



Medically Supported Weight Loss Program Frequently Asked Questions

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1. Medically Supported Weight Loss Program Collaboration

What is this Medically Supported Weight Loss Program Collaboration?

- We are always trying to bring new offerings to support our Clients in their wellness journeys.
- We know that many of our existing and potential Clients on their health journeys seek weight loss medication support from medical professionals.
- During the latter half of 2023 we collaborated with LifeMD to explore ways we can offer the support of telemedicine providers to provide weight loss medications to our Clients.
- Specifically, during the pilot program, we worked with a small group of our Coaches to make available to interested Clients weight loss medications through several telemedicine providers, while also supporting those Clients with our **OPTAVIA** programs, plans and products.
- Based on our learning around the benefits for Clients who choose to seek to sign up for weight loss medications from our telemedicine collaborators, while also being on one of our **OPTAVIA** plans, we are now offering this program to include all **OPTAVIA** Coaches.

How did we pick LifeMD?

- We vetted a number of collaborators, and found that LifeMD met our operational requirements and aligned with **OPTAVIA** on our mission, including focusing on providing holistic, personalized and relationship-based care.
- Further, LifeMD offers a 50-state provider network, lab work partnerships, multiple pharmacy partners, and flexible technology to support virtual care at scale.

2. Client Eligibility

What type of Clients are Coaches allowed to speak to about the collaboration?

- You are welcome to speak to new, existing or lapsed Clients to see if they might be interested in signing up for a medically supported weight loss service to their wellness program.

What makes a Client eligible for the Medically Supported Weight Loss Program?

- Clients should meet some minimum health requirements to be eligible, and be 18 years or older and younger than 63 years old.
- Generally, those who might be eligible for medical weight loss are:
 - o Individuals with a BMI > or = to 30 OR
 - o Individuals with a BMI > or = to 27 with other obesity related health conditions (e.g., diabetes, hypertension, high cholesterol)

Do we use the Health Assessment for the Medically Supported Weight Loss Program?

- Before making the LifeMD portal available to a Client and/or starting a Client on an **OPTAVIA** plan, kit or bundle, the Coach should perform a Health Assessment with the candidate.
- Clients should talk to their Health Care Provider (HCP)/Primary Care Provider (PCP) before participating in the Medically Supported Weight Loss Program.
- Clients should share with the clinical care team at LifeMD that they are on the **OPTAVIA** plan.
- Clients who might be eligible for medically supported weight loss could be:
 - o Individuals with a BMI > or = to 30 OR
 - o Individuals with a BMI > or = to 27 with other obesity related health conditions (e.g., diabetes, hypertension, high cholesterol)

Do OPTAVIA Clients get a discount on medication?

- There are NO special prices or discounts for the weight loss medication.
- LifeMD offers special rates for subscriptions which give Clients access to their medical services.

3. Weight Loss Medications

What are the weight loss medications that will be prescribed?

- There are several weight loss medications on the market; Wegovy and Zepbound being the newer medications that have been approved by the FDA.
- Based on the Client's medical profile and the relevant medications' defined use, the clinical care team at LifeMD will recommend the appropriate weight loss medication.

What are the benefits of these weight loss medications?

- The medication is an additional tool that may help Clients achieve their weight loss goals.
- Each medication has a different mechanism of action aiding to achieve their weight loss goals.
- **Note:** The effectiveness of the medication(s) indicates^[1,2,3] a need for a "reduced calorie diet + physical activity," along with behavior modification, which is where **OPTAVIA**'s programs, plans and products can play a key role.

How much weight can a Client lose with the weight loss medications?

- In general, weight loss can vary depending on the weight loss medication that the clinical care team at LifeMD prescribes.
- There are no guarantees regarding the amount of weight loss a Client will achieve.
- A Client's dietary choices, level of physical activity and lifestyle behaviors may also play a role in how much weight loss they may experience on weight loss medications.
- For further details regarding weight loss effects of the new medications, please see the references listed below (1, 2).

What happens once somebody stops using the weight loss medication?

- Clinical studies (3) show that weight regain can occur once the weight loss medications are stopped.
- Rate of regain can vary depending on several factors, such as how quickly the person returns to pre-medication eating behaviors, activity levels and/or lifestyle behaviors.
- It is suggested to continue a reduced calorie diet, physical activity, and healthy lifestyle behavior modifications once weight loss medications are stopped.
- **OPTAVIA** programs, plans and products remain relevant for individuals once they stop their weight loss medications.

4. Program Cost

What does the cost look like with insurance?

- There are two costs to the Medically Supported Weight Loss Program:
 - o The clinical care membership fee
 - o The medication costs
- \$129/month is the listed price for the membership fee:
 - o The membership fee is not covered by insurance and thus is cash pay.
 - o The membership fee includes ongoing clinician consultations, access to a care team (e.g., 24/7 messaging), baseline lab work, insurance verification assistance, and various resources through the LifeMD patient portal/mobile app.
 - o LifeMD is pleased to offer **OPTAVIA** Clients the following payment options, which includes cost savings. The table below can help Clients understand the comparative costs by option.

Payment Option / Frequency*	Cost per Time Period*	Description / Talking Points
Month to month	<p>Each month \$129/month</p> <p>After the first month, Client is automatically charged for 1 month of support at a time until the Client cancels their subscription*</p>	<p>This option allows patients to pay on a monthly basis - \$129 per month due at the start of the program and the Client will be automatically charged at each monthly anniversary - yet it doesn't offer the discounts available with the upfront payment plans.</p>
3 months commitment 25% off first 3 months	<p>Months 1-3 (paid at the start of program) \$290.25/3 months (\$96.75/month) - 25% discount!</p> <p>After the initial 3 months, Client is automatically charged for another 3 months of support at a time, resetting to the list price (paid at the start of month 4, 7, 10, etc., until a Client cancels their subscription* i.e., \$387/quarter (\$129/month))</p> <p>Clients may contact customer support if they wish to switch to month to month billing at \$129/month</p>	<p>The quarterly plan includes an initial payment of \$290.25, which covers the first three months at a 25% discount -- bringing the monthly cost down to just \$96.75 per month.</p> <p>Subsequently, for months 4 to 6, the patient pays \$387 quarterly, equivalent to \$129 per month.</p> <p>If a Client wishes to move to a monthly option, they may call customer support and make that change</p>
6 months commitment 50% off first 6 months	<p>Months 1-6 (paid at the start of program) \$387/6 months (\$65.50/month) - 50% discount!</p> <p>After the initial 6 months, Client is automatically charged for another 6 months of support at a time, resetting to the list price (paid at the start of month 7, 13, 19, etc., until a Client cancels their subscription* i.e., \$774/6 months (\$129/month))</p> <p>Clients may contact customer support if they wish to switch to month to month billing at \$129/month</p>	<p>Choosing the "6 months upfront" option involves an initial payment of \$387 upon joining the program, which covers months 1 to 6. This upfront payment provides a 50% discount, reducing the monthly equivalent cost to \$65.50 per month.</p> <p>Subsequently, for months 7 to 12, the patient pays \$774 at the start of month 7 (which is equivalent to \$129 per month).</p> <p>If a Client wishes to move to a monthly option, they may call customer support and make that change.</p>

*For more information regarding LifeMD's subscription plans, including cancellation policies, please see <https://lifemd.com/terms>. Cost and Payment terms subject to change, please check with LifeMD prior to enrollment.

- Medication costs will vary based on the prescription, and where applicable, the insurance coverage:
 - o LifeMD will assist with determining medication insurance coverage as part of their membership fee, including support with prior authorization as needed.
- Insurance coverage varies from state to state and company to company; Clients will work with LifeMD to determine costs and coverage.

What does the cost look like without insurance?

- There are two costs to medical weight loss - the clinical care membership fee and the medication costs.
- \$129/month is the listed price for the membership fee:
 - o The program is cash pay and includes clinician consultations, access to a care team (e.g., 24/7 messaging), baseline lab work, insurance verification assistance, and various resources through the LifeMD patient portal/mobile app.
 - o LifeMD is pleased to offer **OPTAVIA** Clients the following payment options, which includes cost savings. The table below can help patients understand the comparative costs by option.

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- Medication costs will vary based on the prescription.
- LifeMD offers cash pay options for "brand name" medications (such as Wegovy), as well as access to compounded prescription medication options.
- The LifeMD clinical care team will help **OPTAVIA** Clients clinically and navigate the financial options.

What is LifeMD's refund policy?

- Patients qualify for a refund of membership fees, less fees for services rendered, if the patient:
 - Submits a cancellation request before the initial doctor appointment (and within 30 days of signup).
 - Does not clinically qualify for treatment with GLP-1 RA (e.g., Wegovy) or GLP-1RA + GLP RA (e.g., Zepbound) medications.
 - Is clinically eligible for GLP-1 related medications (e.g., Wegovy or Zepbound) BUT insurance does not cover and/or copay is >\$500 month AND the patient is ineligible for alternative medications (i.e., compounded medications).
 - For more information regarding LifeMD's refund policies, please see [LifeMD Weight Management Program Refund Guidelines](#).

What insurance do you accept?

- LifeMD does not accept insurance to cover the membership fees for the weight loss medications programs, which is cash pay only.
- LifeMD includes in the membership fees management of insurance verification for prescriptions (for any non-governmental insurance agency).
- LifeMD will be able to share more as part of their onboarding experience.

5. Program Experience

What does the Client purchase/onboarding process look like?

- Client has to create an **OPTAVIA** account if they don't have one.
- Coach directs Client to the **OPTAVIA** portal, where Client can find additional information on the LifeMD program.
- A unique link in the portal will direct interested Clients to the LifeMD intake form, where Clients will answer demographic, clinical and other questions to confirm basic qualification.
- If qualified to progress, Client will join the LifeMD program and schedule their first virtual appointment (includes payment but please note LifeMD's refund policies if later determined not qualified, etc.).
- Client is prompted to complete onboarding within the LifeMD patient portal, which includes address and preferred pharmacy, insurance information (if applicable), and verifying identity; all patients are encouraged to complete labs (included in cost of membership).
- Some patients (generally if BMI <30 with no known comorbidities) are required to complete labs before their first appointment; the LifeMD care team will reach out to the patient prior to the initial provider consultation with the lab order and to address any questions. During the first appointment (synchronous; voice/video), the provider reviews the patient's medical information, labs, etc. and establishes a treatment plan.

How long will it take to see a doctor?

- Patients are prompted to schedule an appointment at the time of onboarding, with availability typically within just a few days.
- If a patient is eligible but his/her BMI is <30, the patient is required to complete lab work before their first appointment.
- A member of the clinical care team will reach out to the patient prior to an initial provider consultation with the lab order and to address any questions.

What does LifeMD's clinical care team look like?

- The LifeMD clinical care team includes an affiliated 50-state medical group anchored by full-time providers who provide industry-leading, comprehensive virtual care.
- The LifeMD clinical care team is comprised of MDs and Nurse Practitioners (NPs).
- Further, LifeMD employs Medical Assistants to support the clinical team and runs a 150+ person customer support center operation in Greenville, SC.

Can a Client request a specific provider?

- At the time of scheduling the first appointment, a Client can select from any available provider.
- The selected provider becomes the Client's default provider for future interactions; however, at any time the Client can opt to select an alternative provider due to preference and/or availability.

How often does somebody see a doctor or nurse?

- The initial visit is always a synchronous video/audio call with a provider (MD or NP).
- After treatment has commenced, patients will be prompted to check-in with the clinical care team every 3-4 weeks, which typically corresponds with timing of medication refill.
- Depending on how the patient is feeling, weight loss, etc., the patient may be prompted to schedule a synchronous appointment with a provider before a refill is written and/or the provider may process a refill asynchronously, providing the patient with any applicable directions on change in dosage, etc. via the LifeMD Patient Portal.
- Patients always have the option to schedule time to meet with a provider - whether applicable to a refill, questions about dosage, etc. - and/or utilize 24/7 messaging via the Portal with the clinical care team (both included in the subscription fee).

How long will it take to get a prescription once a Client sees a provider?

- **Branded medication option:**
 - If insurance has approved the coverage of a "name brand" medication (e.g. Wegovy, Zepbound), the patient's prescription can be dispensed within 72 hours and is shipped to the patient using overnight shipping - or transferred to the patient's preferred pharmacy for pickup.
 - Some insurance companies may require prior authorization before covering a weight loss medication. If a prior authorization is needed, it can be determined before a Client has the appointment with the provider. But the process of getting the prior authorization completed, will only occur after the Client's appointment with the provider, which will add time to getting the prescription.
 - Patients can choose to pay out of pocket for branded options.
- **Compound pharmacy option:**
 - If a patient has chosen a compounded prescription, these will be dispensed/overnight shipped from a mail order pharmacy within 10 days.
 - Insurance will not be involved in this process.

Can a Client/patient use any pharmacy?

- Patients can select a preferred pharmacy for "name brand" prescriptions (e.g., Wegovy), and LifeMD will handle transferring the prescription at no charge.
- LifeMD also provides mail order options (see above response).
- If the patient is using a "compounded" medication option, LifeMD will coordinate fulfillment through a partnering pharmacy, with overnight shipping included.

What are potential prescription options that a Client might get?

How does the health care provider decide that?

- Based on a patient's metabolic profile, body mass index (BMI), and other key factors, a LifeMD clinician will determine a personalized treatment plan that may include the below medications:
 - GLP-1 medications, including Wegovy, Zepbound or compounded options
 - Contrave
 - Metformin
 - Orlistat

Who should a Client reach out to if they have any questions about the program or their treatment plan?

- **OPTAVIA** Coaches can use OPTAVIACoach@lifemd.com for any questions about LifeMD's services.
- **OPTAVIA** Clients should use (800) 871.9498 to reach LifeMD support or they can email OPTAVIASupport@lifemd.com.
- These are dedicated lines with a dedicated LifeMD team to support **OPTAVIA** Clients and Coaches.
- Additional resources (including educational materials and the ability to message the care team) can be found in the LifeMD patient portal.

Who will answer my questions regarding **OPTAVIA** plans and products?

- The **OPTAVIA** Nutrition Support team will answer your questions regarding the **OPTAVIA** programs, plans and products.
- You can contact Nutrition Support at: 1.888.678.2842 or NutritionSupport@OPTAVIA.com.

What is the role of the Client's primary care physician (PCP)?

- Please have Clients inform their health care provider/primary care physician about any decisions they make regarding signing up with LifeMD, weight loss medication and before starting on the **OPTAVIA** programs, plans and products.

Will LifeMD become my Client's PCP? (If they don't have one)

- LifeMD provides comprehensive virtual primary care services, addressing every day, urgent, and ongoing care needs.
- It is your Client's decision if they would like to utilize additional LifeMD services.
- Your Client should consult with their clinical care team at LifeMD and insurance provider.

6. **OPTAVIA** Programs and Plans

What **OPTAVIA** Meal Plan can my Clients follow while on weight loss medication?

- **OPTAVIA** programs, plans and products are available for your Clients while on weight loss medication.
- Examples of **OPTAVIA** Plans that your Clients can follow include: Optimal Weight 5 & 1 Plan®, Optimal Weight 5 & 1 ACTIVE Plan™, Optimal Weight 4 & 2 ACTIVE Plan™, Optimal Health 3 & 3 ACTIVE Plan™. Please refer to [COACH ANSWERS](#) and the **OPTAVIA** website for additional details.
- Additionally, for Clients who are on medication and are experiencing changes in appetite, we have the **OPTAVIA** Nutrition Kit for Medically Supported Weight Loss and **OPTAVIA** Muscle Health Kit for Medically Supported Weight Loss as a complement to balanced nutrition. Please refer to [COACH ANSWERS](#) and the **OPTAVIA** website for additional details.
- However, Clients should make sure to check with their health care professional and clinical care team prior to starting on **OPTAVIA** plans, kits or bundles.
- Please refer to [OPTAVIA.com](https://www.optavia.com) for additional information about which plan or kit may be most appropriate for your Client's needs

References:

1. Wegovy. Available at: <https://www.wegovy.com/about-wegovy/weight-loss-with-wegovy.html>. Accessed November 30, 2023.
2. Zepbound. Available at: https://www.zepbound.lilly.com/what-is-zepbound?gclid=EAlaIQobChMIwLucu8HsggMVAIVHAR3rxQyzEAAYASABEgJubvD_BwE. Accessed November 30, 2023.
3. Wilding JPH, et al.; STEP 1 Study Group. Weight regain and cardiometabolic effects after withdrawal of semaglutide: The STEP 1 trial extension. *Diabetes Obes Metab.* 2022;24(8):1553-1564. doi: 10.1111/dom.14725.