic oral finasteride as well as compounded formulations of oral finasteride, topical finasteride, oral minoxidil, and topical minoxidil. 2.2% reported experiencing side effects.¹⁸ Data regarding the tolerability and frequency of specific side effects were not readily available.

finasteride. 3.9% reported experiencing side effects; 2.6% reported experiencing side effects that bothered them “a lot”. Hypertrichosis, hair shedding, and headache were the most commonly reported side effects. 1.2% of customers who completed the check-in reported experiencing hypertrichosis, 1% reported experiencing hair shedding, and less than 1% reported experiencing headaches.²⁰

Hers Hair: Side Effects Reported During Customers’ 4 Month Check-in

We reviewed de-identified data from 72,678 Hers Hair customers who completed a check-in approximately 4 months after initiating treatment on the platform. Customers were prescribed treatment plans that included generic oral minoxidil as well as compounded formulations of oral minoxidil, topical minoxidil, and topical



2.2% of Hims Hair & Hers Hair customers reported experiencing side effects

Hims & Hers Hair: Side Effects Reported in Customers' Messages to their Care Team

Among 878,532 Hims & Hers Hair Loss customers on a treatment plan between January 1, 2024 and June 30, 2025, 0.01% reached out to their care team via messaging about a side effect. The most commonly reported side effects were increased heart rate (0.001%), hair shedding (0.001%), and chest pain (0.001%). Less than 0.001% reported seeking a higher level of care due to a side effect.²¹

Side Effects Reported in the Clinical Literature

Phase III studies of oral finasteride for the treatment of male pattern hair loss reported that 7.7% of participants experienced side effects. A recent randomized controlled trial (RCT) comparing oral minoxidil to topical minoxidil in the treatment of male pattern hair loss found that the most common side effects associated with oral minoxidil were hypertrichosis, headache, and shedding, with 49% of participants experiencing excessive hair growth, 14% experiencing headache, and 9% experiencing shedding. The most common side effects associated with topical minoxidil were hypertrichosis, scalp eczema, and shedding, with 25% of

participants, 16% of participants, and 16% of participants, respectively, reporting those events.²³

A study of low dose oral minoxidil that included women being treated for hair loss found that hypertrichosis, hair shedding, and headache were the most common side effects. 54% of participants experienced hypertrichosis, 44% experienced hair shedding, and 10% experienced headache.²⁴ A review of topical minoxidil in the treatment of female pattern hair loss found that up to 33% of participants experienced hypertrichosis, 12.5% experienced shedding, and 8.9% experienced itching.²⁵

We are unable to draw comparisons between our data and the above clinical literature due to differences in analytic design, sample size, and prescribed medications. However, we can say that our findings indicate that side effects do not appear to be commonly reported by Hims & Hers Hair Loss customers.

0.01%

reached out to their care team via messaging about a side effect



Mental Health

Side Effects Reported During Customers’ 1 Month Check-in

We reviewed de-identified data from 94,852 Mental Health customers who completed a check-in approximately 1 month following the initiation of treatment on the platform between January 1, 2024 and June 30, 2025. Customers were prescribed treatment plans that primarily included selective serotonin reuptake inhibitors (SSRIs). 22% of these customers reported experiencing side effects.²⁶ Data regarding the tolerability and frequency of specific side effects were not readily available.

Side Effects Reported in Customers’ Messages to their Care Team

Among 216,374 Hims & Hers Mental Health customers accessing treatment via the platform between January 1, 2024 and June 30, 2025, 0.04% reached out to their care team via messaging about a side effect. The most commonly reported side effects and other potential reactions in messages to providers were increased suicidal or homicidal ideation (0.01%), suicidal behavior

(<0.01%), and increased feelings of depression (<0.01%). Less than 0.01% of customers sought a higher level of care due to a side effect. In general, customers appeared to use messaging to report more serious side effects, and as the figures show, they were small in number.



22% of Mental Health customers reported experiencing side effects

Side Effects Reported in the Clinical Literature

One retrospective analysis of real world patient data found that 38% of patients taking SSRIs reported experiencing side effects. The most common were impaired sexual functioning (8%), sleepiness (7.6%), and weight gain (7%).²⁷ A naturalistic observation of patients being treated for depressive or anxiety disorders with SSRIs in a primary care setting found that 64% of patients reported flatulence as a side effect, 59% reported sleepiness, and 51% reported memory impairment.²⁸

Of note, research regarding the relationship between SSRI use and suicidality has been

inconsistent. Some studies have found an increase in suicidality with SSRI use compared to placebo; others have found a decreased risk.²⁹

Our data indicate that the frequency of side effects reported by Mental Health customers appears as expected, given the existing literature. Furthermore, it is again worth noting that the above side effects were reported by customers during the course of treatment via the platform, but we cannot ascertain whether they were the result of treatment.

The most common side effects for customers taking SSRIs

8% impaired sexual functioning

7.6% sleepiness

7% weight gain



Men’s Sexual Health

Customers on Treatment Plans for Erectile Dysfunction: Side Effects Reported During Customers’ 3 Month Check-in

We reviewed de-identified data from 295,392 Sexual Health customers who were prescribed a treatment plan including generic or compounded phosphodiesterase-5 (PDE5) inhibitors for erectile dysfunction and completed a check-in approximately 3 months following initiation of treatment via the platform between January 1, 2024 and June 30, 2025. 3.4% reported experiencing side effects. Data regarding tolerability and frequency of specific side effects were not readily available.

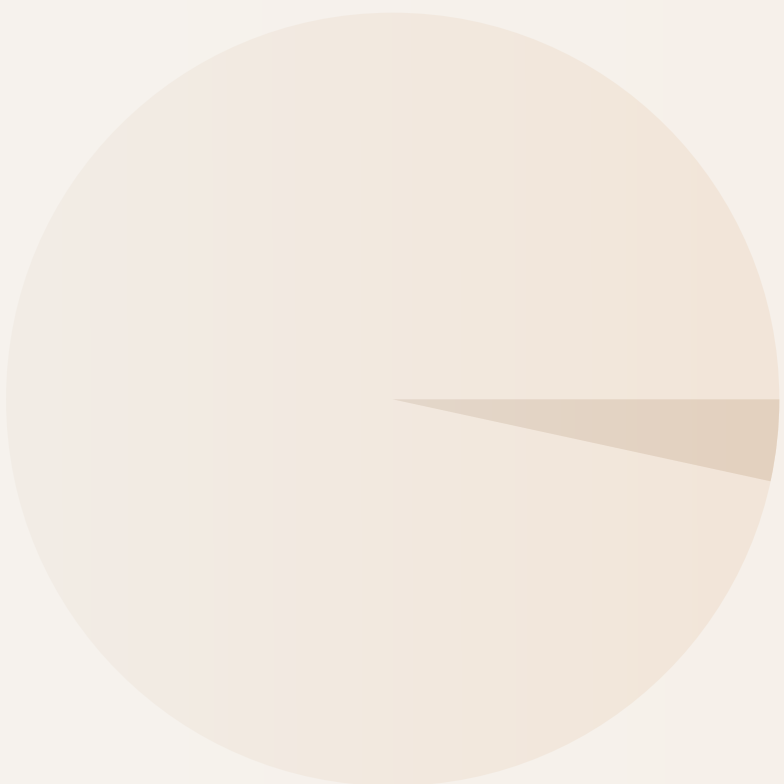
Customers on Treatment Plans for Premature Ejaculation: Side Effects Reported During Customers’ 3 Month Check-in

We reviewed de-identified data from 10,399 Sexual Health customers who were prescribed a treatment plan including a PDE5 inhibitor and/or SSRI for premature

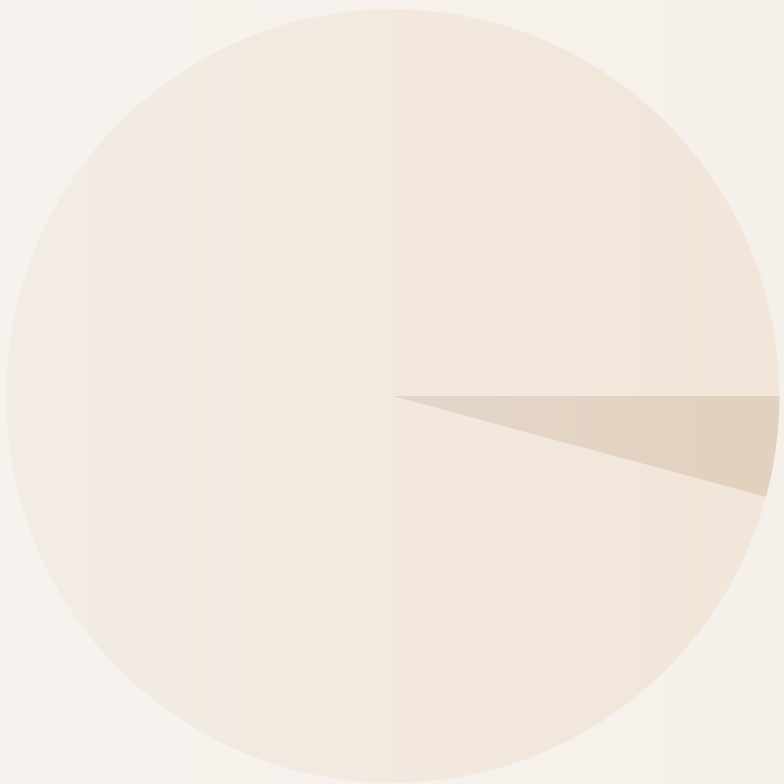
and completed a check-in approximately 3 months following the initiation of treatment via the platform between January 1, 2024 and June 30, 2025. 4.2% reported experiencing side effects. Data regarding tolerability and frequency of specific side effects were not readily available.

Sexual Health: Side Effects Reported in Customers’ Messages to their Care Team

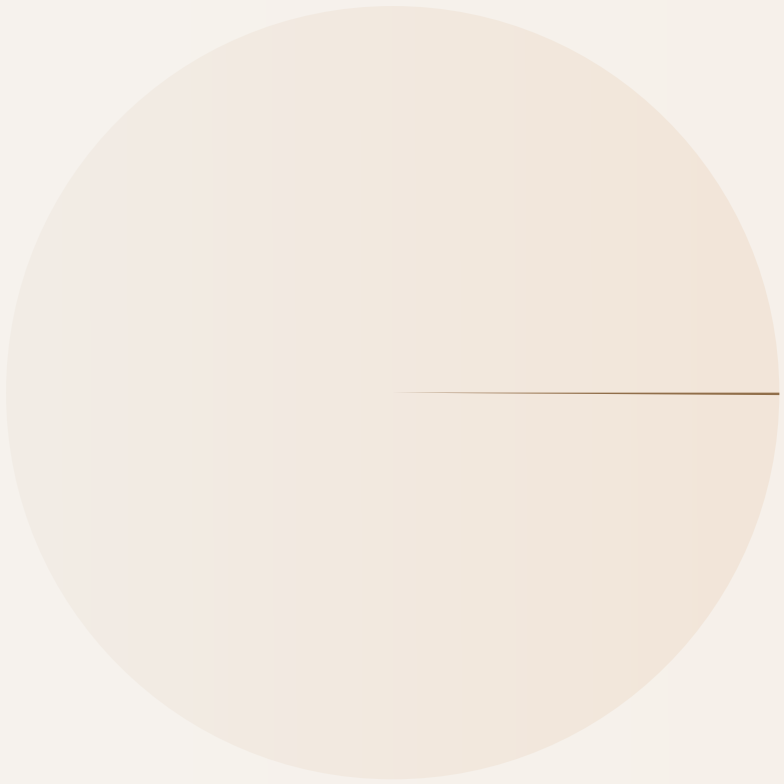
Among 1,507,027 Sexual Health customers prescribed a treatment plan for erectile dysfunction and/or premature ejaculation between January 1, 2024 and June 30, 2025, 0.01% reported a side effect via messaging to their care team. The most commonly reported side effects were self-reported heart attack (0.002%), stroke (0.001%), and increased heart rate (0.001%). Seeking a higher level of care due to a side effect was rare. Less than 0.001% of customers reported doing so.



3.4% of customers on treatment plans for erectile dysfunction reported experiencing side effects



4.2% of customers on treatment plans for premature ejaculation reported experiencing side effects



0.01% of Sexual Health customers reported adverse events to their care team

Side Effects Reported in the Clinical Literature

Reports regarding the frequency of side effects among individuals using PDE5 inhibitors for sexual health concerns vary. A systematic review of 17 studies regarding the efficacy, safety, and tolerability of PDE5 inhibitors in the treatment of men with ED found that between 13% and 49% of individuals experience side effects with PDE5i use. The most common side effects include headache, dyspepsia, hot flushes, rhinitis, and nasal congestion.³⁰

Of note, ED and cardiovascular disease have shared pathophysiology, such that ED itself may be considered a risk factor for CVD events.³¹ Thus, data from Sexual Health customers' check-ins and messages to their care team indicate that customers experience a low frequency of side effects, and report side effects that may be anticipated among this population of eligible customers.

And again, it is worth noting that the above side effects were reported by customers during the course of treatment via the platform, but we cannot ascertain whether they were the result of treatment.



04

Additional Customer Insights on Trust, Safety, and the Digital Care Experience



In addition to the findings already outlined in this white paper, we collected further data through our Customer Insights and User Experience Research team on how customers viewed their Hims & Hers telehealth experience, their knowledge and beliefs regarding compounded medication, and their overall beliefs about treatment through Hims & Hers.

Comparing the Hims & Hers Telehealth Experience to Traditional, In-Person Care

Because the standard of healthcare in the United States has long been the traditional, in-person experience, we were curious to understand more about how Hims & Hers customers perceived the overall quality and safety of their telehealth experience compared to previous brick-and-mortar experience.

94% of respondents stated that they believe the overall quality of care available via the platform is as good or better than prior in-person care. When asked about specific aspects of care that may have contributed to their favorable perceptions, surveyed customers rated several aspects as the same or better than prior in-person experiences.

99% of customers viewed the ease of getting started and the intake process as the same or better than prior in-person experiences

98% viewed the privacy and discretion of the experience as the same or better

96% felt the transparency about side effects and risks was the same or better

96% believed the speed of access to care was the same or better

95% saw the clarity of treatment options and information as the same or better

95% thought the convenience of managing care was the same or better

94% noted that the overall sense of safety and medical quality was the same or better

94% reported that their trust in the care model and medical providers was the same or better

94% felt the personalization of their treatment plan was the same or better

94% viewed the ease of communication with medical providers as the same or better

93% reported that follow up support and access to care after starting treatment was the same or better

92% noted how well the medical provider listened and responded to concerns was the same or better

According to two customers:

“When needed, responses... were prompt, professional, and clinical. I feel better & more comfortable choosing [to access care via] Hims & Her than a local family RN or doctor. My treatment plan has provided safe and effective results for what I was seeking. I am confident in [my providers].”³²

“I like that I felt heard. I wasn’t just thrown medication and sent out the door like I was at my actual doctors office. Hers [provided me with the ability to report] my history and my health and my concerns. The providers listened and applied that to my own treatment plan and here I am with actual results.”³³



Personalization and Customer Insights Regarding Compounded Medication

As Hims & Hers' approach to personalized treatment plans includes providing access to compounded medication when deemed medically appropriate by licensed providers on the platform, customers who completed the survey were asked for their opinion on compounded medications. A majority of customers reported feeling informed and confident:

88% said they had heard of compounded medications

80% reported trusting Hims & Hers to provide safe compounded options

71% believed compounded medications are effective

62% felt compounded medications can be more personalized

60% were aware that compounded medications are not FDA-approved

In their survey responses, two customers specifically noted their views on the compounded medications available via Hims & Hers:

"Everything was up front and transparent regarding the medication (i.e. compounded semaglutide itself is not FDA approved), laid out the most common side effects, nutrition expectations, information on increasing activity as well as managing stress and sleep."³⁴

"I had talked to my GP about weight loss and she was confident in the quality of compounded medication... I've emailed questions several times and gotten answers within an hour or two. I've felt supported in using [compounded] semaglutide so far!"³⁵

Trust Earned Through Safety, Transparency, and Results

Ultimately, what Hims & Hers aims to deliver is access to healthcare that is not only clinically sound, but also personally reassuring. Throughout our Customer Insights and User Experience Research survey, we inquired about the extent to which customers believed in or felt confident about Hims & Hers' approach to increasing access to care.

83% said they fully understood their treatment plan

83% felt confident in the safety of their prescribed medication

81% reported trusting Hims & Hers to deliver access to safe and effective care

80% believed there were proper rules and safety standards for healthcare

80% reported trusting that H&H delivers access to care that meets high medical and safety standards

73% have found side effects of their treatment to be manageable

70% have been satisfied with their results and say treatment has been effective

These data indicate that across every stage of the care journey – from initial intake through provider interactions, treatment experience, and ongoing outcomes – surveyed customers consistently reported feeling supported, informed, and safe.

What's more –

84% of surveyed customers stated that they have confidence in Hims & Hers' ability to safely and effectively offer access to treatments in new categories.

According to two survey respondents:

"I've felt most confident about the safety of my care [through] Hims because the product worked exactly as it said it would, which gave me immediate reassurance. The providers are accessible anytime through the 24/7 messaging portal, and they always introduce themselves properly and respond promptly to my questions. I also really appreciate the Hims app, it has all the information I need about my program and medications, lets me track my progress, and provides helpful tips and suggestions so I can achieve better health outcomes."³⁶

"What's made me feel most confident and reassured about my care [through] Hers is how simple, transparent, and supportive the entire process has been. From the beginning, I appreciated how easy it was to get started—no pressure, no confusing steps—just clear information and a thoughtful approach to hair health. Knowing that I was receiving a product that was backed by science, and created specifically for women, gave me peace of

mind. I also really appreciated the ability to consult with licensed providers, which made the whole experience feel personalized and trustworthy—not just a product, but actual care."³⁷

05

Conclusion



It is worth noting that there are limitations to the work and data presented in this white paper. First, Hims & Hers customers are individuals who have chosen to seek treatment via a telehealth platform – and thus they may have baseline positive attitudes towards the platform and treatment. Relatedly, those who complete check-ins, message their providers, or respond to customer surveys may be more engaged than those who do not – adding to the possibility of a biased sample.

The above notwithstanding, with over 2.4 million active customers as of June 30, 2025 and a continuous feedback loop of clinical and user data, Hims & Hers has developed access to a care model that scales access without compromising quality. This report highlights how evidence-based treatments, safety protocols, and customer-centered practices work together to deliver care that is effective, transparent, and trusted. The future of healthcare depends on platforms that can demonstrate both outcomes and accountability, and we are committed to leading the way.



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Notes

*Weight Loss customers are encouraged to complete check-ins each month. Check-ins collect self-report data on customers’ weight, experience with side effects, perceived health benefits, and satisfaction with treatment progress.

**Compounded medications are not FDA-approved or evaluated for safety, efficacy, or quality by the FDA.

hims & hers