



Transforming lives and redefining success

Member insights guide a more personalized
approach to weight management

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Weight management is a personal journey

For many, weight management unfolds over years of repeated effort. Emotional, physical and health-related challenges can make progress difficult to achieve and maintain. GLP-1 receptor agonists are increasingly used as effective therapies for weight loss, yet long-term health and sustainability often depend on lifestyle behaviors, including nutrition and physical activity.

While weight loss is often a primary focus, success is not defined by weight alone. Meaningful improvements in health and quality of life are shaped by individual needs, abilities, and lived experiences, reinforcing the importance of integrated, whole-person support.

The CVS Weight Management™ program is an evidence-based initiative that supports weight management through rigorous lifestyle and medication guidance that considers the broader context of each member's experiences and needs. Program-offered resources include digital engagement tools, personalized behavioral coaching and structured nutritional plans.

To better understand members' experiences throughout their weight loss journeys, CVS Healthspire™ administered a brief survey to participants enrolled in the program as of May 2025. The survey captured perspectives on unique experiences over time, including medication use, progress, and perceptions of success. These insights are intended to inform how personalized approaches to weight management can address individual needs, support sustainable habits and promote overall health and well-being.

Respondent snapshots



Age 18–80
Mean 51.3 years



77.2%
Female



88.2%
Participating for 3+ months



94.8%
Using prescription weight loss medication



Obese (BMI 30+) or overweight
(BMI 27+) with weight-related comorbidity



De-identified data use obtained for
543 respondents

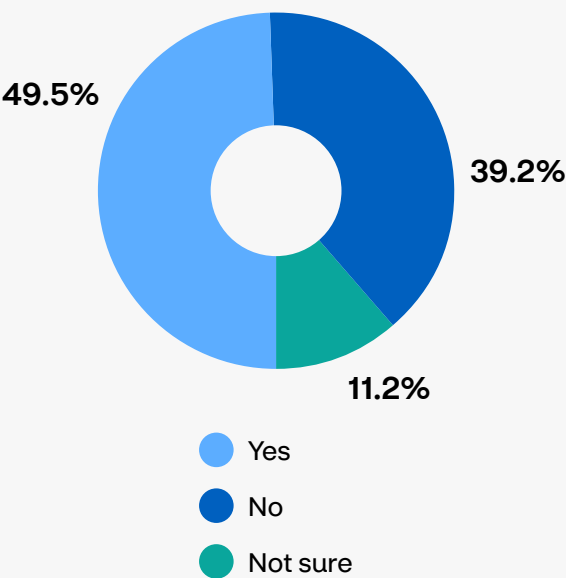
A breakdown of CVS Weight Management™ survey respondents*

*Enrolled members as of May 2025 were invited via email to participate in a 12-minute survey conducted by the CVS Health.

The long road to lasting weight loss

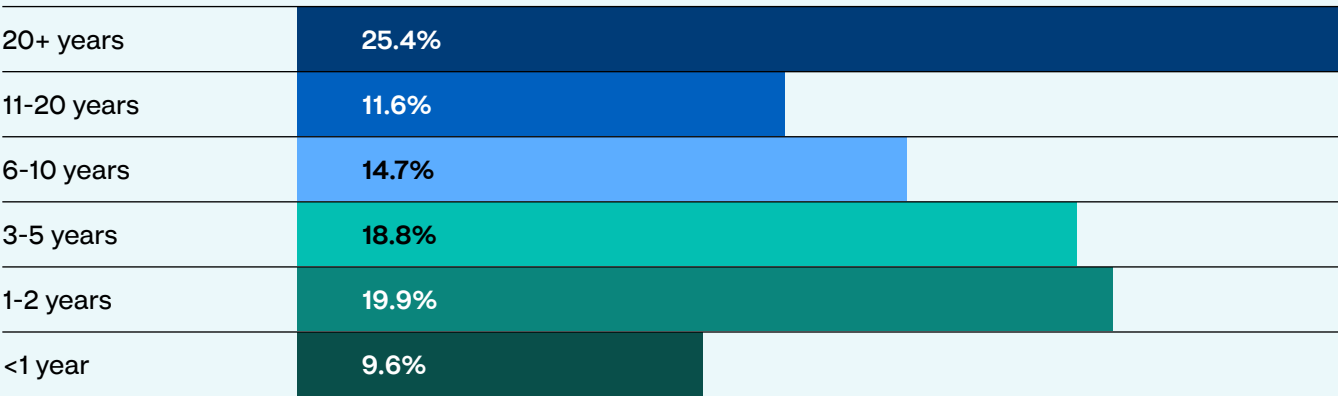
Weight loss is rarely a single decision, but more often a complex journey with repeated efforts and persistence. Many survey respondents entered the program after trying multiple approaches over time. Given that most respondents also spent 5, 10, or even 20 years working toward lasting weight loss, it is evident that this journey extends far beyond short-term efforts.

Almost half of respondents reported already trying other weight management solutions



Over 50% of respondents reported actively trying to lose weight and keep it off for 5+ years, 37% for 10+ years and 25% for 20+ years.

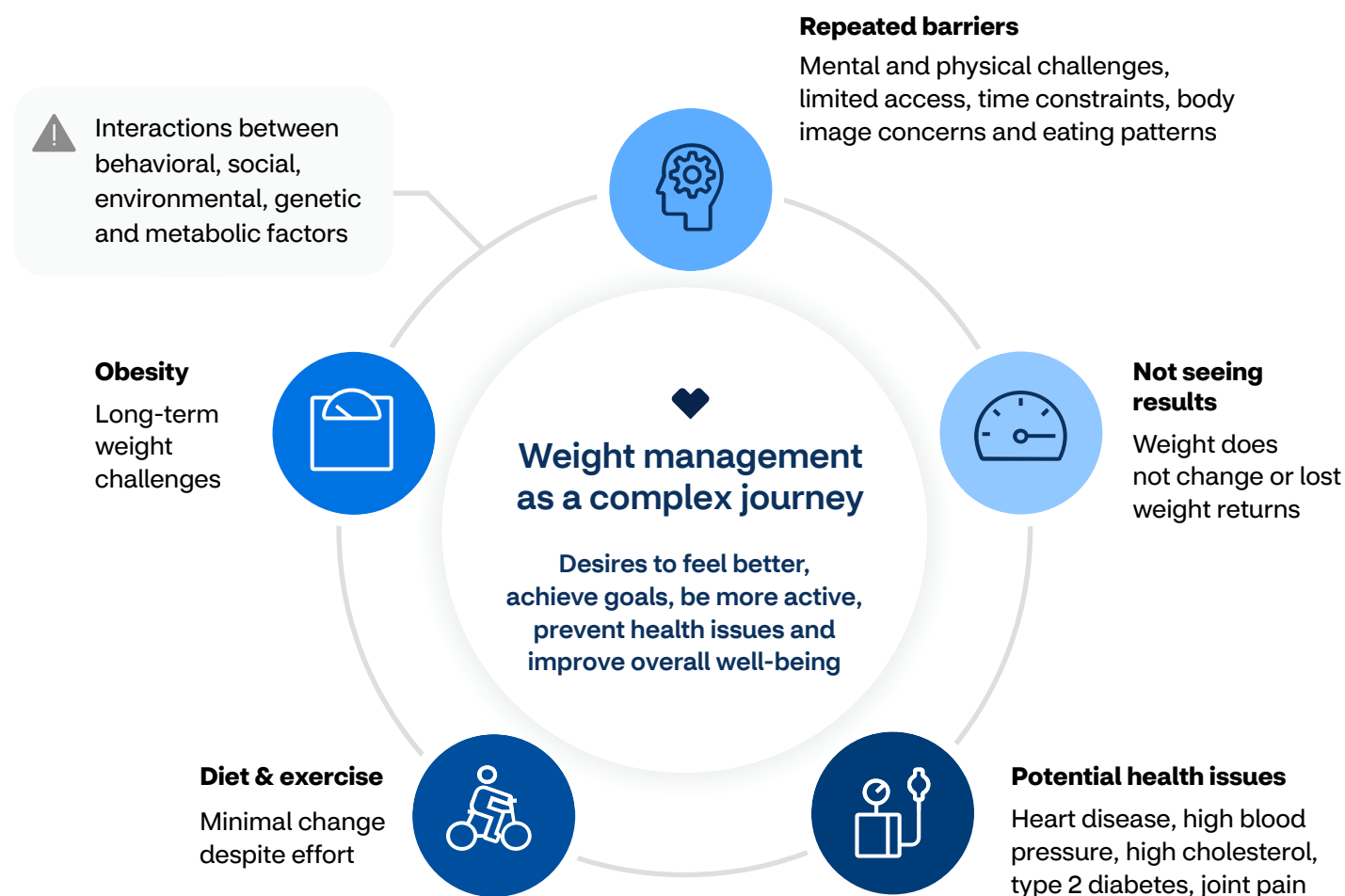
Duration of active weight loss efforts



The turning point toward structured support

Obesity is recognized as a multifactorial chronic condition* influenced by behavioral, social, environmental, genetic and metabolic factors. Respondents have often tried multiple intervention strategies, mentioning feelings of frustration, disappointment and discouragement. Many also faced compounding clinical challenges.

Considering a GLP-1 therapy often represented a pivotal moment when respondents felt they needed a more effective solution, despite trying other methods. These perspectives emphasize the importance of integrated, personalized support that considers multiple factors that may influence weight management decisions.



When lived experiences are understood, challenges can be addressed at multiple levels. Structured care with tools, coaching, and resources can help members navigate this journey, making goals both achievable and sustainable.

What drives the decision to consider weight-loss medication?

Insights from survey respondents on why medication became a next step



Social and emotional well-being

Social and emotional factors influenced decision-making, including stress-related food cravings, persistent food noise and lived experiences related to body image, mobility and confidence.



Health and prevention

Several respondents mentioned medical conditions that can complicate weight maintenance and make traditional approaches more challenging. Participants often framed medication as a proactive step to help manage health risks.



Seeking sustained results

Respondents were primarily motivated to use weight-loss medications after years of trying other approaches with limited progress.



Provider recommendation

Many considered weight-loss medication after discussing options recommended by their doctor.

Respondents often framed this choice as a way to support overall well-being, remain active with family and loved ones, reduce physical discomfort, and align their weight management approach with long-term health goals.

Medication can be a helpful tool

Prescription weight-loss medications seemed to play either an ongoing or transitional role. While some respondents anticipated longer-term use, most planned for shorter durations, suggesting medication may be viewed as a tool or catalyst rather than a persistent solution.

75%

of respondents planned on taking weight-loss medications for less than 5 years

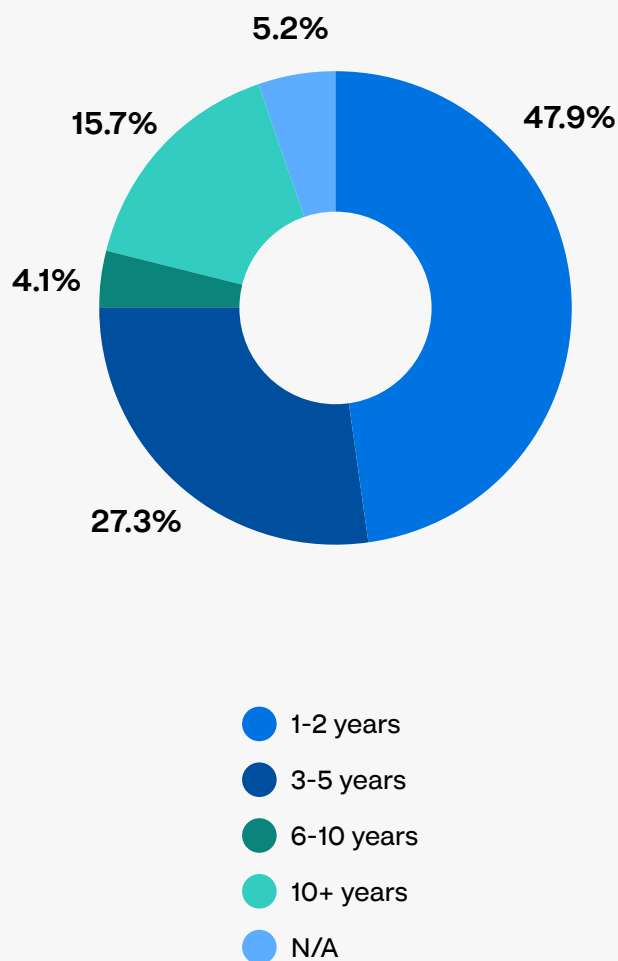
48%

of respondents planned on taking weight-loss medications for only 1-2 years

As clinical recommendations continue to evolve, there is no current consensus on the optimal duration of GLP-1 therapy, which may be different for every individual.

People often enter weight management with different expectations and timelines. Integrated care that offers continuity and support to assist with both change and maintenance is especially valuable. Programs that offer long-term habit development and monitoring, digital guidance, ongoing support and personalized lifestyle coaching can continue to deliver value to members regardless of how long they plan to remain on GLP-1 therapy.

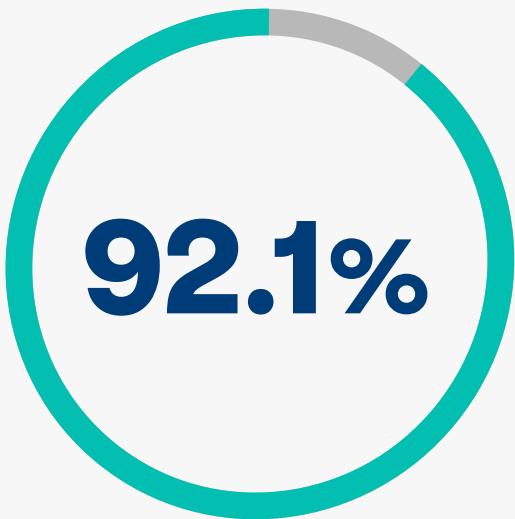
Planned duration of weight-loss medication use



Quality of life: the measurement that matters

Participants who had been in the program longer were more likely to report improved quality of life. These improvements can often include feeling more energetic, expanding mobility, increasing confidence and a greater ability to enjoy daily life.

Providing ongoing coaching, goal tracking, habit-building tools, and personalized guidance throughout the weight loss process may help members achieve improvements that matter to them.



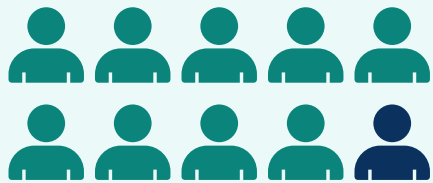
of survey respondents who had participated in the program for more than 12 months experienced an overall improved quality of life since beginning their weight loss journey.

Improvements over time in program

12+ months	92.1%
9-12 months	83%
6-9 months	86.1%
3-6 months	82.2%
0-3 months	70.4%

When life improves success often follows

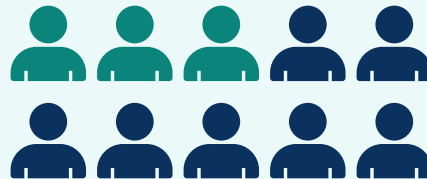
9/10



For every 10 people who felt their quality of life improved, about 9 felt successful.

For every 10 people who did not feel their quality of life improved, only about 3 felt successful.

3/10



Participants who felt their quality of life had improved were almost three times more likely to report success in the program.

Respondents who reported success in the program commonly also reported helpful experiences with goal setting, monitoring, and encouragement. Perceived success in weight management is tied to quality of life, confidence and realistic but sustainable

goal setting. These connections reinforce the idea that success is often not only about the amount of weight loss achieved but about feeling healthier, more capable and encouraged.

Moving beyond the scale to redefine success

Success in weight management is not defined by one measure. Progress reflects how people feel, function and engage in their lives. These insights reinforce a clearer understanding across the industry: most individuals living with obesity have been actively trying to manage their weight for years, often decades.* Persistent challenges may not be rooted in a lack of effort, but in the limitations of solutions that can overlook the full complexity of each individual journey.

Decisions to pursue structured clinical care or GLP-1 therapy often come after repeated attempts and compounding challenges. Even then, many respondents view medication as part of a broader approach. Participants continue to prioritize building sustainable habits that support long-term health.

When success is defined by quality of life and personal goals, rather than weight loss alone, a more complete picture of progress emerges. Personalized, evidence-based lifestyle guidance can help members navigate the complexity of weight management in a way that is meaningful and sustainable.

With or without GLP-1 therapy, structured support can help turn effort into lasting outcomes that matter, not just on the scale, but in everyday life.



CVS Weight Management™ program participants reported meaningful improvements in quality of life, which can be tied to increased energy, mobility, confidence and emotional well-being. These improvements were closely related to how participants felt in their weight management efforts. Success may not be defined solely by changes on the scale, but by feeling better, more capable and more in control of their health.



The source for data in this document is CVS Weight Management Program Member Satisfaction Deep Dive, unless otherwise noted.

*FOR OBESITY RECOGNITION SOURCE: Mlynarska E, Bojdo K, Bulicz A, et al.
[Obesity as a Multifactorial Chronic Disease: Molecular Mechanisms, Systemic Impact, and Emerging Digital Interventions.](#)
Curr Issues Mol Biol. 2025 Sep 23;47(10):787.

*FOR SUCCESS SOURCE: Rubino D, Bjorner JB, Rathor N, et al.
[Effect of semaglutide 2.4 mg on physical functioning and weight- and health-related quality of life in adults with overweight or obesity: Patient-reported outcomes from the STEP 1–4 trials.](#)
Diabetes Obes Metab. 2024; 26(7): 2945-2955.

*FOR DECADES SOURCE: Naveed M, Perez C, Ahmad E, et al.
[GLP-1 medication and weight loss: Barriers and motivators among 1659 participants managed in a virtual setting.](#)
Diabetes Obes Metab. 2025; 27(7): 3780-3788.

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