

Solution Brief

# GLP1 Optimization & Weight Management Strategy Assessment

A 4-Week Rapid Impact Offering for Health Plans & Self-insured Employers



GLP-1 utilization is accelerating—driven by expanding clinical indications, shifting Medicare coverage rules, and growing member/patient demand. At the same time, both payers and self-insured employers face rising cost exposure, fragmented vendor ecosystems, inconsistent coaching/weight management programs, and limited engagement levers.

This rapid assessment provides a **4-week, high impact diagnostic and playbook** that identifies immediate cost savings, enhances member experience, and positions organizations to proactively manage GLP-1 demand while supporting sustainable metabolic health outcomes.

## Objectives

**01**

Optimize current weight management and coaching programs to improve engagement, outcomes, and cost effectiveness.

**02**

Evaluate and streamline vendor relationships—maximizing value from existing platforms and identifying redundancy, gaps, or opportunities.

**03**

Build a roadmap of quick wins + longer-term enhancements, tailored to both payer and employer (or employer client) needs.

## 4-Week Assessment Approach

### Week 1: Current State Diagnostic

- Review existing weight management, lifestyle, and GLP-1/coaching programs
- Gather and assess vendor contracts, capabilities, and performance metrics
- Conduct leadership and operational stakeholder interviews

### Week 2: Savings Identification and Vendor Assessment

- Identify high leverage savings opportunities (care management overlays, targeted journeys)
- Assess measurable engagement levers (biometric check-ins, wellness participation, care manager touchpoints)
- Identify duplicative or fragmented vendor processes

### Week 3: Experience, Engagement & Cost Optimization Design

- Identify vendor ecosystem rationalization or enhancement recommendations
- Highlight opportunities aligned to new regulatory models (e.g., Medicare/Medicaid BALANCE model) to drive outcomes and STAR aligned benefits

### Week 4: Final Deliverable + Executive Playback

Deliver a concise **Action Playbook** that includes:

- Prioritized quick wins for cost savings and engagement lift
- Optimized vendor stack design (keep/strengthen/replace recommendations)
- Future state weight management & GLP1related engagement model
- Implementation roadmap with timelines and resourcing

### Deliverables

- ✓ GLP1 Optimization Assessment Report
- ✓ Vendor Ecosystem Evaluation & Recommendations
- ✓ Executive Summary & Strategy Roadmap

### Estimated Fees & Timeline

#### Duration:

4 weeks

#### Fee:

\$50,000

#### Note:

Could be variation based on number of programs, vendor partners, and availability of data.

#### Includes:

- Senior partner oversight
- Access to subject matter experts
- Up to 2 stakeholder interviews

## About Engagys

Engagys is the leading healthcare consumer engagement consulting and research firm. With decades of experience in healthcare, including having deployed hundreds of marketing and engagement projects, Engagys has driven significant improvement in consumer behavior change, to drive lower costs, greater satisfaction, higher revenue and improved health outcomes.

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