

Clinical- and cost-effectiveness of a coach–clinician integrated care model

A structured approach to GLP–1 side-effect management in digital care

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Background

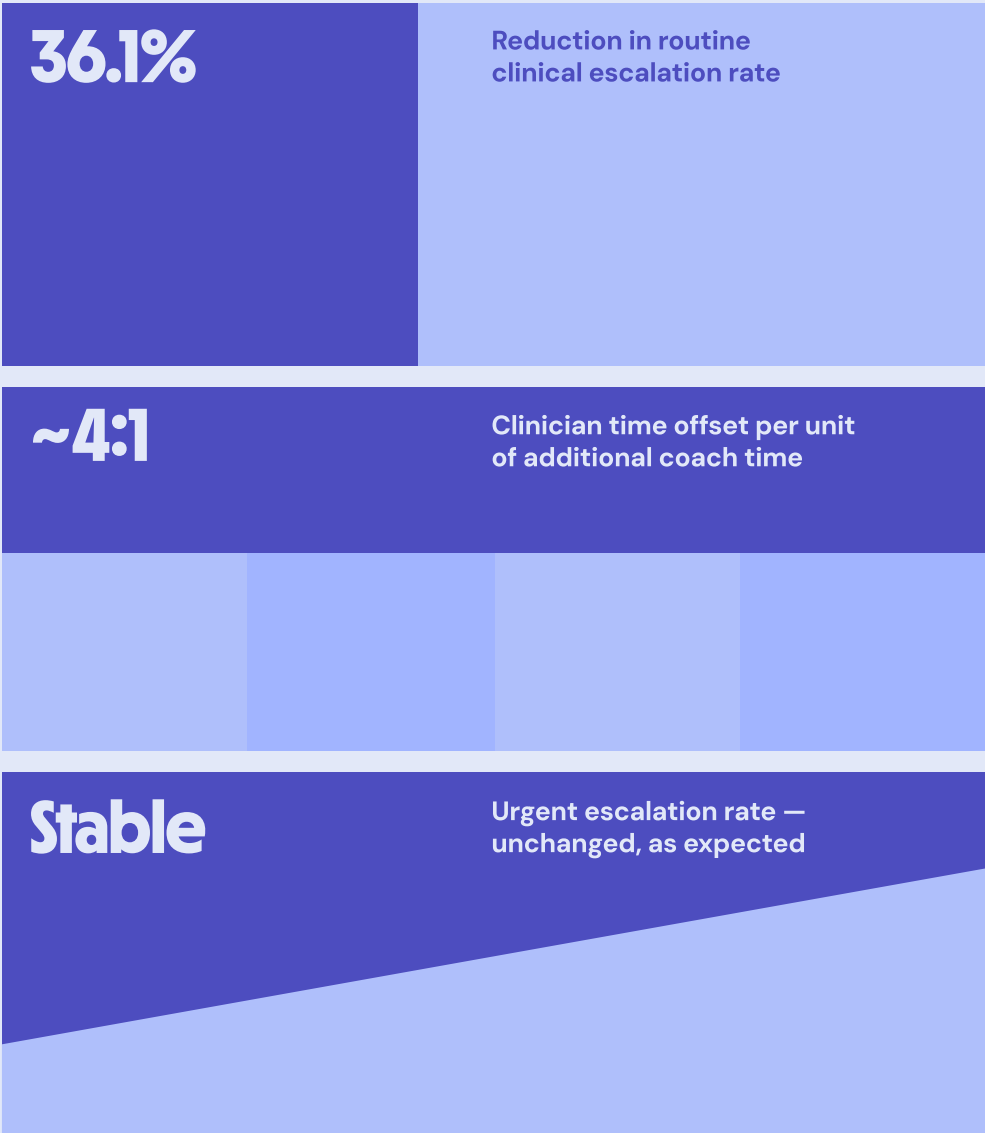
- GLP–1 based obesity management medications (OMMs) are increasingly prescribed at scale, but side effect management commonly remains clinician–led → resource–intensive and difficult to scale.
- Evidence–based guidance supports behavioural management of mild–to–moderate side effects by trained non–clinicians.
- We developed and evaluated a health coach–clinician integrated care model within a UK digital weight management programme.

Methods

- 3–month pre–post evaluation using real–world data from Numan, a UK–based digital weight management programme providing OMM alongside clinical and behavioural support
- Participants were adults living with overweight or obesity who were clinically eligible for OMM treatment
- Coaches delivered behavioural management of mild–to–moderate side effects using evidence–informed protocols developed with clinical input
- Escalation to clinicians followed a co–developed, risk–based framework supported by training, supervision, and ongoing clinical review
- We compared pre– and post–implementation coach–to–clinic escalation ticket volumes relative to the number of coached patients

Key findings

	PRE	POST
Total escalation rate	3.0% (±0.4)	2.7% (±0.6)
Routine escalation rate	1.0% (±0.2)	0.6% (±0.2)
Urgent escalation rate	2.0% (±0.3)	2.1% (±0.4)



Conclusions

Appropriately trained health coaches can safely manage mild–to–moderate OMM related side effects, reducing routine clinical escalations without increasing urgent referrals. The absence of any increase in urgent escalations suggests stability in patient safety signals following implementation.

A coach–clinician integrated model enables:

- More efficient use of clinician resource
- Reduced per–ticket delivery costs for routine side effect management
- Scalable, sustainable OMM care amid rising demand

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