

OPTAVIA®

Metabolic Health – in America –

Awareness, Attitudes and Action

Metabolic dysfunction is a silent villain that affects energy, body composition and long-term health outcomes.

Metabolic dysfunction is not inevitable — the constellation of health outcomes it affects can be improved or even reversed.

Methodology

OPTAVIA, in partnership with KRC Research, fielded a survey¹ that uncovered how Americans think, feel and act when it comes to metabolic health — from awareness of the risks to belief in the ability to change.

The 15-minute online survey was conducted among a representative sample (n=1,004) of U.S. adults ages 18–75. The respondents were recruited to ensure alignment with U.S. Census demographic targets.

To garner unbiased insights, the survey was conducted in two phases — before and after sharing key definitions of “metabolic health” and “metabolic dysfunction.” Unaided (pre-definition/before learning the term) and aided (post-definition/after learning the term) status is noted within the results below.



Key Definitions

Metabolic dysfunction refers to the body’s normal metabolic processes being impaired, including how it converts food into energy and maintains essential bodily functions resulting in abnormal levels of blood sugar, cholesterol, blood pressure and body fat, which can increase the risk of developing chronic conditions like type 2 diabetes, heart disease and obesity.

Metabolic health is how well your body processes and uses energy from food. It’s determined by key factors such as stable blood sugar levels, healthy cholesterol and blood pressure, and maintaining a healthy body weight and body composition [i.e., less body fat and more lean mass/muscle]. For many, good metabolic health starts with achieving healthy, quality weight loss and can help lower the risk of chronic conditions like diabetes, heart disease and obesity. Nine out of 10 leading causes of death in the U.S. are attributed to metabolic dysfunction² and over 90% of Americans have poor metabolic health.³

¹ Source for survey results: **OPTAVIA**, a Medifast company, commissioned an online survey with KRC Research among n=1,004 U.S. adults ages 18–75, fielded between September 23rd and September 29th, 2025.

² <https://www.cdc.gov/nchs/data/databriefs/db521.pdf>

³ 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.

Most Americans **are not familiar** with metabolic health and its impact.

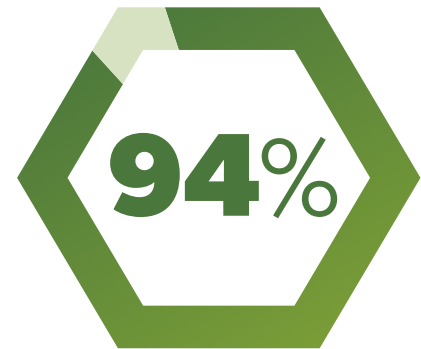
Before learning about the term:

80% lacked understanding of metabolic health's critical impact on their overall well-being.

74% said they lacked familiarity with metabolic health.

LESS than half (43%) had heard of the term "metabolic health."

But they still recognize metabolic dysfunction as an issue.



Despite the lack of awareness, **nearly all (94%)** Americans said they have some concern about at least one aspect of metabolic health.

When asked about health concerns, **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.



Americans are often thinking about their metabolic health without knowing it.

While most are not familiar with the term “metabolic health,” they are concerned about aspects of their health that fall under that umbrella such as poor sleep, low energy levels, weight management and aging better.

After seeing the definition of metabolic health and learning what it means to be metabolically healthy:

Two-thirds (68%) believe that most Americans have little to no understanding about metabolic health.

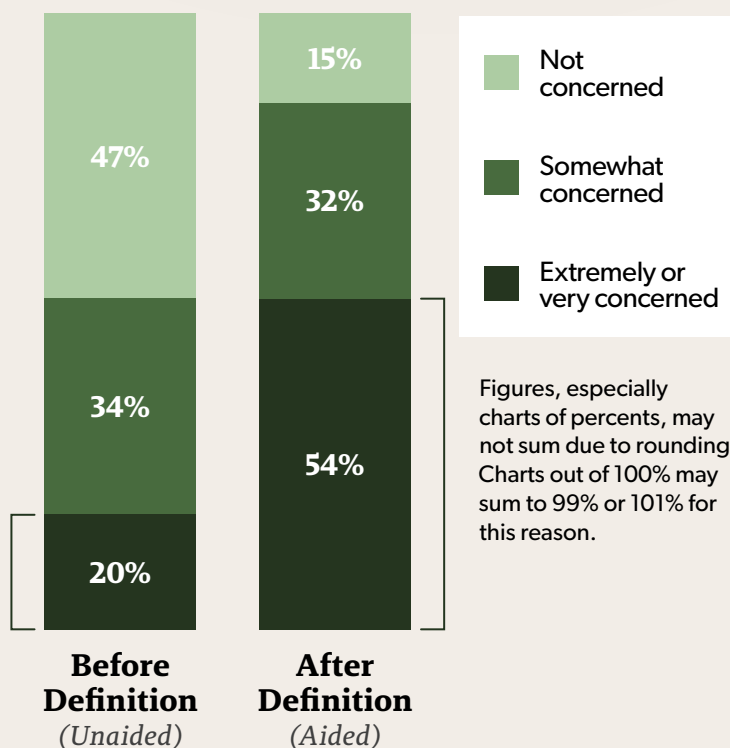
68%

“Today, many people are living with the daily consequences of metabolic dysfunction, often without even knowing it. It’s not just about the numbers on the scale; it can be about fatigue that keeps you from playing with your kids, weight that feels impossible to manage or chronic conditions that chip away at your quality of life.”

Dr. Holly Lofton

Director of the Medical Weight Management Program at NYU Langone Health and member of Medifast’s Scientific Advisory Board

Before learning about metabolic health, few Americans gave it much thought — but once they understood it, **concern more than doubled.**



Fatigue or low energy are the top aspects of poor metabolic health that Americans are most concerned about after seeing the definition.

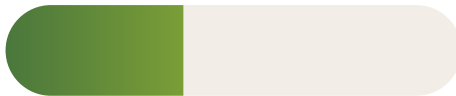
Aspects of metabolic health concerning to Americans:

51%



Feeling fatigued or low energy all the time

39%



Developing chronic diseases like diabetes or heart disease

33%



Losing the ability to manage weight effectively

31%



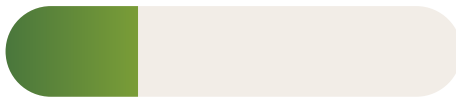
Accelerated aging

31%



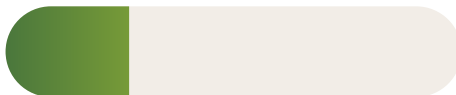
Reduced or total loss of mobility

29%



Having to rely on others to take care of me

27%



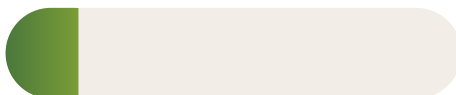
Having to make major lifestyle changes

26%

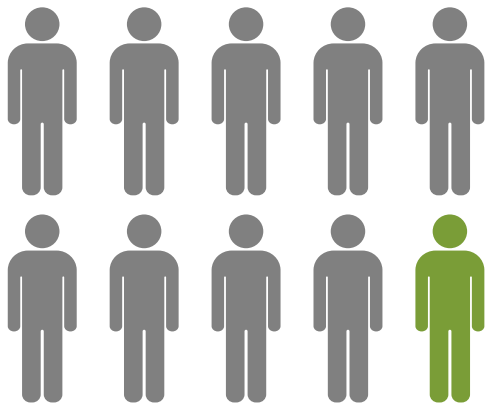


Cost of treatments

16%



Social stigma



According to a paper published in the Journal of the American College of Cardiology, **more than 90% of American adults are metabolically unhealthy.***

*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.

Once they learn more about it, most Americans are aware metabolic dysfunction can be improved and are motivated to do something about it.



85% of Americans believe it's possible to reverse metabolic dysfunction.

74% are motivated to do something about it once they learn more about it.

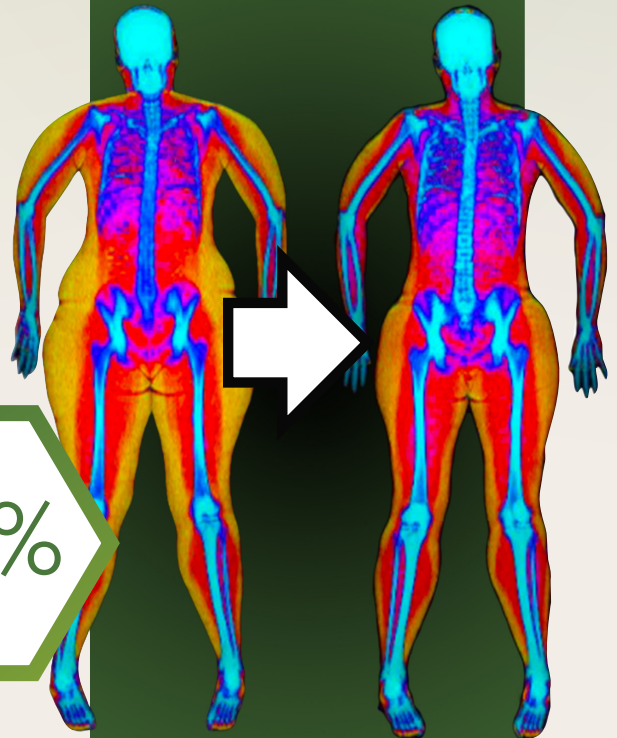
60% recognize outside support is necessary to improve metabolic health.



The first step to reversing metabolic dysfunction is healthy, quality weight loss. **Americans want to take the healthy route.**

Nearly all (95%) Americans would **prioritize a healthy weight loss** over fast results.

95%



“Metabolic health is the foundation of lifelong vitality and our day-to-day lives can make it difficult to keep your body in sync. While stress, lack of sleep or poor nutrition can throw your body off balance, there are science-backed steps that you can take to help your body find its rhythm again.”

Dr. Satya Jonnalagadda

Vice President of Scientific & Clinical Affairs at Medifast

So, what can be done?

Designed to help **address the challenges of metabolic dysfunction**, **OPTAVIA**'s comprehensive system integrates personalized plans, scientifically developed products and a framework for habit creation — all supported by a dedicated network of independent coaches.

Driven to improve metabolic health through advanced science and comprehensive behavioral support, **OPTAVIA** has introduced **Metabolic Synchronization™**, a breakthrough science that reverses metabolic dysfunction through a targeted reset of the body's metabolism.

Research shows the company's comprehensive system supports strong and targeted fat burn to enhance metabolic health and body composition by reducing visceral fat, preserving lean mass and protecting muscle.

“Metabolic health is about how you feel, and ultimately about your overall wellbeing, happiness and quality of life. Real success comes from proper nutrition, restorative sleep, daily movement and creating supportive surroundings, with a coach and community by your side.”

Dr. Wayne Scott Andersen
OPTAVIA Co-founder & Independent Coach

