WebMD | Insights Lab

2026 Patient Profile Study

Obesity



WebMD | Insights Lab

The In-Market Dx Obesity Patient

Obesity Patient Overview

Up to 60% reach

of the Dx Obesity Universe

66% Have been diagnosed for **6+ years**

66% Describe the severity as **moderate-severe**

31% Obesity patients are also treating **Type 2 Diabetes**

41% Visited a doctor in the **past 30 days or plan to visit in the next 30 days**

Current Treatment



64% Diet & Exercise

26% Semaglutide

12% Behavioral Support

Effectiveness

62%

Current treatment is moderately to not effective

Switching

34%

Switched their treatment plan after initial care

Information Researched on WebMD

63% Medication Details & Side Effects

50% Latest News & Developments on Treatment

46% Condition Complications

28% Living With Obesity

Actions Taken After Research

2 in 5

Talked to a doctor about their **condition**

1 in 2

Talked to a doctor about **treatment options**

Source: 2026 Patient Profile Study; Obesity

Treatment Landscape and Frustrations

60% Are **not currently treating or stopped taking** their Rx

Current Treatment

- **64%** Diet & Exercise
- **26%** Semaglutide (e.g., Ozempic, Wegovy)
- **12%** Behavioral Support
- **7%** Other Weight Loss Rx (e.g., Contrave)
- **5%** Bariatric Surgery

1 in 3 Obesity patients have switched treatment since initial care

2 in 3 Current treatment is **moderately to not effective**

Treatment Frustrations

#1	#2	#3
Cost	Did Not Like Side Effects	Treatment Was Not Working

#4	#5	#6
Just Stopped Using It	Emotional Impact	Found Better Treatment

Source: 2026 Patient Profile Study; Obesity

Unsatisfied Obesity Patients are Actively Searching for Better Treatment Options

Treatment Desires

57% Worked Faster

53% More Affordable

31% Didn't Cause Discomfort

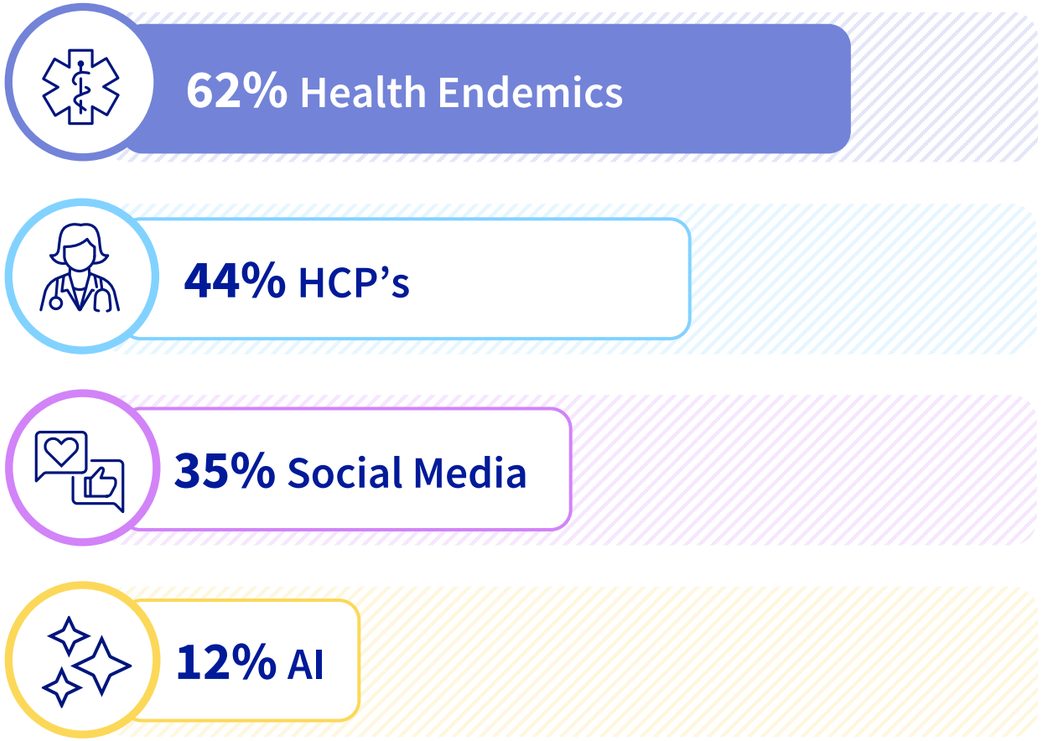
19% Can Be Taken Less Often

19% Wasn't an Injectable

17% Lasted Longer

2 in 5 Are not knowledgeable about biologics and biosimilars, but **would like more information**

How Obesity Patients Stay Current on New Treatments



Source: 2026 Patient Profile Study; Obesity

Obesity Patients Turn to WebMD for Research at Every Stage of their Care Journey

2 in 3
Research online to prepare for an appointment

Information Researched on WebMD

63%
Medication Details & Side Effects

50%
Latest News & Developments on Treatment

46%
Condition Complications

When Research Was Conducted	Before Diagnosis	After Diagnosis	While Managing
Symptom & Condition Information	47%	**53%**	49%
Lifestyle Information *(Diet, nutrition, Exercise)*	41%	44%	**58%**
Prescription Drugs	42%	**58%**	51%
Side Effects or Long-Term Use of Treatment	38%	52%	**58%**

Source: 2026 Patient Profile Study; Obesity

Obesity Patients Start with AI but Rely Heavily on Verification for Accuracy



56% of Obesity patients use AI to research their condition

AI Tools Used

- **73%** — **AI Powered Search Summaries**
- **32%** — **AI Chat Platforms** *(ChatGPT, etc.)*
- **18%** — **Virtual Assistants** *(Claude, etc.)*

71%

Verify the health information they receive from AI platforms

4 in 5

Verify the information using a trusted health site **like WebMD**

Source: 2026 Patient Profile Study; Obesity

In a World of AI Driven Answers, Obesity Patients and Caregivers Continue to Rely on WebMD

79%

Trust WebMD the most among all health sites

88%

Recommend WebMD for health information

91%

Quality of WebMD content is the best

99%

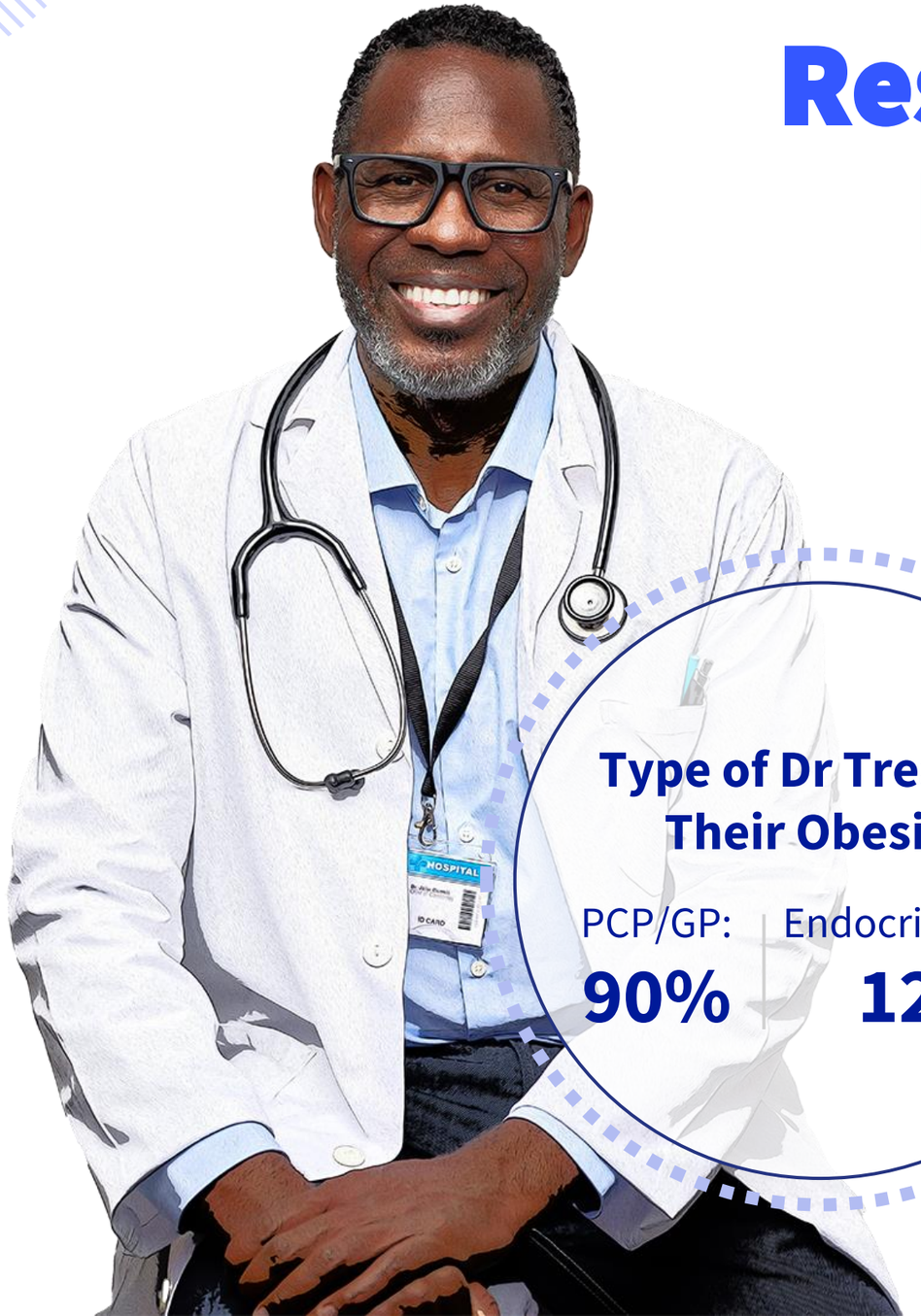
WebMD provides the most **valuable** content

ONLY 1 in 7

Trust **AI Search** results for health information

Source: 2026 Patient Profile Study; Obesity

Research on WebMD Drives Doctor Conversations



Type of Dr Treating Their Obesity

PCP/GP: **90%**

Endocrinologist: **12%**

Active Patients Visiting Their HCP

41% Visited a doctor in the **past 30 days or plan to visit in the next 30 days**

Actions Taken After Research on WebMD

2 in 5
Talked to a doctor **about their condition**

1 in 2
Talked to a doctor **about treatment options**

Source: 2026 Patient Profile Study; Obesity