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PATIENTS ON INCRETIN-BASED THERAPIES REQUEST PERSONALISED SUPPORT

Health coaches report that patients on incretin-based therapies request personalised support on medication related topics and barriers and challenges for weight management

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BACKGROUND

Lifestyle counselling is recommended alongside incretin-based therapies for the treatment of obesity*. It can play a critical role in supporting adherence to medication, preventing and managing side effects, supporting nutritional intake and working to establish healthier routines for long term weight and health.

Digital health providers play an important role in obesity management, enabling increased access to care. Minimal research has been done on the topics requested by patients to be covered during interactions with Health Coaches (HCs) in digital programmes.

AIMS & OBJECTIVES

→ This study examines support topics sought by patients prescribed incretin-based therapies while being supported by HCs.

→ The findings could help to develop future interventions which manage potential attrition more effectively.

METHODS

A survey was conducted in December 2024 with 12 HCs from a digital obesity management programme (Numan). Collectively, they had supported over 11,000 patients on incretin-based therapies and came from diverse professional backgrounds including;

- **Nutrition**
- **Dietetics**
- **Exercise physiology**
- **Psychology**

Each HC selected their top 5 patient-requested support topics from a list of 30 lifestyle-focused topics across six broad categories: medication, nutrition, activity, motivation and mindset, barriers and challenges and other.

Topics were ranked based on the percentage of HCs selecting them in their top 5. These topics reflected patient-initiated interests, which was outside the HC-initiated topics of the structured programme.

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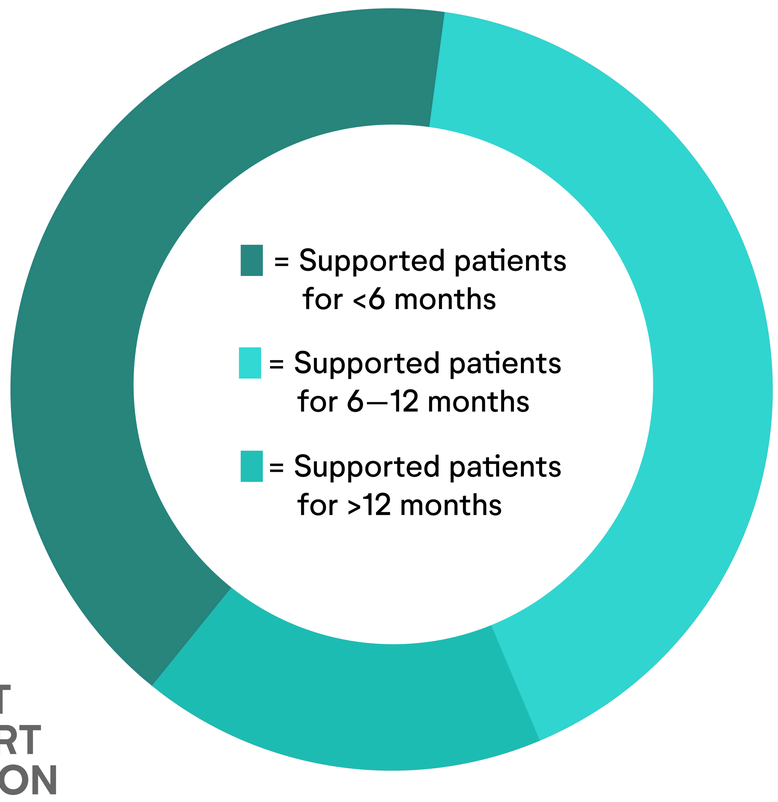
RESULTS

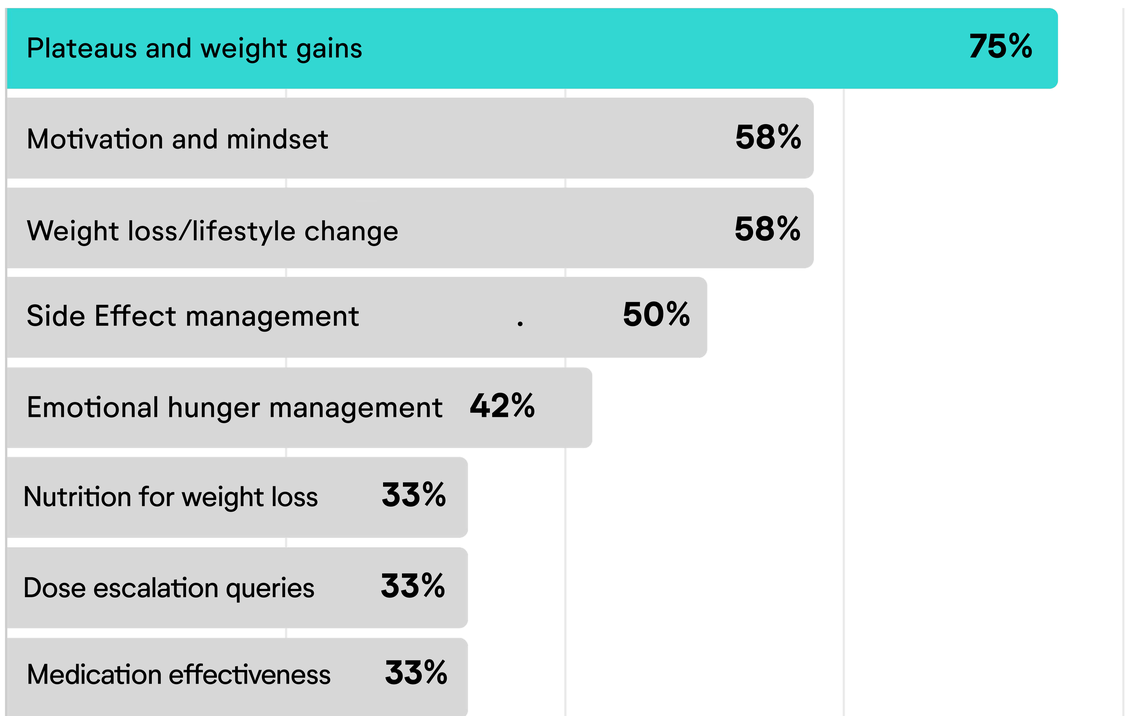
All HCs responded, with **17%, 41%** and **41%** having supported patients for >12, 6–12 or <6 months respectively. Categories ranked in order (high–low) were: **medication, barriers and challenges, motivation and mindset, nutrition and activity.**



PATIENT SUPPORT DURATION

The highest ranking individual topic was 'plateaus and weight gains' with 75% of HCs including it in their top 5. Other frequently ranked topics were 'motivation and mindset', 'patients struggling with weight loss and lifestyle change' (58%), side effect management (50%) and management of emotional hunger (42%).

Additional topics such as nutrition to support weight loss, dose escalation queries and medication effectiveness and benefits each ranked at 33%. Other topics such as sleep and stress did not rank among any HCs top choices.



CONCLUSION

HCs reported the most common patient-initiated topics for support alongside incretin-based therapies were broadly medication related topics and individual topics of barriers and challenges to weight management, as well as motivation and mindset. Personalised support in these areas is essential to address patient needs effectively.

Further research is required to reliably quantify these categories and topic areas. An AI assisted categorisation platform is currently being developed and tested to support this.