



Group Broker Update



It seems like you can't turn on the TV without being inundated with advertisements for popular weight loss drugs. It's not surprising they've exploded in popularity. Obesity is a chronic condition impacting more than 40 percent of Americans, who in turn pay twice the annual medical costs compared to the other 60 percent. It's easy to see the appeal of effective weight loss drugs ... but are they as good as they sound?

Our featured article takes a closer look at this new generation of drugs – types, brand names, intended uses, coverage, etc. – so you can educate your clients on when these medications are the best and safest option.

While these new medications work for some, it's essential to remember any weight loss drug is meant to supplement healthy, tailored lifestyle changes like diet and exercise. Blue Shield's Wellvolution platform has diverse and customizable programs your clients can offer their workforce to support sustainable weight loss. Be sure to read the full article below for more on the great services available on Wellvolution.

Thank you for all you do for Blue Shield.

A handwritten signature in black ink, appearing to read "Jon Bl", with a stylized, flowing script.

Jason Bleau
Vice President & General Manager
Core Accounts and Small Group

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Combined Topics

- [What to know about GLP-1 weight loss drugs](#)
- [Watch these on-demand webinars and pro tips for your enrollments](#)
- [Annual Medical Loss Ratio \(MLR\) employer survey due March 2024](#)
- [Prescription drug cost data collection for employer groups](#)

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