

ACTIVSPORT LLC

LEADING CHANGE IN FITNESS AND HEALTH

The Business Case for Fitness Clubs and Wellness Centers to Develop and Offer Outcome-Based Programs for Individuals taking GLP-1 Drugs

Presented by:

Graham Melstrand, CEO, ActivSport Advisory

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About ActivSport Advisory

ActivSport Advisory provides fractional leadership for organizations seeking to develop policy-informed strategies to operationalize and monetize emerging opportunities at the intersection of healthcare and fitness.

Graham Melstrand, ActivSport Advisory's CEO is a 35+ year veteran of the health and fitness industry focused on advancing the exercise profession and both improving access to, and participation in physical activity programs and interventions.

His extensive experience in health advocacy and government relations have helped shape the best practices and requirements for the education, professional credentialing and employment of exercise professionals and health coaches domestically and internationally.



Overview and Learning Objectives

By the end of the webinar, participants will understand:

- GLP-1 Drugs
- Their role in weight loss and diabetes prevention
- The reasons behind their explosive increase in popularity
- The importance of incorporating exercise and behavior change alongside these medications
- The business opportunities and relevance of the health and fitness sector for individuals utilizing these medications

A Primer on GLP-1 Drugs

- What are GLP-1 drugs (e.g., semaglutide, liraglutide)?
- Primary Indications for Use Include:
 - Type 2 Diabetes
 - Obesity
- 1 in 8 US adults 18+ report having ever used a GLP-1 medication*
 - 40% using them to treat chronic health conditions-primarily diabetes or heart disease
 - 40% utilizing the drugs for weight loss
- Benefits:
 - Blood sugar control
 - Improved lipid disorders
 - Lower blood pressure
 - Improved cardiovascular and liver health
 - Weight loss
- Possible Side Effects:
 - Loss of appetite, nausea, vomiting and some more serious but less common
 - Rapid weight loss accompanied by LOSS OF MUSCLE MASS+

*JAMA. 2024;332(1):8. doi:10.1001/jama.2024.10333

+ OBESITY REVIEWS- Strategies for minimizing muscle loss during use of incretin-mimetic drugs for treatment of obesity <https://onlinelibrary.wiley.com/doi/full/10.1111/obr.13841>



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Exercise and GLP-1 Therapy

What we know today based on an increasing body of evidence from the research community:

- Complementary benefits: maintaining muscle mass, cardiovascular health, metabolic function.
- Prevention or reduction of lean body mass loss with rapid weight loss.
- Helps maintain weight loss post-treatment
- There may be a synergistic effect on the treatment of T2D



Market Potential for GLP-1 Companion Programs

Demographics:

- 260M adults in the United States
- 12% have, or are, using GLP-1 Drugs **31.2 M**
- 1 in 4 Americans are planning on using GLP1 drugs for weight loss in 2025*

What analysts are projecting:

- Utilization of GLP-1 drugs expected to grow 20% year-over-year
- Athletech reporting that Harrison Co. estimates a \$6.8B opportunity for fitness facilities+

* <https://www.tebra.com/theintake/healthcare-reports/weight-loss-medications-and-wellness-resolutions>

+ <https://athletechnews.com/glp-1s-opportunity-for-gym-industry/>



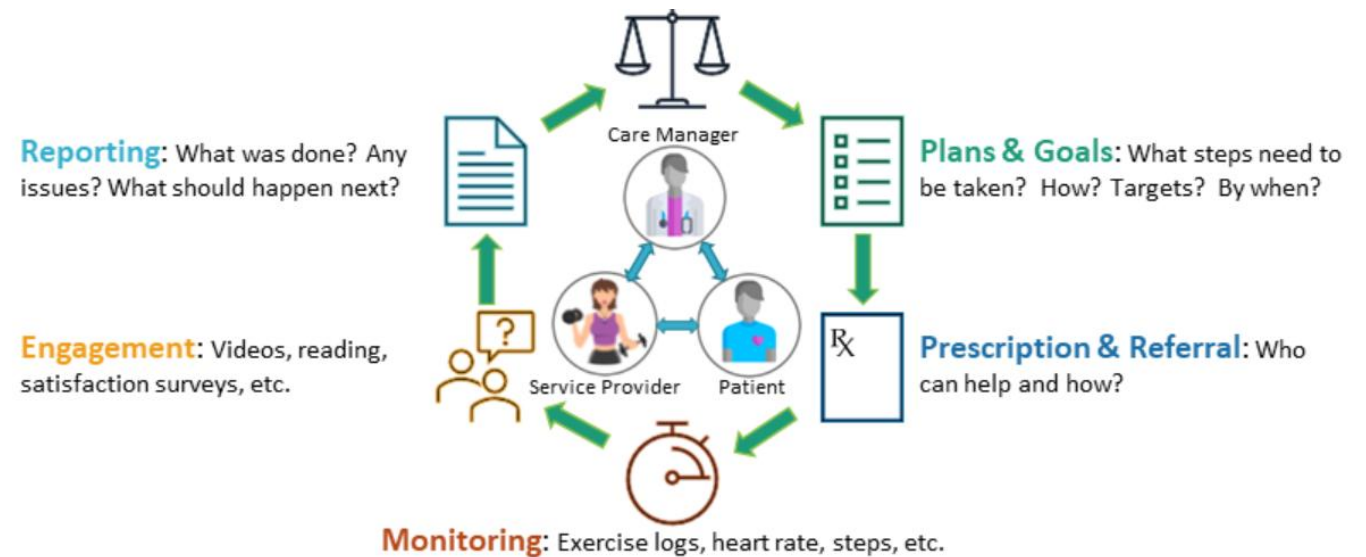
Revenue Opportunities for Facilities and Practitioners

- Offer companion programs for GLP-1 users:
 - Consider both exercise programs and health coaching offerings
 - Available to members and non-members
 - One-on-One AND Small Group
 - Leverage new IRS rules for utilizing HSA/FSA dollars for exercise programs/interventions for diagnosed health conditions with a letter of medical necessity
 - Explore in-facility and remote options



Building Partnerships with Physicians

- Establish referral networks with healthcare providers
- Align Goals-Define the mutual benefits for:
 - Patients/Participants
 - Healthcare Providers
 - Exercise Professionals and Health Coaches
- Develop Referral Pathways to integrate exercise into patient treatment plans



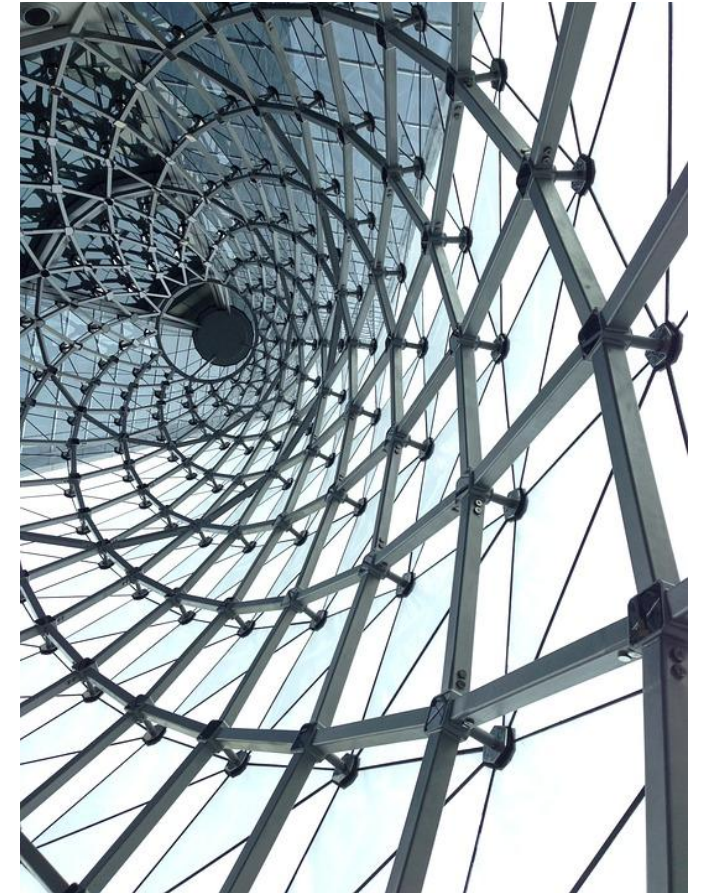
Structured Program Design

Characteristics:

- Alignment with Quadruple Aim: Improve Health, Lower Costs, Quality, Accessibility, Improve Work Life of Health Care Providers
- **Scalability**
- **Reproducibility**
- **Time-bound**
- **One-to-many delivery models**

Key Components:

- Initial assessments and patient-centered goal setting
- Grounded to the Physical Activity Guidelines for Americans
- Regular monitoring and personalized adjustments
- Outcomes Measurements: Weight Loss, Body Composition, Fitness Improvements, Changes in Lifestyle Behaviors



Professional Expertise

Qualifications for Exercise Professionals Delivering Programs Matters!

- Exercise Professionals: Current exercise profession certification from an accredited programs www.usreps.org
- Degree preferred
- Health Coaches: Current ACE or NBHWC Health Coach credential
- Additional training/continuing education on exercise and GLP-1/weight loss



Next Steps

- Determine if this opportunity is for you and your facility
- Develop your business plan
 - What will the program offerings be?
 - How will they be structured and priced?
 - What tools and resources will you need to support the program?
- Assess your staff
 - Upskill to fill gaps
 - Train your team top to bottom
- Determine when you will launch
- Execute!

Questions?

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