

Midwest Health Purchasers Collaborative Partners with Vida Health to Expand Access to Obesity Specialty Care

Vida's Clinical Obesity Management Program Reduces Unnecessary Use of GLP-1s

CHICAGO and SAN FRANCISCO – February 11, 2025 – As employers face growing challenges in addressing obesity and its related conditions, the [Midwest Health Purchasers Collaborative](#) (MHPC), a non-profit employer purchasing organization and arm of the [Midwest Business Group on Health](#), has partnered with [Vida Health](#), a virtual obesity and metabolic center of excellence, to provide employers with cost-effective specialty care that manages GLP-1 spending and delivers results.

Through this partnership, members of the purchasing collaborative will have access to Vida's obesity care solutions, a holistic model that combines behavior change and prescribing to deliver highly personalized clinical interventions to treat obesity and related conditions such as diabetes, high blood pressure, anxiety, and depression.

"Obesity management is top of mind for our employer members," said Cheryl Larson, president and CEO of the Midwest Business Group on Health. "This partnership will help members get the right medication to the right person at the right time, which is critical in helping to manage this challenging condition."

While GLP-1 medications have become critical tools for addressing obesity and diabetes, their rapid adoption has driven significant employer spending. With a value-based, outcomes-focused model, Vida delivers a more predictable and sustainable approach to GLP-1 spending.

"We have supported many organizations this past year to manage their GLP-1 spending without compromising the clinical efficacy of their obesity programming," said Joe Murad, CEO at Vida Health. "We look forward to providing more Midwestern employers with personalized care that improves outcomes, reduces costs, and helps employees lead healthier lives."

Employer members who have leveraged Vida's program saw the following outcomes:

- 76% of members opt for a lower-cost alternative to a GLP-1
- 62% start with behavior change alone
- 88% of members regularly interact with a Vida coach
- 80% stay in the program for at least 6 months
- 50% of eligible members complete at least 3 dietitian consults

About Midwest Health Purchasers Collaborative

Founded by the Midwest Business Group on Health in 1980 as a taxable non-profit Illinois corporation, the Midwest Health Purchasers Collaborative (MHPC) is an independent entity with its own board of directors that annually identifies and manages purchasing opportunities to enhance the value of an employer's health benefit dollars. Created to improve the quality, value, and availability of health care delivered to employees, MHPC is working to make the health care

system more accountable and responsive to the needs of health care purchasers and patients. To learn more, visit MBGH.org.

About Vida Health

Vida Health is a virtual, personalized obesity care provider that helps patients manage obesity and related conditions like diabetes, high blood pressure, anxiety, and depression with evidence-based treatment. Vida's team of obesity medicine-certified physicians, registered dietitians, expert coaches, and licensed therapists take a whole-person approach leading to clinically meaningful body weight loss in one year. Practicing responsible prescribing, Vida supports patients, employers, and health plans by prioritizing proven behavior change and lifestyle interventions before introducing medications, ensuring that only those who really need anti-obesity medications receive them — helping to control costs. Employers and health plans avoid prescription costs up to \$475 per member per month for those with obesity. Vida serves members in all 50 states, offers services in both English and Spanish, and operates on a value-based pricing model, putting outcomes at the center of care. To learn more, visit www.Vida.com.

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