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Takeda Pharmaceuticals International
Recognizing Obesity as a Disease

- Obesity recognized as a disease
  - American Medical Association (June 2013)

**Obesity Guidelines/Position Statements**
- AACE
- ENDO/TOS
- ACP
- VA/DoD
- AGA
Multifaceted Medical Weight Loss Approaches Are Most Effective

• In a randomized clinical trial of obese patients, those subjects who received combination therapy lost more weight than subjects undergoing a structured lifestyle intervention or pharmacotherapy alone\(^1\)

- Pharmacotherapy alone (n=45)
- Structured Lifestyle Intervention alone (n=47)
- Combined Therapy (pharmacotherapy + Structured lifestyle Intervention) (n=49)

• Another randomized controlled prospective study found significantly greater mean weight loss with pharmacotherapy plus lifestyle intervention after 1 year and 4 years compared with lifestyle intervention alone (p<0.001)\(^2\)

New Approaches to Obesity Pharmacotherapy: Designed to maximize weight loss, maintenance, program adherence, access & affordability

**Product**
- Safe and effective for both weight loss induction and weight maintenance including novel dosing regimens
- Evidence for improvement in clinical outcomes and overall cost

**Program**
- Evidence-based lifestyle/BMOD program results in additive effects on weight loss and adherence
- Program is integrated into benefits design
- Sustainable

**Affordable Access**
- Voucher programs insure affordable pricing
- Reliable price with progressive savings at retail pharmacy (behavioral economics)
- Novel payer partnerships such as risk-based contracting are needed to enhance coverage
Digital technology expands reach and allows for personalized tailoring: The ScaleDown approach

- Results
  - Higher engagement, lower recidivism with lower intensity
  - Comparable weight loss as seen with face to face lifestyle management programs

<table>
<thead>
<tr>
<th></th>
<th>DPP</th>
<th>Look Ahead</th>
<th>ScaleDown</th>
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<tbody>
<tr>
<td>Weight loss</td>
<td>7%</td>
<td>5%</td>
<td>7%</td>
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<tr>
<td>&gt; 5% weight loss at 6 months</td>
<td>50%</td>
<td>43%</td>
<td>43%</td>
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<td>Face to face sessions</td>
<td>16</td>
<td>28</td>
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Comprehensive Community Approaches to Obesity

Individuals, Families, Communities, Society

Schools
Businesses
Faith-Based Initiatives

Physical Activity Opport.
Healthy Food Environment

Healthcare Systems
Obesity Treatment

Baum C. Pharmacoeconomics. 2015 Feb 17. [Epub]