

# Removing Barriers, Restoring Well-being: Transforming Obesity Care with IQVIA Patient Engagement and Support

## A new era in obesity support

Obesity is a complex, chronic disease that demands more than medication alone. In partnership with a leading pharmaceutical company, IQVIA launched a comprehensive Patient Support Program (PSP), designed to empower patients, address adherence challenges, and promote holistic well-being.

## Challenge: Overcoming barriers to treatment success

Patients and healthcare providers faced three main challenges:

- Concerns about drug administration using injectable devices
- Low adherence to prescribed therapy
- The need for comprehensive support addressing lifestyle, emotional, and practical factors

These barriers threatened both patient outcomes and confidence in new anti-obesity medications.

## Solution: A comprehensive, human-centered support program

IQVIA designed and delivered a PSP that:



Provided patients with tailored training on proper drug administration



Offered personalized nutritionist consultations and a monthly gym subscription to promote healthy lifestyle habits



Delivered regular reminders and follow-ups to reinforce adherence and motivation



Supplied an online reporting platform for real-time monitoring of PSP performance

### Stakeholder coordination:

A dedicated team (Associate Director, Account Manager, Quality Manager, Operations Specialist, 10 Patient Support Coordinators, 44 Field Nurses) ensured seamless engagement across healthcare professionals, patients, and caregivers.



## Key success factors



**Access and affordability solutions:** The program included a monthly gym subscription and facilitated access to supportive services, reducing practical and financial barriers to lifestyle change



**Personalized education, emotional and behavior support:** Patients received tailored training on injectable drug administration, plus ongoing education from nutritionists to build confidence and address health literacy barriers. Regular follow-ups and access to nutritionist consultations provided ongoing encouragement, helping patients overcome doubts and sustain motivation



**Treatment coordination and adherence support:** A dedicated team (including 10 patient support coordinators and 44 field nurses) ensured proactive reminders, adherence monitoring, and seamless communication between patients and healthcare professionals



**Caregiver and community engagement:** While the focus was on the patient, the inclusion of lifestyle support (nutrition and fitness) encouraged involvement of family and local resources, fostering a supportive environment

## Impact: Measurable outcomes, meaningful change

>330

patients  
enrolled

>98%

adherence in the  
first 6 months  
of treatment

>78%

of patients used  
nutritionist support

>17%

of patients used  
fitness support

*Patients reported greater confidence, improved well-being, and a sense of empowerment on their weight management journey.*

At IQVIA, we understand that obesity care is about more than numbers on a scale — it's about restoring confidence, dignity and long-term health. By combining evidence-based behavioral science with personalized, coordinated support, we empower patients to thrive and sustain long-term success.

## Ready to transform obesity patient support?

IQVIA's Patient Engagement and Support team is here to help. Our global reach and deep therapeutic expertise ensure every program is both scalable and profoundly personal — both meeting patients where they are and helping them reach where they want to be. Contact us today to explore how we can support your portfolio.