

Transforming Public Health, Improving Outcomes, Protecting the Economy

The Cost, Coverage and Curative Effects of Anti-Obesity Medication (AOM)

The debate over anti-obesity medications (AOMs) such as Wegovy, often referred to as Ozempic by the media, has reached a fever pitch, with influential figures and politicians making bold claims about their impact and cost. Recently, Elon Musk emphasized the profound impact that obesity has on healthcare expenditures in the U.S, particularly during end-of-life care, arguing that GLP-1 receptor agonists and other appetite suppressants could deliver "the single biggest positive effect on healthcare and quality of life in the 21st century."¹

Data support this premise, with 90% of health care costs in the U.S. being spent on chronic conditions and mental health, both of which are tied to obesity. Meanwhile, President Joe Biden, Vice President Kamala Harris, Senator Bernie Sanders (I-VT) continue to vilify pharmaceutical pioneers, trying to solve our nation's health conditions, rather than working to ensure Americans have access to the treatments necessary to keep them healthy.²

The net effect of these current cultural and political conversations, and the social zeitgeist that AOMs represents is unfolding and unclear. In this battleground survey, we dive deep with 2,400 registered voters across six swing states to understand their view of obesity in America, the potential impact AOMs can have on individual users, the healthcare system generally, and the national economy. The facts and figures that matter most to them, the questions, concerns and reasons for hope that remain, and the implications for policymakers are also a central focus.

I. Leveraging Public Recognition of Obesity and Obesity-Related Conditions as a Serious Health Issue

- ★ A slight majority (52%) are familiar with AOMs and nearly 3-in-10 use or know someone who uses AOMs.
- ★ Still, 44% concede that they or someone in their family would use such a drug to treat obesity - that is before they learn more about the drug.

¹ <https://x.com/elonmusk/status/1817251531420274712?s=42>

² [President Biden: Novo Nordisk, Eli Lilly must stop ripping off Americans with high drug prices](#)

- ★ Remarkably, support increases substantially once voters hear statistics and facts about obesity in America and the impact obesity has on notable chronic conditions.
 - **80% are more supportive of weight loss drugs when told “obesity increases the risk of chronic conditions like heart disease, stroke, diabetes, liver disease, arthritis, and some types of cancer. Obesity has also been associated with an increase in dementia risk”,** suggesting a strong preference for multi-benefit solutions.
 - Additionally, **79% support these medications because “obesity is a leading cause of cardiovascular disease, which is the number one cause of death in the United States”,** demonstrating public awareness of obesity's systemic health impacts.
 - **Three in four are more supportive of these drugs after learning, “approximately 70% of American adults are living with obesity or overweight, and many of those individuals have a weight-related health condition” and “the share of Americans who have obesity has tripled in the last 60 years”.**
 - **Eight in ten** are more likely to support AOMs after learning **that “they reduce the risk of heart attack and stroke in people with cardiovascular disease”.**
- ★ The importance of expanding the conversation beyond obesity and including its comorbidities like heart disease (the leading cause of death in the U.S.), stroke, diabetes, and some types of cancer make treating obesity with an approved weight loss drug an “80-20” issue.
- ★ Do not presume obesity and obesity-related conditions are well-known or well-defined. Obesity is a disease, not a matter of choices or even unhealthy weight. It is about the health and health outcomes of Americans and our loved ones.

II. Addressing Fairness in Coverage and Insurance Disparities

- ★ **Respondents were unhappy with how insurance covers (or not) these cutting-edge, new treatments to combat the epidemic of obesity. Most voters surveyed think it's unfair that many can't access anti-obesity**

medications through their insurance, especially older folks on Medicare and active military families. They see it as inconsistent that some obesity treatments are covered while others are not. They see a disparity in coverage for high blood pressure meds but not all obesity drugs, for example. This creates an immediate opportunity for lawmakers to plug these holes, level the unevenness, and work toward coverage of drugs that are proven to mitigate if not eliminate serious societal health maladies.

- ★ 7-in-10 (69%) deem it to be “blatantly unfair” that absent health insurance to cover it, AOMs would be accessible only to those who can afford to pay up to \$1,000 a month for them. That figure rises to 73% among those already on AOMs.
- ★ Good news is seen in response to a separate question, where two-thirds of those surveyed are more likely to support AOMs after learning:
 - a. *“The price of Ozempic and Wegovy has declined every year since they were launched in 2018. In fact, the price is down by 40% for each drug over its six-year high and on pace to continue to decline”.*
 - b. *“Today, over 80% of U.S. patients with insurance coverage for AOMs are paying \$25 or less for a monthly prescription and 90% are paying \$50 or less”.*
 - c. **With chronic inflation causing the cost of most goods and services to skyrocket, the steady and declining price of AOMs offers a distinction with a difference, and, if conveyed properly, demonstrates responsibility and compassion by the companies that produce them.**
- ★ Two-thirds criticize the fact that *“adults who are using AOMs for weight loss must stop taking it when they go on Medicare, unless they pay for it themselves, even if their doctor thinks they still need it,”* highlighting a perceived inconsistency in obesity treatment coverage.
- ★ Furthermore, 57% see the disparity between *“[p]eople with high blood pressure having access to medications to avoid disease-related complications, but people with obesity are restricted in accessing evidence-based therapies to combat complications of their condition* as inequitable.
- ★ A slim majority (52%) find it troubling that health insurance for members of the military covers AOMs, yet there is not adequate coverage for those

seeking to enroll in the military. This may add to a military readiness problem, as a quarter of applicants for the military are rejected due to obesity³.

IV. Emphasizing Economic Impact and Potential Savings Further Enhance the Argument for AOM Coverage

- ★ Seven in ten are more likely to support AOMS after learning that, *“The medical cost of adult obesity in the United States exceeds \$1.7 trillion each year, \$481 billion in direct healthcare costs, and \$1.24 trillion in lost economic productivity.”*
- ★ 73% of those surveyed support that, *“If all Americans eligible for obesity treatments gained access to AOMs, the obesity rate in the Medicare population would fall by 53% over the next decade and would reduce the incidence of many related diseases like diabetes, hypertension, and heart disease.”*
- ★ Seven in ten support findings by *“Researchers at the University of Southern California project that insurance coverage of AOMs would save the Medicare program as much as \$245 billion in the first decade.”* This provides a compelling two-for that may not be intuitive: insurance coverage for AOMs improves health outcomes and ultimately saves the system money.

V. Leveraging Public Support for Medicare Coverage and Pricing Reform

- ★ 57% of the public agree that if *“Medicare covers the cost of these drugs, it could help more people afford these medications and improve health and quality of life for people who are overweight.”*
- ★ Additionally, a full two-thirds (66%) of voters are more likely to support Congressional candidates who *“would include AOMs to be covered by Medicare”* in their platforms. This indicates smart policy *and* smart politics.
- ★ There is robust support for coverage of AOMs for those Americans currently receiving government-run health insurance programs. This includes the poor and underprivileged, seniors, and active military.
 - 64% support a candidate who *“would include AOMs to be covered by Medicaid and state health plans.”*

³ [Ref-0286-Combating-Military-Obesity.pdf \(americansecurityproject.org\)](#)

- 69% of respondents support a bill that would allow patients currently using AOMs to have their medication covered by Medicare when they turn 65.

When presented in full - such as showing statistics and facts about obesity and obesity-related diseases in America, the economic and healthcare expenses in this country from obesity and related chronic conditions, and the essential fairness question of other drugs for other diseases being covered and widely available - AOMs in general and the coverage of them being covered by Medicare, Medicaid, and state health plans garner significant political currency. Yet that is only attained after a series of numerous facts and figures. Lawmakers must clearly and concisely repeat the three keys - obesity in America, economic and health impact, and fairness - to promote this issue.

Politically, this issue is a winner across all demographics and voter cohorts. Promoting coverage for AOMs is a popular idea, smart policy AND smart politics. Improving the health and health outcomes of all American citizens, including older Americans on Medicare or pre-Medicare, the poor who rely on Medicaid (and statistically evince higher levels of obesity and obesity-related conditions) will save lives *and* save the country money over time.

Critics making drug companies the boogeyman attract some notice but responsive facts and figures provide an elixir if not a cure. That 80% of patients pay less than \$25 for a monthly prescription and that prices for these drugs have declined 40% in the short time they have been available carries resonance - if repeated enough to overcome stereotypes and be injected into the bloodstream of the national conversation already brewing about these drugs.

U.S. pharmaceutical companies have presided over a remarkable achievement by producing drugs that can drastically reduce obesity, and in turn, reduce a number of chronic conditions and leading causes of death like heart disease, through research, development, and innovation. Government interference or intransigence will stifle that progress. Government cooperation to make AOMs more widely available at fair price points will save lives and save money.

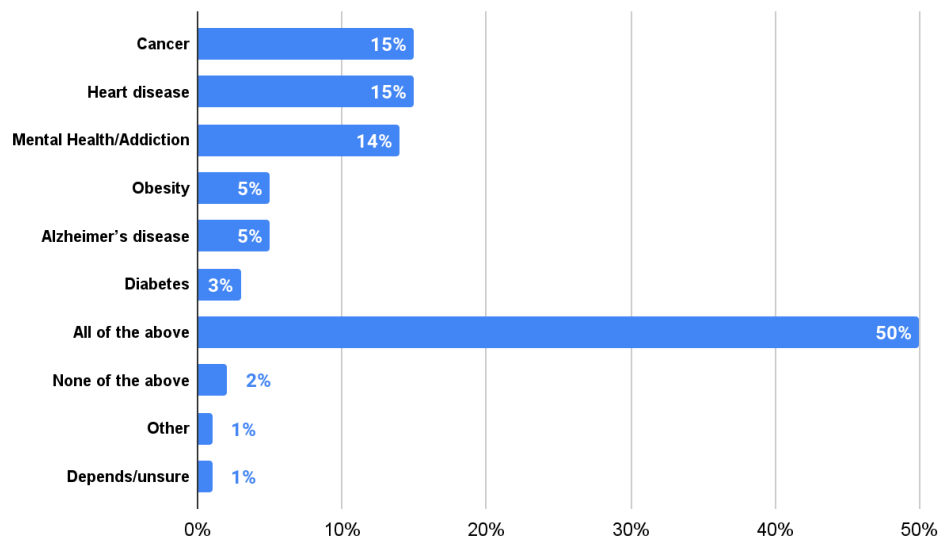
With public demand, medical need, and political opportunity aligning, there's a strong push for policy changes that could cure coverage disparity – and disease. Improving health outcomes should be a bipartisan, if not a nonpartisan issue. Policymakers must meet the moment. Even in divided Washington, satisfying public expectations, managing healthcare costs and supporting innovation should be easy to achieve. The question remains - which candidate, lawmaker or political party will be the first to deliver this?

Half of Americans Say All Major Health Conditions Are Equally Concerning

Survey respondents were presented with a list of six common, serious health conditions and asked to cite which ONE was most concerning. Most refused to choose, with only 5% saying obesity and 3% diabetes. Instead, 50% of Americans broke the glass, declared emergency and affirmed “ALL of the above.”

It is imperative that stakeholders evidence that obesity is itself of grave concern AND a contributing factor to many of these other health conditions. Common comorbidities associated with obesity include heart disease and strokes, diabetes, and certain cancers⁴. Wegovy and similar approved drugs offer dual benefits of weight loss and improved health outcomes, reducing risks of diabetes and cardiovascular events. New Oxford research reveals AOM’s broader impacts: 48% dementia risk reduction, 28% decrease in nicotine misuse, and potential cardiovascular benefits. Marketing strategy must pivot to emphasize these comprehensive health benefits, targeting older adults for dementia prevention, smokers for cessation support, and cardiovascular risk groups. By highlighting Wegovy’s wide-ranging health benefits, the drug can appeal to diverse demographics and address varied health priorities across states and population segments.

Which of the following do you consider to be the most concerning condition to individuals and their families?



⁴ [Obesity - Symptoms and causes - Mayo Clinic](#)

| <i>Notable Crosstabs</i> | Cancer | Mental Health | Obesity | Alzheimer's | Diabetes | Heart Disease | All of the Above |
|----------------------------------|--------|---------------|---------|-------------|----------|---------------|------------------|
| Ages 18-29 | 17% | 15% | 4% | 4% | 4% | 2% | 45% |
| Ages 50-65 | 13% | 15% | 7% | 4% | 3% | 1% | 51% |
| Democrats | 15% | 14% | 4% | 3% | 5% | 2% | 52% |
| Independent | 15% | 16% | 5% | 4% | 2% | 2% | 49% |
| Republicans | 15% | 12% | 7% | 7% | 3% | 2% | 47% |
| HC Not Top 10 | 21% | 12% | 11% | 6% | 1% | 2% | 38% |
| HC Top 10 | 14% | 13% | 4% | 5% | 3% | 2% | 53% |
| Ins - Just Me⁵ | 15% | 13% | 5% | 5% | 3% | 2% | 50% |
| AOM/Someone⁶ | 16% | 16% | 5% | 3% | 4% | 2% | 51% |
| AOM/Myself⁷ | 5% | 17% | 6% | 4% | 9% | 1% | 54% |

⁵ Individuals who are solely responsible for their own health insurance.

⁶ Individuals who know someone using an anti-obesity medication (AOM).

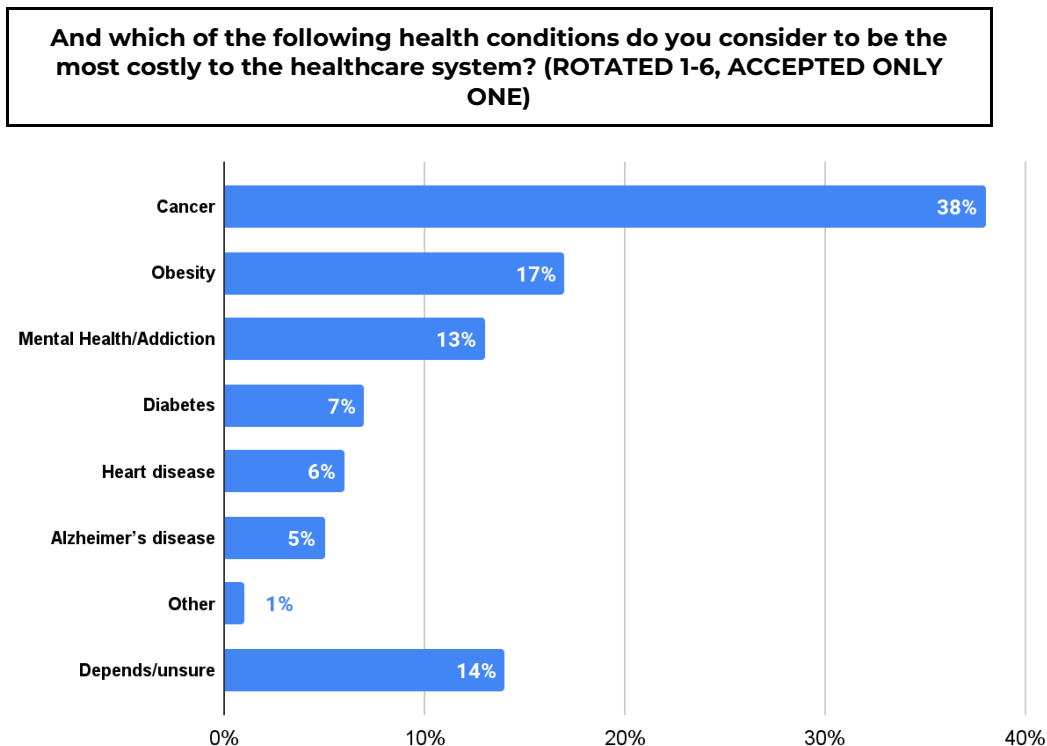
⁷ Individuals who are using an anti-obesity medication (AOM).

Americans Rank Obesity and its Comorbidities as a Significant Financial Burden on the U.S. Healthcare System and the U.S. Economy

The results show varied views on healthcare costs absorbed by the U.S. government/taxpayer. **Cancer** is seen as the most expensive (38%), followed by obesity (17%). Yet, a combined 3-in-10 say obesity and its comorbidities, diabetes, and heart disease, is the costliest to the U.S. healthcare system.

It is essential not to presume that Americans are familiar with obesity's comorbidities. Routinely informing the public that AOMs not only tackle obesity but mitigate what Americans are saying are their top health anxieties and the most expensive health conditions is critical to cutting through the noise—or the silence -- and providing solutions.

While cancer remains the top concern for many and one of the leading causes of death for over half a million people a year⁸, the battle rages on to cure cancer. President Biden's Cancer Moonshot Initiative aims to halve the rate of cancer deaths by 2047⁹, an ambitious goal but still decades away. **Meanwhile, AOMs are available now for every American. And its benefits can immediately tackle the number leading cause of death in America: heart disease.**



⁸ [FastStats - Leading Causes of Death \(cdc.gov\)](#)

⁹ [Biden relaunches 'Cancer Moonshot' initiative aimed at halving rate of cancer deaths by 2047 | CNN Politics](#)

| <i>Notable Crosstabs</i> | Cancer | Obesity | Mental Health | Diabetes | Heart Disease | Alzheimer's | Depends/ Unsure |
|--------------------------|---------------|----------------|----------------------|-----------------|----------------------|--------------------|------------------------|
| Ages 18-29 | 41% | 9% | 14% | 5% | 5% | 3% | 20% |
| Ages 50-65 | 37% | 21% | 15% | 8% | 5% | 4% | 11% |
| Democrats | 40% | 13% | 13% | 8% | 5% | 5% | 15% |
| Independent | 34% | 22% | 11% | 6% | 6% | 4% | 16% |
| Republicans | 41% | 16% | 11% | 6% | 6% | 4% | 16% |
| Ins - Just Me | 38% | 17% | 13% | 7% | 6% | 5% | 14% |
| HC Not Top 10 | 39% | 21% | 10% | 5% | 8% | 5% | 13% |
| HC Top 10 | 39% | 16% | 14% | 7% | 5% | 4% | 14% |
| AOM/Someone | 36% | 19% | 15% | 7% | 5% | 4% | 12% |
| AOM/Myself | 24% | 21% | 11% | 16% | 9% | 9% | 6% |
| Arizona | 38% | 15% | 16% | 7% | 7% | 4% | 13% |
| Nevada | 36% | 16% | 16% | 8% | 6% | 4% | 13% |
| Minnesota | 29% | 24% | 12% | 6% | 3% | 6% | 18% |
| Pennsylvania | 39% | 16% | 13% | 6% | 6% | 5% | 15% |
| Wisconsin | 42% | 16% | 10% | 6% | 5% | 5% | 16% |
| Michigan | 44% | 14% | 12% | 7% | 6% | 4% | 12% |

Two Lobes of the Brain: Majority Favor Lifestyle Changes but Recognize Obesity is a Disease and Medication Should be Made Available.

75% agreed that weight loss should be achieved through lifestyle changes, while 71% acknowledged obesity as a disease deserving effective treatment without discrimination.

While losing weight in the “traditional” way resonates with the vast majority of Americans, it may speak to a larger view that prescription medicine alone cannot and should not be the only means. Therefore, it is unsurprising that over 7-in-10 also agree with the statement that because obesity is a disease, people with this disease should have access to the most effective drugs like AOMs.

For the rest of the survey, we will be talking about anti-obesity medicine, or “A-O-Ms”, such as Ozempic or Wegovy (Wee-GOH-vee). These are medications that are injected weekly by the overweight or obese patient himself or herself to lose weight. Do you (ROTATED) agree or disagree with the following statements?

| | TOTAL AGREE | TOTAL DISAGREE | Unsure/Depends |
|--|--|--|---|
| <i>Weight loss should be done with lifestyle changes like diet and exercise, not prescription medication.</i> | <p align="center">75% TOTAL</p> <p>AOM/Myself 56% AOM/Someone 72% Ages 18-29 75% Ages 50-65 74% Democrats 70% Independent 76% Republicans 79%</p> | <p align="center">16% TOTAL</p> <p>AOM/Myself 38% AOM/Someone 19% Ages 18-29 15% Ages 50-65 15% Democrats 19% Independent 13% Republicans 15%</p> | <p align="center">10% TOTAL</p> <p>AOM/Myself 5% AOM/Someone 9% Ages 18-29 10% Ages 50-65 11% Democrats 11% Independent 11% Republicans 6%</p> |
| <i>Obesity is a disease and people with diseases should be able to access the most effective drugs and not be discriminated against.</i> | <p align="center">71% TOTAL</p> <p>AOM/Myself 92% AOM/Someone 78% Ages 18-29 64% Ages 50-65 74% Democrats 80% Independent 66% Republicans 68%</p> | <p align="center">19% TOTAL</p> <p>AOM/Myself 8% AOM/Someone 16% Ages 18-29 21% Ages 50-65 17% Democrats 10% Independent 23% Republicans 24%</p> | <p align="center">10% TOTAL</p> <p>AOM/Myself **% AOM/Someone 6% Ages 18-29 16% Ages 50-65 9% Democrats 10% Independent 11% Republicans 8%</p> |

Overwhelming Support for New Anti-Obesity Drugs as Obesity Rates and Health Risks Escalate in the U.S.

There is strong public support for new anti-obesity drugs in the U.S. after voters learned about the rising obesity rates in America and the health risks associated with it. As we stated earlier, ensuring Americans are equipped with the facts and statistics about obesity and specifically how it “increases the risk of chronic conditions like heart disease, stroke, diabetes, liver disease, arthritis and some types of cancer” and “dementia risk” support to treat obesity with prescription weight loss drugs skyrockets - in that question, 8-in-10 are supportive of it. **That includes 72% of those who have an unfavorable view of weight loss drugs like Wegovy and 82% of those who have heard of Wegovy but have no fixed opinion of it.**

| <i>If you were to consider each of the following facts about obesity in the United States, would that fact alone make you (ROTATED) more or less likely to support new weight loss drugs?</i> | | | |
|---|--|--|---|
| | TOTAL MORE LIKELY | TOTAL LESS LIKELY | Unsure/Depends |
| <i>Obesity increases the risk of chronic conditions like heart disease, stroke, diabetes, liver disease, arthritis, and some types of cancer. Obesity has also been associated with an increase in dementia risk.</i> | 80% TOTAL AOM/Myself 91% AOM/Someone 87% Ages 18-29 78% Ages 50-65 81% Democrats 85% Independent 78% Republicans 78% | 10% TOTAL AOM/Myself 8% AOM/Someone 7% Ages 18-29 13% Ages 50-65 9% Democrats 8% Independent 9% Republicans 13% | 10% TOTAL AOM/Myself 2% AOM/Someone 6% Ages 18-29 10% Ages 50-65 10% Democrats 7% Independent 13% Republicans 9% |
| <i>Obesity is a leading cause of cardiovascular disease, which is the number one cause of death in the United States.</i> | 79% TOTAL AOM/Myself 94% AOM/Someone 86% Ages 18-29 76% Ages 50-65 82% Democrats 85% Independent 75% Republicans 79% | 9% TOTAL AOM/Myself 5% AOM/Someone 6% Ages 18-29 13% Ages 50-65 8% Democrats 8% Independent 10% Republicans 11% | 11% TOTAL AOM/Myself 1% AOM/Someone 8% Ages 18-29 10% Ages 50-65 10% Democrats 7% Independent 15% Republicans 9% |
| <i>Approximately 70% of American adults are living with obesity or overweight, and many of those individuals have a weight-related health condition.</i> | 75% TOTAL AOM/Myself 93% AOM/Someone 83% Ages 18-29 74% Ages 50-65 78% Democrats 83% Independent 69% Republicans 74% | 12% TOTAL AOM/Myself 5% AOM/Someone 10% Ages 18-29 13% Ages 50-65 10% Democrats 9% Independent 14% Republicans 14% | 13% TOTAL AOM/Myself 2% AOM/Someone 7% Ages 18-29 13% Ages 50-65 12% Democrats 9% Independent 17% Republicans 12% |

| | TOTAL MORE LIKELY | TOTAL LESS LIKELY | Unsure/Depends |
|--|---|--|---|
| <i>The share of Americans who have obesity has tripled in the last 60 years.</i> | 74% TOTAL AOM/Myself 89% AOM/Someone 83% Ages 18-29 68% Ages 50-65 76% Democrats 80% Independent 70% Republicans 73% | 12% TOTAL AOM/Myself 7% AOM/Someone 10% Ages 18-29 19% Ages 50-65 12% Democrats 10% Independent 13% Republicans 14% | 14% TOTAL AOM/Myself 4% AOM/Someone 7% Ages 18-29 13% Ages 50-65 12% Democrats 11% Independent 17% Republicans 13% |

Public Support Grows for AOMs Becoming More Widely Available as Prices Drop and Health Benefits Increase

The survey highlights significant public support for making anti-obesity medications like Wegovy more accessible based on several different factors. Seventy-seven percent of respondents expressed increased willingness to support these medications due to the prices going in the opposite direction of most goods and services—down by 40% since their launch—and substantial health benefits, including weight loss, reduced risk of cardiovascular disease, and improved fertility outcomes. As the need for effective obesity treatments intensifies, more individuals recognize the value of these medications in promoting healthier, more productive lives.

This also shows that Joe Biden and Bernie Sanders¹⁰ are on the wrong side of the facts. Two-thirds are more likely to support these AOMs after learning about the price decreases of these drugs and how insurance coverage has made these drugs affordable for most Americans.

| <i>If you were to learn the following facts about AOMs, such as Ozempic and Wegovy (Wee-GOH-vee), would you be (ROTATED) more or less likely to support them becoming more easily accessible?</i> | | | |
|---|--|---|---|
| | TOTAL MORE LIKELY | TOTAL LESS LIKELY | Unsure/ Depends |
| <i>They reduce the risk of heart attack and stroke in people with cardiovascular disease.</i> | 80% TOTAL AOM/Myself 94% AOM/Someone 87% Ages 18-29 77% Ages 50-65 82% Democrats 86% Independent 77% Republicans 77% | 9% TOTAL AOM/Myself 5% AOM/Someone 7% Ages 18-29 11% Ages 50-65 8% Democrats 7% Independent 9% Republicans 12% | 11% TOTAL AOM/Myself 1% AOM/Someone 5% Ages 18-29 12% Ages 50-65 10% Democrats 7% Independent 14% Republicans 11% |
| <i>Not only do these drugs help people lose weight, they help improve health outcomes so individuals avoid diabetes or strokes, therefore living healthier, happier, and more productive lives.</i> | 77% TOTAL AOM/Myself 94% AOM/Someone 83% Ages 18-29 75% Ages 50-65 81% Democrats 83% Independent 75% Republicans 75% | 11% TOTAL AOM/Myself 5% AOM/Someone 11% Ages 18-29 14% Ages 50-65 9% Democrats 9% Independent 10% Republicans 15% | 12% TOTAL AOM/Myself 1% AOM/Someone 6% Ages 18-29 11% Ages 50-65 10% Democrats 8% Independent 15% Republicans 10% |

¹⁰ [Biden: Prescription drug companies are ripping off Americans \(usatoday.com\)](#)

| | TOTAL MORE LIKELY | TOTAL LESS LIKELY | Unsure/ Depends |
|---|---|---|---|
| <i>People who lose weight have less pain from arthritis and other musculoskeletal conditions.</i> | 75% TOTAL AOM/Myself 96% AOM/Someone 82% Ages 18-29 72% Ages 50-65 78% Democrats 81% Independent 71% Republicans 74% | 11% TOTAL AOM/Myself 3% AOM/Someone 10% Ages 18-29 15% Ages 50-65 10% Democrats 9% Independent 12% Republicans 14% | 14% TOTAL AOM/Myself 1% AOM/Someone 8% Ages 18-29 14% Ages 50-65 XX% Democrats 10% Independent 17% Republicans 12% |
| <i>The price of Ozempic and Wegovy (Wee-GOH-vee) has declined every year since they were launched in 2018. The price is down by 40% for each drug and on pace to continue to decline.</i> | 66% TOTAL AOM/Myself 92% AOM/Someone 77% Ages 18-29 68% Ages 50-65 67% Democrats 73% Independent 60% Republicans 66% | 14% TOTAL AOM/Myself 2% AOM/Someone 12% Ages 18-29 14% Ages 50-65 12% Democrats 11% Independent 15% Republicans 17% | 20% TOTAL AOM/Myself 6% AOM/Someone 11% Ages 18-29 18% Ages 50-65 20% Democrats 16% Independent 24% Republicans 17% |
| <i>Today, over 80% of U.S. patients with insurance coverage for AOMs, are paying \$25 or less for a monthly prescription and 90% are paying \$50 or less.</i> | 64% TOTAL AOM/Myself 89% AOM/Someone 75% Ages 18-29 56% Ages 50-65 66% Democrats 71% Independent 60% Republicans 64% | 16% TOTAL AOM/Myself 4% AOM/Someone 13% Ages 18-29 18% Ages 50-65 14% Democrats 12% Independent 17% Republicans 18% | 20% TOTAL AOM/Myself 7% AOM/Someone 12% Ages 18-29 25% Ages 50-65 20% Democrats 17% Independent 23% Republicans 17% |
| <i>The risk of infertility has been shown to be threefold higher in women with obesity than women without it, therefore some women who have struggled with infertility are now getting pregnant while taking the drugs.</i> | 56% TOTAL AOM/Myself 76% AOM/Someone 65% Ages 18-29 56% Ages 50-65 57% Democrats 63% Independent 50% Republicans 56% | 21% TOTAL AOM/Myself 13% AOM/Someone 18% Ages 18-29 19% Ages 50-65 21% Democrats 17% Independent 25% Republicans 23% | 22% TOTAL AOM/Myself 11% AOM/Someone 17% Ages 18-29 25% Ages 50-65 22% Democrats 20% Independent 25% Republicans 21% |

Widespread Disparities in Insurance Coverage for Anti-Obesity Medications Sparks Public Concern, Calls for Fairness in Practice and Fairness in Pricing

The results indicate significant public concern over the disparity in insurance coverage. Although obesity is recognized as a disease by the American Medical Association, many insurance providers refuse to cover FDA-approved anti-obesity medications (AOMs) like Wegovy, leaving 69% of respondents to view this as unfair. Other concerns include a lack of coverage for seniors on Medicare, who are often unable to access these medications despite proven effectiveness in managing obesity-related health conditions. Public sentiment highlights the pressing need for more equitable insurance policies regarding obesity treatments.

| For the following statements, please indicate if you consider it (ROTATED) fair or unfair. | | | |
|---|--|--|---|
| | FAIR | UNFAIR | Unsure/ Depends |
| <i>Federal employees have insurance coverage for AOMs, while seniors on Medicare do not.</i> | 11% TOTAL AOM/Myself 15% AOM/Someone 14% Ages 18-29 21% Ages 50-65 7% Democrats 11% Independent 8% Republicans 13% | 76% TOTAL AOM/Myself 77% AOM/Someone 76% Ages 18-29 61% Ages 50-65 82% Democrats 79% Independent 75% Republicans 75% | 14% TOTAL AOM/Myself 9% AOM/Someone 10% Ages 18-29 18% Ages 50-65 11% Democrats 11% Independent 17% Republicans 12% |
| <i>Without health insurance that covers AOMs, only people who can afford to pay up to \$1,000 a month for AOMs can use them.</i> | 13% TOTAL AOM/Myself 20% AOM/Someone 17% Ages 18-29 18% Ages 50-65 12% Democrats 12% Independent 12% Republicans 17% | 69% TOTAL AOM/Myself 73% AOM/Someone 71% Ages 18-29 59% Ages 50-65 71% Democrats 73% Independent 69% Republicans 65% | 18% TOTAL AOM/Myself 7% AOM/Someone 11% Ages 18-29 23% Ages 50-65 17% Democrats 15% Independent 19% Republicans 18% |
| <i>The American Medical Association recognizes obesity as a disease, yet many insurance companies won't pay for FDA-approved medication to help individuals with weight loss.</i> | 17% TOTAL AOM/Myself 17% AOM/Someone 20% Ages 18-29 27% Ages 50-65 14% Democrats 16% Independent 16% Republicans 21% | 65% TOTAL AOM/Myself 76% AOM/Someone 70% Ages 18-29 52% Ages 50-65 72% Democrats 69% Independent 67% Republicans 62% | 17% TOTAL AOM/Myself 6% AOM/Someone 10% Ages 18-29 21% Ages 50-65 14% Democrats 15% Independent 18% Republicans 18% |

| | FAIR | UNFAIR | Unsure/ Depends |
|--|---|---|---|
| <p>Adults who are using AOMs for weight loss have to stop taking it when they go on Medicare, unless they pay for it themselves, even if their doctor thinks they still need it.</p> | <p>16% TOTAL</p> <p>AOM/Myself 17% AOM/Someone 20% Ages 18-29 23% Ages 50-65 12% Democrats 15% Independent 15% Republicans 18%</p> | <p>65% TOTAL</p> <p>AOM/Myself 75% AOM/Someone 69% Ages 18-29 52% Ages 50-65 71% Democrats 69% Independent 64% Republicans 63%</p> | <p>19% TOTAL</p> <p>AOM/Myself 8% AOM/Someone 11% Ages 18-29 25% Ages 50-65 17% Democrats 17% Independent 21% Republicans 18%</p> |
| <p>Medicare and insurance companies cover bariatric surgery, which is a weight-loss surgery that makes changes to an individual's stomach to limit food consumption such as gastric bypass surgery, but Medicare and most insurance companies do not cover AOMs.</p> | <p>16% TOTAL</p> <p>AOM/Myself 22% AOM/Someone 20% Ages 18-29 24% Ages 50-65 12% Democrats 15% Independent 15% Republicans 20%</p> | <p>62% TOTAL</p> <p>AOM/Myself 67% AOM/Someone 65% Ages 18-29 50% Ages 50-65 71% Democrats 66% Independent 62% Republicans 60%</p> | <p>21% TOTAL</p> <p>AOM/Myself 11% AOM/Someone 15% Ages 18-29 27% Ages 50-65 17% Democrats 20% Independent 23% Republicans 19%</p> |
| <p>People with high blood pressure have access to medications to avoid disease-related complications, but people with obesity are restricted in accessing evidence-based therapies to combat complications of their condition</p> | <p>20% TOTAL</p> <p>AOM/Myself 26% AOM/Someone 21% Ages 18-29 26% Ages 50-65 16% Democrats 18% Independent 17% Republicans 25%</p> | <p>57% TOTAL</p> <p>AOM/Myself 67% AOM/Someone 61% Ages 18-29 43% Ages 50-65 63% Democrats 62% Independent 56% Republicans 54%</p> | <p>23% TOTAL</p> <p>AOM/Myself 7% AOM/Someone 17% Ages 18-29 31% Ages 50-65 21% Democrats 20% Independent 27% Republicans 21%</p> |
| <p>Health insurance for members of the military covers AOMs, yet there is not adequate coverage for those seeking to enroll in the military - a quarter of applicants for the military are rejected due to obesity leading to a military readiness problem.</p> | <p>22% TOTAL</p> <p>AOM/Myself 18% AOM/Someone 25% Ages 18-29 25% Ages 50-65 18% Democrats 18% Independent 23% Republicans 26%</p> | <p>52% TOTAL</p> <p>AOM/Myself 58% AOM/Someone 54% Ages 18-29 50% Ages 50-65 54% Democrats 62% Independent 46% Republicans 48%</p> | <p>26% TOTAL</p> <p>AOM/Myself 24% AOM/Someone 21% Ages 18-29 25% Ages 50-65 28% Democrats 20% Independent 31% Republicans 26%</p> |

Public Strongly Supports Federal Coverage for Anti-Obesity Medications as Costs of Obesity and Obesity-related Conditions Soar

Without health insurance, anti-obesity medications (AOMs) like Wegovy can exceed \$1,000 per month, while 80% of insured patients pay an average of \$25 monthly. Currently, Medicare does not cover AOMs, and Medicaid has limited coverage. Survey findings show substantial public backing for federal programs to provide coverage for these medications, especially given the staggering \$1.7 trillion annual cost of adult obesity in the U.S. and the projected savings and health benefits from increased access to AOMs.

This is the essential argument Elon Musk has recently made, and the medical professionals and economists have noted, that “the vast majority of healthcare spending is near end of life and obesity often plays a major role”. This factual argument, along with the survey results, shows that it would be a worthy investment for the federal government to provide coverage for these drugs, particularly in Medicare where it is not covered and where it is most important to be covered. It is time for policymakers and other political stakeholders to align with the sentiment of other opinion leaders and the needs of the public.

Without health insurance, AOMs can cost more than \$1,000 per month. However, 80% of those with insurance coverage pay an average of \$25 a month. Currently, Medicare does not cover any AOMs, and Medicaid has limited coverage. If you were to learn the following, would you be (ROTATED) more or less likely to support the federal government’s programs providing coverage for these types of drugs?

| | TOTAL MORE LIKELY | TOTAL LESS LIKELY | Unsure/ Depends |
|--|--|--|--|
| <i>If all Americans eligible for obesity treatments gained access to AOMs, the obesity rate in the Medicare population would fall by 53% over the next decade and would reduce the incidence of many related diseases like diabetes, hypertension, and heart disease</i> | <p>73% TOTAL</p> <p>AOM/Myself 92% AOM/Someone 81% Ages 18-29 68% Ages 50-65 75% Democrats 80% Independent 70% Republicans 70%</p> | <p>12% TOTAL</p> <p>AOM/Myself 6% AOM/Someone 10% Ages 18-29 15% Ages 50-65 11% Democrats 9% Independent 13% Republicans 15%</p> | <p>15% TOTAL</p> <p>AOM/Myself 2% AOM/Someone 9% Ages 18-29 17% Ages 50-65 14% Democrats 11% Independent 17% Republicans 15%</p> |

| | TOTAL MORE LIKELY | TOTAL LESS LIKELY | Unsure/ Depends |
|---|--|--|---|
| <i>Researchers at the University of Southern California project that insurance coverage of AOMs would save the Medicare program as much as \$245 billion in the first decade.</i> | 72% TOTAL AOM/Myself 88% AOM/Someone 81% Ages 18-29 65% Ages 50-65 73% Democrats 77% Independent 75% Republicans 69% | 12% TOTAL AOM/Myself 8% AOM/Someone 11% Ages 18-29 13% Ages 50-65 12% Democrats 10% Independent 10% Republicans 16% | 16% TOTAL AOM/Myself 4% AOM/Someone 9% Ages 18-29 22% Ages 50-65 15% Democrats 13% Independent 16% Republicans 15% |
| <i>Type 2 diabetes alone costs American society \$413 billion per year, \$307 billion in direct medical costs, and \$106 billion in indirect costs like lost productivity and unemployment.</i> | 70% TOTAL AOM/Myself 89% AOM/Someone 79% Ages 18-29 56% Ages 50-65 73% Democrats 73% Independent 68% Republicans 69% | 14% TOTAL AOM/Myself 7% AOM/Someone 13% Ages 18-29 21% Ages 50-65 13% Democrats 13% Independent 14% Republicans 15% | 16% TOTAL AOM/Myself 4% AOM/Someone 8% Ages 18-29 23% Ages 50-65 14% Democrats 13% Independent 18% Republicans 15% |
| <i>The medical cost of adult obesity in the United States exceeds \$1.7 trillion each year, \$481 billion in direct healthcare costs, and \$1.24 trillion in lost economic productivity.</i> | 67% TOTAL AOM/Myself 83% AOM/Someone 77% Ages 18-29 55% Ages 50-65 67% Democrats 72% Independent 64% Republicans 67% | 15% TOTAL AOM/Myself 9% AOM/Someone 13% Ages 18-29 20% Ages 50-65 15% Democrats 13% Independent 17% Republicans 17% | 18% TOTAL AOM/Myself 8% AOM/Someone 10% Ages 18-29 25% Ages 50-65 18% Democrats 15% Independent 19% Republicans 17% |
| <i>Obesity-related illnesses will cost government healthcare programs about \$4.1 trillion over the next 10 years.</i> | 67% TOTAL AOM/Myself 83% AOM/Someone 75% Ages 18-29 51% Ages 50-65 71% Democrats 72% Independent 64% Republicans 66% | 16% TOTAL AOM/Myself 13% AOM/Someone 14% Ages 18-29 23% Ages 50-65 16% Democrats 13% Independent 19% Republicans 18% | 17% TOTAL AOM/Myself 4% AOM/Someone 11% Ages 18-29 26% Ages 50-65 13% Democrats 15% Independent 17% Republicans 16% |
| <i>Medicare has covered drugs related to weight in the past, for example, medications that helped AIDS patients gain weight.</i> | 63% TOTAL AOM/Myself 75% AOM/Someone 76% Ages 18-29 55% Ages 50-65 64% | 16% TOTAL AOM/Myself 13% AOM/Someone 12% Ages 18-29 18% Ages 50-65 16% | 21% TOTAL AOM/Myself 12% AOM/Someone 13% Ages 18-29 27% Ages 50-65 20% |

| | | | |
|---|---|---|--|
| | Democrats 71% Independent 59% Republicans 61% | Democrats 12% Independent 16% Republicans 19% | Democrats 17% Independent 25% Republicans 20% |
| <i>Goldman Sachs concluded that increased access to AOMs could add as much as an additional 1% to the U.S. gross domestic product (GDP) over the next four years because health problems from obesity limit workforce participation.</i> | 62% TOTAL AOM/Myself 83% AOM/Someone 72% Ages 18-29 51% Ages 50-65 65% Democrats 69% Independent 58% Republicans 62% | 16% TOTAL AOM/Myself 9% AOM/Someone 12% Ages 18-29 23% Ages 50-65 16% Democrats 13% Independent 16% Republicans 20% | 22% TOTAL AOM/Myself 7% AOM/Someone 15% Ages 18-29 27% Ages 50-65 19% Democrats 18% Independent 26% Republicans 19% |
| <i>Seniors who have been taking these drugs prescribed by their doctors no longer can afford to continue with them once they go on Medicare, at roughly age 65, allowing the government, not their doctors, determine what medications are best for them.</i> | 61% TOTAL AOM/Myself 81% AOM/Someone 67% Ages 18-29 50% Ages 50-65 63% Democrats 65% Independent 59% Republicans 60% | 21% TOTAL AOM/Myself 15% AOM/Someone 22% Ages 18-29 25% Ages 50-65 20% Democrats 20% Independent 20% Republicans 23% | 18% TOTAL AOM/Myself 5% AOM/Someone 11% Ages 18-29 25% Ages 50-65 17% Democrats 15% Independent 21% Republicans 17% |

When Offered Two Differing Points of View, Americans Are Divided on the Cost and Coverage of Anti-Obesity Medications.

Opinions Split on Pricing and Impact to Medicare

Americans diverge on the cost and coverage of anti-obesity medications (AOMs), with 45% agreeing that prices have already dropped significantly and could lead to substantial healthcare savings, while 43% believe prices must be further reduced to prevent financial strain.

In a separate question about Medicare coverage, 57% support inclusion for improving access and quality of life, despite 31% expressing concerns about potential premium increases. Meanwhile, opinions are nearly even on whether current pricing reflects necessary development costs or profit-driven motives.

*These questions show that Biden and Sanders' concerns, while untrue, do have merit - as voters are quick to blame Big Pharma for seeking profits instead of serving people, even though the facts from the other "person" demonstrate otherwise. **This shows that these drug makers must continue to get into the public consciousness that 1) these drugs are affordable and 2) accessible even at this early stage of their existence, 3) that the drug company that invested years and billions into research and development is one of many stakeholders pushing for more coverage so more Americans can use the drugs, and that 4) the government is the one intruding and impeding the way.***

| With whom do you agree with more (ROTATED Person 1/Person 2)? | |
|--|---|
| Person #1 | Person #2 |
| <p><i>Person 1 says AOMs are too expensive and these companies must lower the price of these drugs so more people can afford it and so it doesn't bankrupt the healthcare system.</i></p> <p>43% Total</p> <p>AOM/Myself 44% AOM/Someone 44% Ages 18-29 41% Ages 50-65 44% Democrats 46% Independent 43% Republicans 40%</p> | <p><i>Person 2 says AOMs are brand-new innovative drugs and prices have already declined by 40% in the six short years since they have been introduced. Reducing obesity and therefore reducing the cost of obesity-related diseases in America will save our healthcare system more money and our economy will see a boost due to a healthier population.</i></p> <p>45% Total</p> <p>AOM/Myself 51% AOM/Someone 48% Ages 18-29 41% Ages 50-65 43% Democrats 42% Independent 44% Republicans 50%</p> |

| With whom do you agree with more (ROTATED Person 1/Person 2)? | |
|---|--|
| Person #1 | Person #2 |
| <p><i>Person 1 says that if Medicare covers these drugs, it could increase premiums paid by people with Medicare and place financial pressure on the Medicare program and the federal budget because of the cost of the medications.</i></p> <p>31% Total</p> <p>AOM/Myself 24% AOM/Someone 31% Ages 18-29 30% Ages 50-65 28% Democrats 24% Independent 33% Republicans 38%</p> | <p><i>Person 2 says that if Medicare covers the cost of these drugs, it could help more people afford these medications and improve health and quality of life for people who are overweight.</i></p> <p>57% Total</p> <p>AOM/Myself 71% AOM/Someone 61% Ages 18-29 54% Ages 50-65 59% Democrats 66% Independent 55% Republicans 52%</p> |

| With whom do you agree with more (ROTATED Person 1/Person 2)? | |
|--|---|
| Person #1 | Person #2 |
| <p><i>Person 1 says AOMs are too expensive because the companies that make these drugs are just trying to make more money.</i></p> <p><u>45% Total</u></p> <p>AOM/Myself 47% AOM/Someone 45% Ages 18-29 47% Ages 50-65 49% Democrats 49% Independent 49% Republicans 42%</p> | <p><i>Person 2 says the current price of these medications reflects the fact that the few companies that make these new, innovative drugs have already spent well over 10 billion dollars to research and develop these types of medications to meet global demand, and as more companies develop similar products, the market will drive costs down.</i></p> <p><u>43% Total</u></p> <p>AOM/Myself 46% AOM/Someone 48% Ages 18-29 35% Ages 50-65 42% Democrats 39% Independent 42% Republicans 49%</p> |

Voters Favor Candidates Who Support Coverage for Anti-Obesity Medications: Strong Endorsement for Medicare and Medicaid Inclusion

Support for Congressional candidates who advocate for the inclusion of anti-obesity medications (AOMs) in Medicare and Medicaid coverage is robust, with 66% and 64% of voters respectively indicating they would be more likely to vote for such candidates. A bill supporting Medicare coverage for AOMs for those turning 65 also garners significant backing at 69%. Similarly, candidates who support free-market approaches and oppose government interference in AOM pricing also garner significant support, with 57% in support but 22% against.

Yet, this is asked after voters learn the full scope of obesity and its comorbidities, its effect on the American population, the healthcare system, and the economy. This must be presented in full, with complete sentences, facts, figures, anecdotes and “real people impact” (RPI) to enjoy the political currency ROI.

| For each, please tell me if knowing this would make you more or less likely to vote for that candidate for Congress? | | | |
|---|--|--|---|
| | TOTAL MORE LIKELY | TOTAL LESS LIKELY | Unsure/ Depends |
| <i>Supports a bill that would allow patients currently using AOMs to have their medication covered by Medicare when they turn 65.</i> | 69% TOTAL AOM/Myself 92% AOM/Someone 75% Ages 18-29 70% Ages 50-65 74% Democrats 81% Independent 64% Republicans 65% | 13% TOTAL AOM/Myself 3% AOM/Someone 13% Ages 18-29 15% Ages 50-65 10% Democrats 8% Independent 13% Republicans 17% | 18% TOTAL AOM/Myself 6% AOM/Someone 12% Ages 18-29 15% Ages 50-65 16% Democrats 11% Independent 23% Republicans 17% |
| <i>Would include AOMs to be covered by Medicare.</i> | 66% TOTAL AOM/Myself 89% AOM/Someone 73% Ages 18-29 61% Ages 50-65 69% Democrats 76% Independent 62% Republicans 62% | 15% TOTAL AOM/Myself 5% AOM/Someone 14% Ages 18-29 19% Ages 50-65 13% Democrats 9% Independent 17% Republicans 19% | 20% TOTAL AOM/Myself 6% AOM/Someone 13% Ages 18-29 19% Ages 50-65 18% Democrats 15% Independent 22% Republicans 19% |
| <i>Would include AOMs to be covered by Medicaid and state health plans.</i> | 64% TOTAL AOM/Myself 86% AOM/Someone 71% Ages 18-29 63% Ages 50-65 67% Democrats 77% Independent 58% Republicans 58% | 16% TOTAL AOM/Myself 8% AOM/Someone 15% Ages 18-29 18% Ages 50-65 13% Democrats 9% Independent 19% Republicans 22% | 20% TOTAL AOM/Myself 6% AOM/Someone 14% Ages 18-29 19% Ages 50-65 20% Democrats 14% Independent 23% Republicans 20% |

| | | | |
|---|--|--|--|
| <p><i>Supports letting the free market drive down costs, avoid government interference that would hamper innovation, and continue to make this drug available to all Americans including through Medicare. We do not need the government interfering with transformative and innovative new drugs like AOMs by demanding price controls when prices have already declined by 40% and is available to over 80% of U.S. patients with insurance coverage at \$25.</i></p> | <p>57% TOTAL</p> <p>AOM/Myself 65% AOM/Someone 66% Ages 18-29 60% Ages 50-65 55% Democrats 54% Independent 52% Republicans 67%</p> | <p>22% TOTAL</p> <p>AOM/Myself 24% AOM/Someone 20% Ages 18-29 23% Ages 50-65 23% Democrats 30% Independent 24% Republicans 15%</p> | <p>20% TOTAL</p> <p>AOM/Myself 11% AOM/Someone 14% Ages 18-29 17% Ages 50-65 22% Democrats 16% Independent 10% Republicans 18%</p> |
|---|--|--|--|