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The GLP-1 Cost Wave – *and* ProAct's Strategy to Stay Ahead

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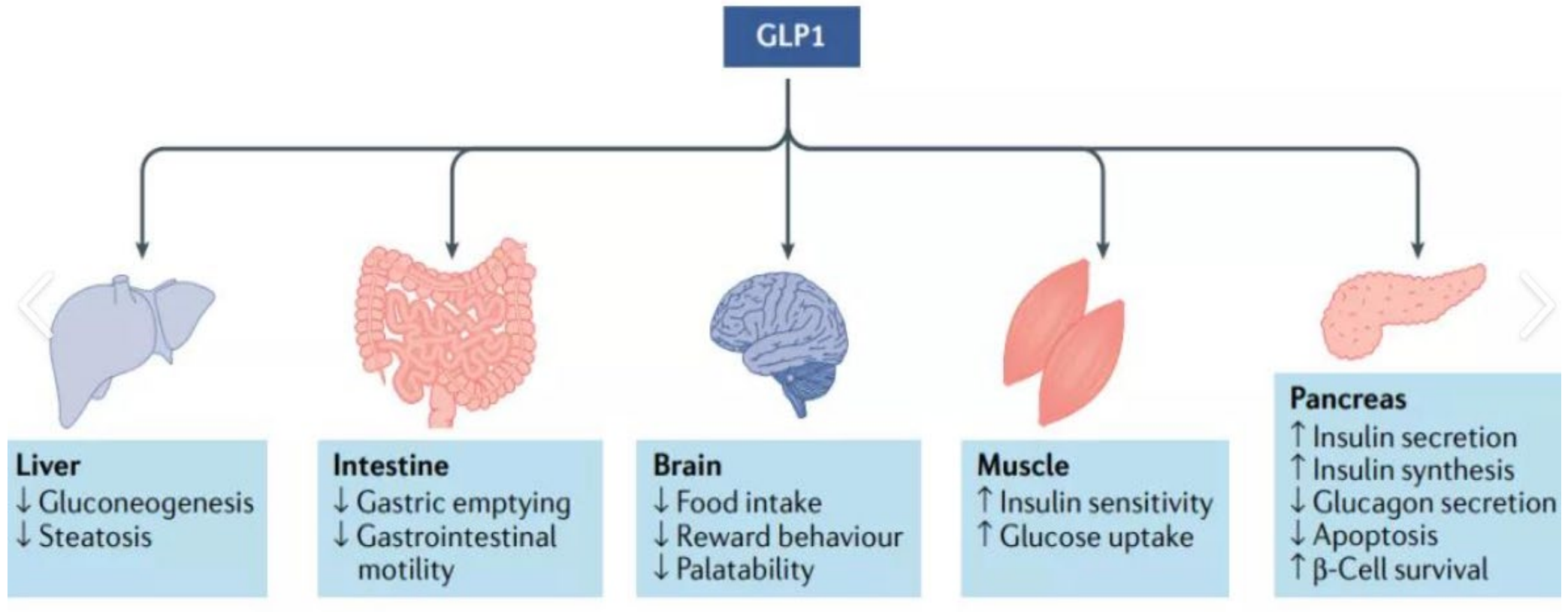
Agenda

- What are GLP-1s?
- GLP-1s: Diabetes vs. Weight Loss
- Industry Trends: Utilization & Cost
- Media Drivers & Market Implications
- ProAct Strategy

What is a GLP-1?

- Glucagon-like peptide-1 receptor agonists, or GLP-1s, are a class of medications indicated for the treatment of type 2 diabetes (T2DM) or obesity.
- GLP-1s are highly effective insulin mimetics that have gained popularity due to their superior hemoglobin A1c (HbA1c) lowering, weight loss, and cardiovascular (CV) risk reduction effects.

Mechanism of Action



GLP-1s FDA Approved for Type 2 Diabetes Mellitus

There are currently seven GLP-1s indicated for the treatment of T2DM:

- Bydureon
 - Byetta
 - Ozempic
 - Rybelsus
 - Trulicity
 - Victoza
 - **Mounjaro** is the first glucose-dependent insulinotropic polypeptide (GIP)/GLP-1 receptor agonist.
- High-efficacy A1c-lowering option used in the treatment of T2DM. These are generally used as add-on therapy to metformin.
 - The majority of GLP-1s approved for T2DM have demonstrated CV risk reduction in clinical trials.
 - Rybelsus (Semaglutide) was the first orally administered GLP-1 for T2DM.

GLP-1s FDA Approved for Weight Loss

There are currently four GLP-1s indicated for the treatment of Obesity:

- Foundayo
 - Saxenda
 - Wegovy
 - Zepbound
- Help to reduce appetite and food/calorie intake.
 - Recommended to be used with lifestyle changes and/or diet.
 - May cause hypoglycemia.

Diabetic Outlook: Industry Trends

GLP-1 receptor agonists have become the center of diabetes care — not an add-on.

Driven by:

- Superior A1C reduction
- Significant weight loss
- Cardiovascular Risk Reduction

Guideline reinforcement has accelerated the adoption of GLP-1 receptor agonists.

In 2026, the American Diabetes Association (ADA) Standards of Care reinforced:



Earlier use of GLP-1s



Combination therapy (GLP-1 + SGLT2 inhibitors)

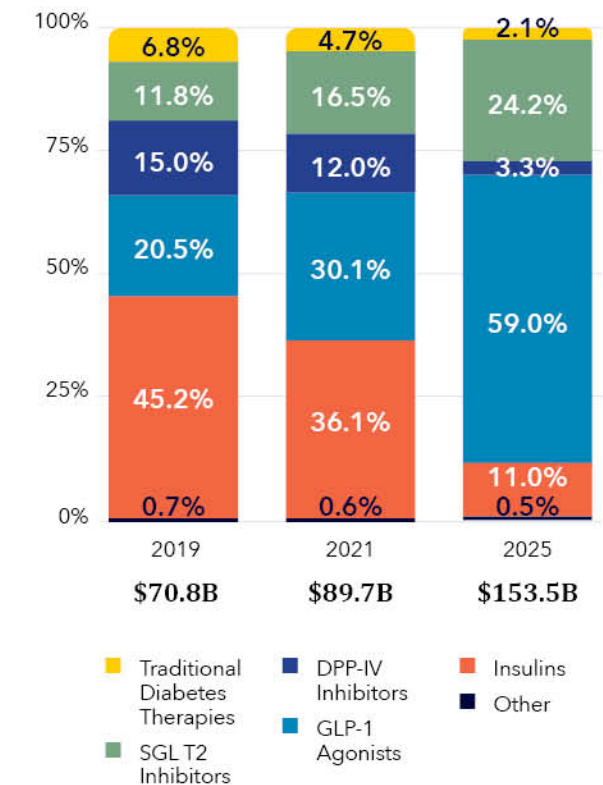


Integration of diabetes technology (CGMs, automated insulin delivery)

These recommendations increase both utilization and duration of therapy, placing sustained upward pressure on pharmacy spend.

Sales of GLP-1s accounted for 59% of the diabetes market, whereas the market share for insulin sales fell to 11%.²

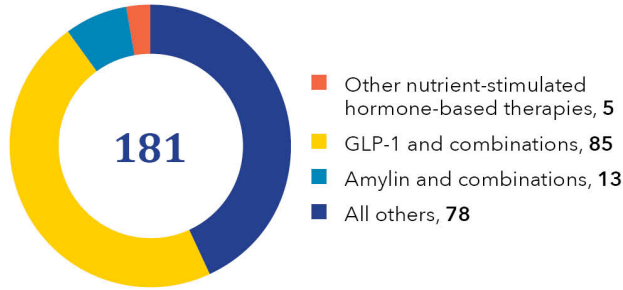
Diabetes Sales Share by Type (U.S. \$B)



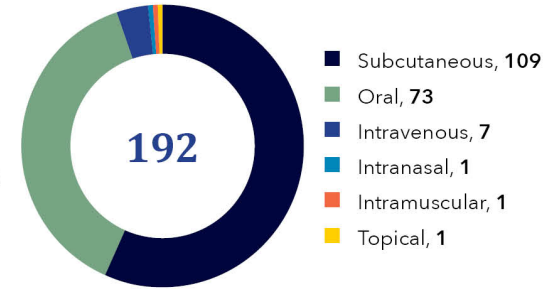
GLP-1 Landscape: Pipeline

There are 181 obesity medicines in development or marketed with multiple mechanisms beyond the leading GLP-1 therapies.

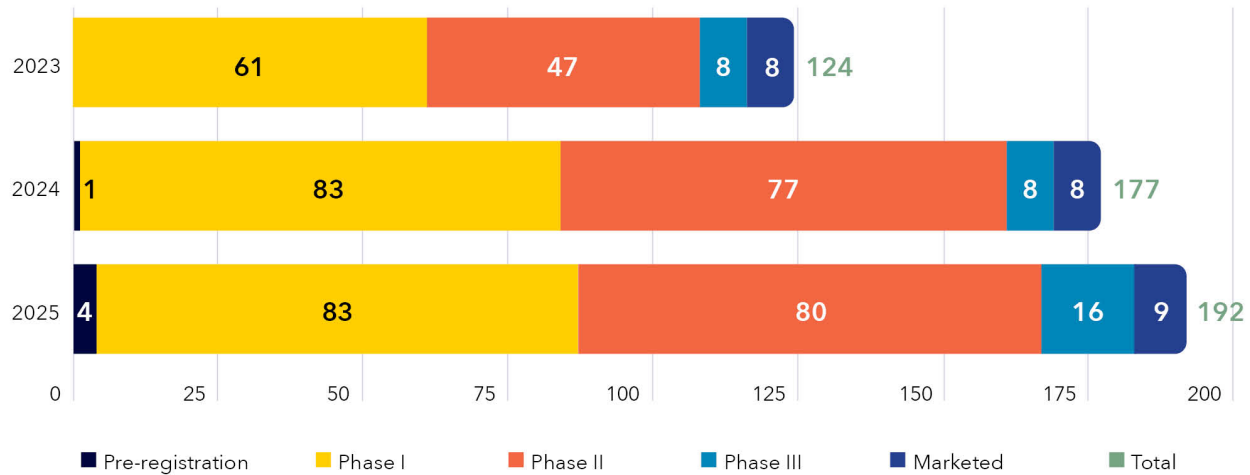
Obesity Drugs Mechanism of Action



Obesity Drugs Route of Administration



Obesity Drugs in Development as of Year-end by Phase



Drug Pipeline

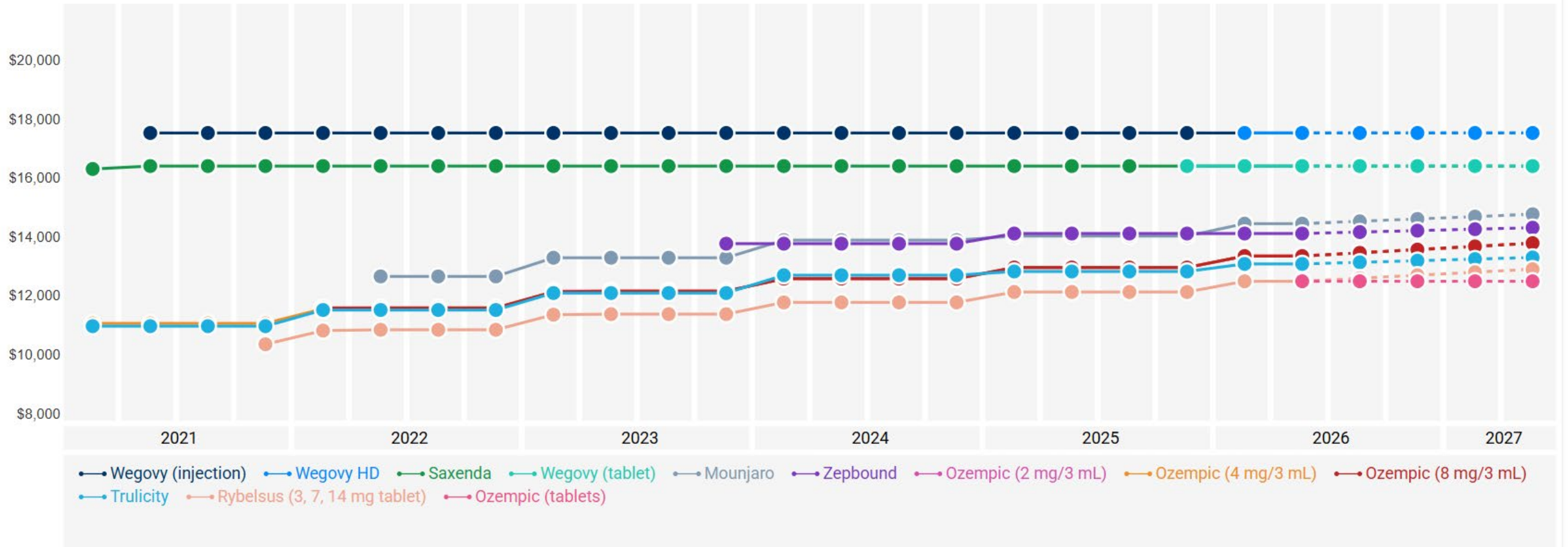
CagriSema (Novo Nordisk)

- Once-weekly subcutaneous combination of semaglutide and novel amylin analogue, cagrilintide
- Indicated for the treatment of type 2 diabetes and obesity

Retatrutide (Lilly)

- Once-weekly subcutaneous triple hormone receptor agonist
- Indicated to promote weight loss and improve metabolic health

Drug Cost Trends Q1 2021-Q1 2027



Media Drivers & Market Implications

- Novo Nordisk patent infringement lawsuit against telehealth company Hims & Hers has been dismissed. Novo Nordisk's branded weight loss medications will now be sold through the Hims platform.
- FDA warns Novo Nordisk of potential unreported GLP-1 side effects
- FDA Warns 30 Telehealth Companies Against Illegal Marketing of Compounded GLP-1s
- Weight-loss drugs draw thousands of lawsuits alleging serious harm
- GLP-1 mechanistic versatility has enabled broader application across a spectrum of cardiovascular, cerebrovascular and metabolic disorders.

ProAct LinkedIn Posts

- **FDA Approved Novo Nordisk's Oral Semaglutide as First GLP-1 Pill for Weight Loss.**
 - On December 22nd, the FDA approved Novo Nordisk's oral semaglutide tablet marketed under the brand name Wegovy, the tablet is authorized for chronic weight management in adults with obesity or who are overweight and also have one related health condition.
- **Eli Lilly's new weight loss drug shows promise in trial**
 - A new oral weight loss medication by Eli Lilly, Orforglipron

The Promise and Challenge of GLP-1 Medications

Promise

To change the trajectory of millions living with diabetes & obesity

Challenge

Balance competing priorities of:

- Waste
- Clinical Outcomes
- Access
- Experience

ProAct GLP-1 Strategy

- Formulary Management
- Utilization Management
- Weight Loss Considerations
- Omada Health
- Direct to Consumer



ProAct's GLP-1 Formulary Management

Based on Advantage Formulary Coverage

Trade Name	Tier Value
Type 2 Diabetes	
ADLYXIN	Non-Preferred Tier 3
BYDUREON BCISE	Preferred Brand Tier 2
BYETTA	Preferred Brand Tier 2
EXENATIDE	Generic Tier 1
LIRAGLUTIDE	Generic Tier 1
MOUNJARO	Preferred Brand Tier 2
OZEMPIC	Preferred Brand Tier 2
RYBELSUS	Preferred Brand Tier 2
SAXENDA	Excluded
TRULICITY	Preferred Brand Tier 2
VICTOZA	Excluded
Weight Loss	
FOUNDAYO TABLET	Preferred Brand Tier 2
WEGOVY PEN	Preferred Brand Tier 2
WEGOVY TABLET	Preferred Brand Tier 2
ZEPBOUND KWIKPEN	Non-Preferred Tier 3
ZEPBOUND PEN	Preferred Brand Tier 2
ZEPBOUND VIAL	Excluded

ProAct's GLP-1 Criteria

Type 2 Diabetes

- Trial and failure to metformin containing drug therapy
- Documentation of an elevated A1C ≥ 6.5
- Documentation of random plasma glucose ≥ 200 mg/dL

Weight Loss

- At initial request, BMI > 30 kg/m² or BMI > 27 kg/m² with a weight-related comorbidity.
 - For continuation of therapy request, patient is required to show a loss of $> 5\%$ of baseline body weight.
- Patient has engaged in a trial of behavioral modification and dietary restriction for at least 3 months.
- The medication will be used concomitantly with behavioral modification and a reduced-calorie diet.

Weight Loss Considerations

ProAct has created six levels of coverage for medications that are FDA approved in the treatment of weight loss. This will provide our plan sponsors, that choose to cover weight loss medications, the ability to select an option that meets the needs of their membership.

Level 2: STANDARD COVERAGE

Prior authorization required with our standard criteria (BMI 30+ or 27+ with comorbidities, lifestyle modifications before and during treatment).

Level 4: LIMITED COVERAGE

Prior authorization required with a lifetime max benefit (i.e., one year of coverage).

Level 6: NO COVERAGE

Anorexiant fully excluded from coverage.

Level 1: FULL COVERAGE

No prior authorization required. Custom Prior Authorization Listing would be required and maintained by plan sponsors.

Level 3: RESTRICTIVE COVERAGE

Prior authorization required with a BMI requirement of 35+.

Level 5: GENERIC ONLY

Limits members to lower cost options in this class (i.e., phentermine).





The Omada Suite of Solutions

Modular and integrated programs for virtual-first care

Program	Prevention Hypertension	Enhanced GLP-1 Care Track <small>PVN & HTN members eligible</small>	Diabetes	Musculoskeletal	
Additional Support	+ Embedded Behavioral Health Tools ¹				
Clinical Indication	Prediabetes & At-Risk	High Blood Pressure	Active or Recent (past 12 months) GLP-1 Prescription	Type 1 & Type 2 Diabetes	Joint & Muscle Health
Care Team	Health Coach Behavioral Health Specialist ¹	Health Coach Hypertension Specialist Behavioral Health Specialist ¹	Health Coach Behavioral Health Specialist ¹ Cardiometabolic Specialist (CDCES) Exercise Specialist (CPT, CSCS)	Health Coach Diabetes Specialist Behavioral Health Specialist ¹	Physical Therapist Behavioral Health Specialist ¹
Connected Devices			Devices included in the PVN or HTN programs	 	

Direct to Consumer

- ProAct offers flexibility through Direct to Consumer (DTC) programs to provide members with access to competitive direct-to-consumer pricing.
- Medications available through this program span multiple therapeutic areas, including GLP-1s and medications found on the TrumpRx listing.
- Savings vary based on plan design and member demographics, ProAct will conduct a claims-based analysis to determine which medications are appropriate for inclusion and to identify the most advantageous pricing model for each plan sponsor.



Questions?

References:

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- [FDA issues warning about some compounded versions of semaglutide for diabetes, weight loss | CNN](https://www.cnn.com)