

The Medicare Awareness Gap

A new national poll of adults 65+ reveals millions medically qualify for weight management, but don't know a new Medicare program plans to cap out of pocket costs at ~\$50/month.

82% of older Americans are in the dark about the new Medicare GLP-1 program.

High Medical Need vs. Low Program Awareness



27% Qualify: More than a quarter of older Americans have been medically cleared for obesity treatment.

82% Unaware: The vast majority don't know about the new \$50/month GLP-1

A Clinical Mandate for Coverage

61% believe Medicare should cover obesity treatments like any other chronic disease.

82% of those who medically qualify say coverage is **essential**.

A clear majority of Medicare beneficiaries want a plan that covers obesity treatment, and they are willing to switch plans.

POPULATION	GLP-1 COVERAGE IMPORTANT	LIKELY TO SWITCH PLANS FOR COVERAGE
ALL ADULTS 65+	57%	35%
MEDICALLY ELIGIBLE	80%	60%



For full survey results and to learn more about the BALANCE model, visit:

ObesityCareAdvocacyNetwork.com