

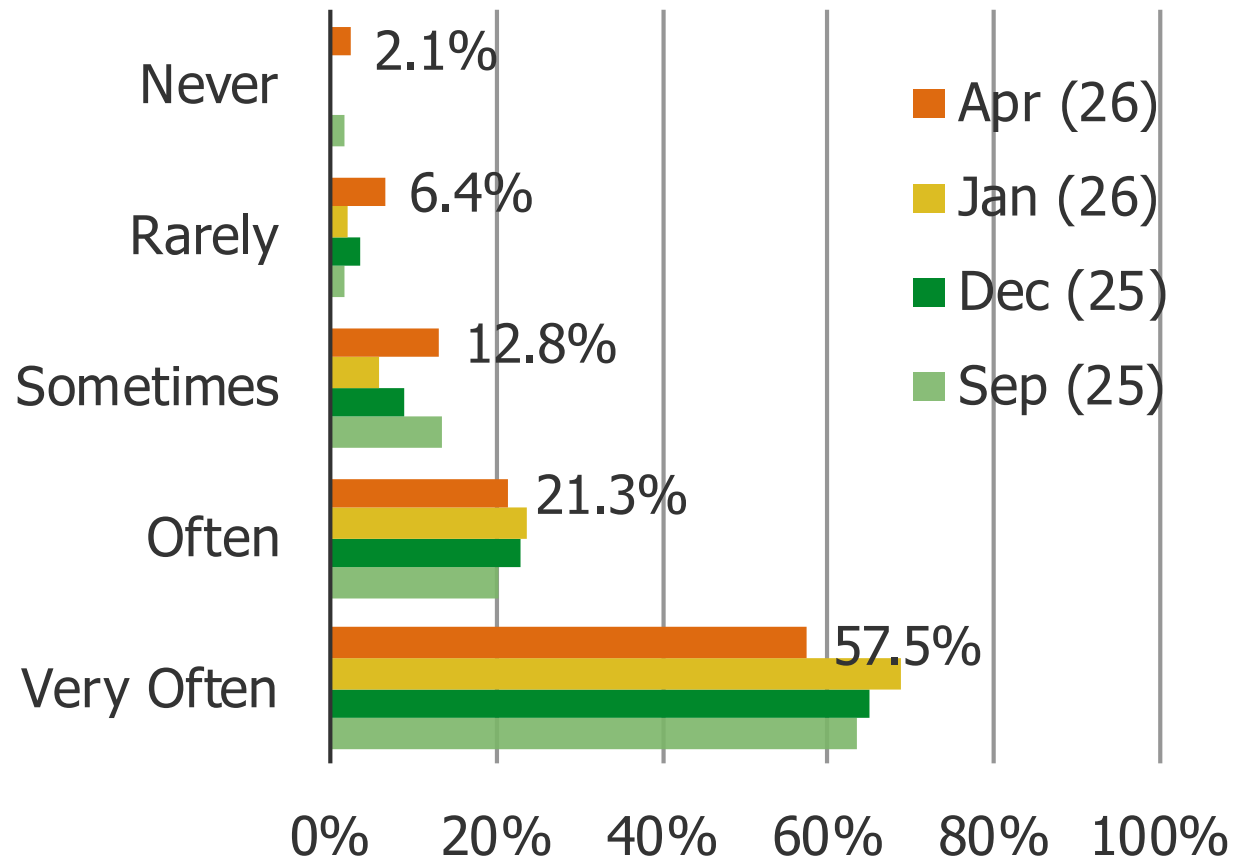
Bespoke Market Intelligence

GLP-1 Survey

April 2026

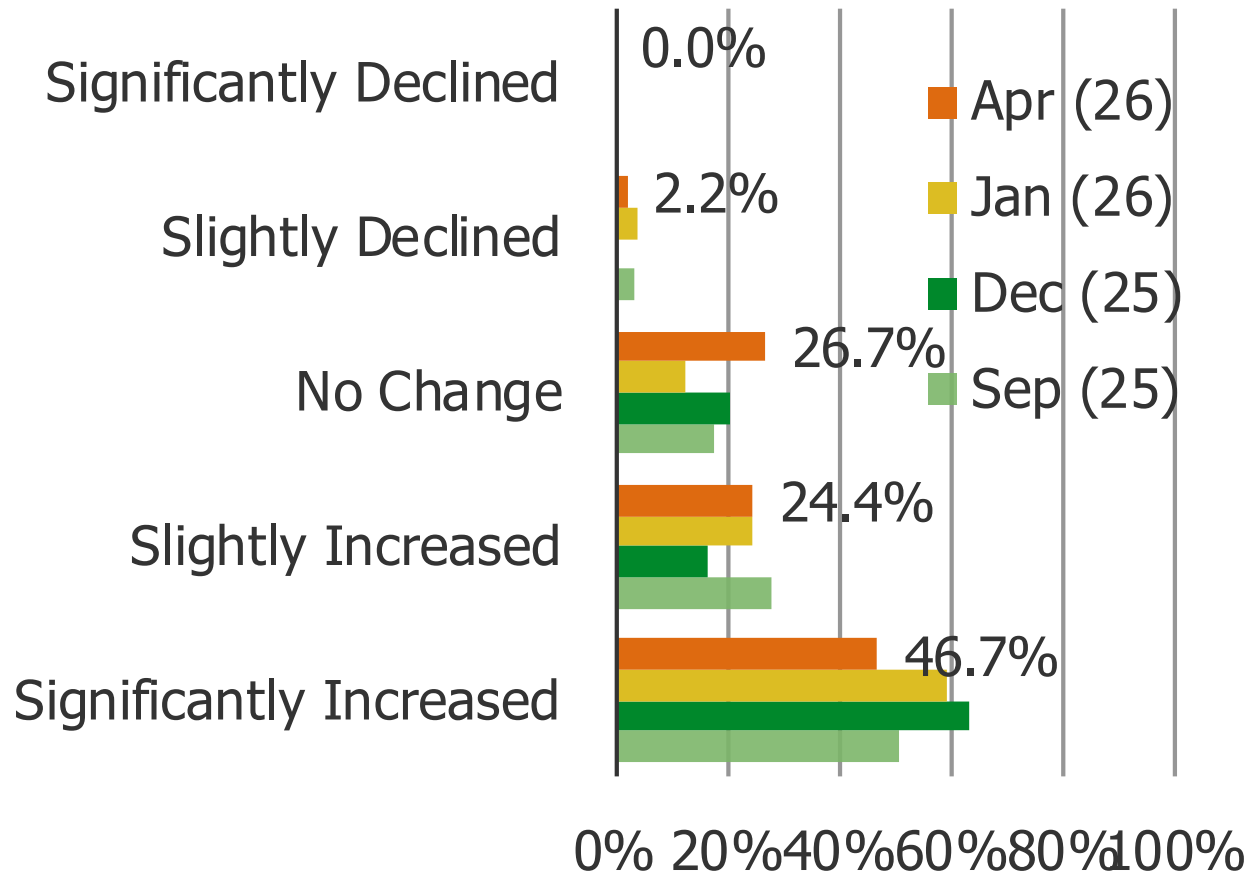
How frequently do patients ask you about GLP-1s for weight loss or diabetes?

Posed to target audience of doctors. (N=47)



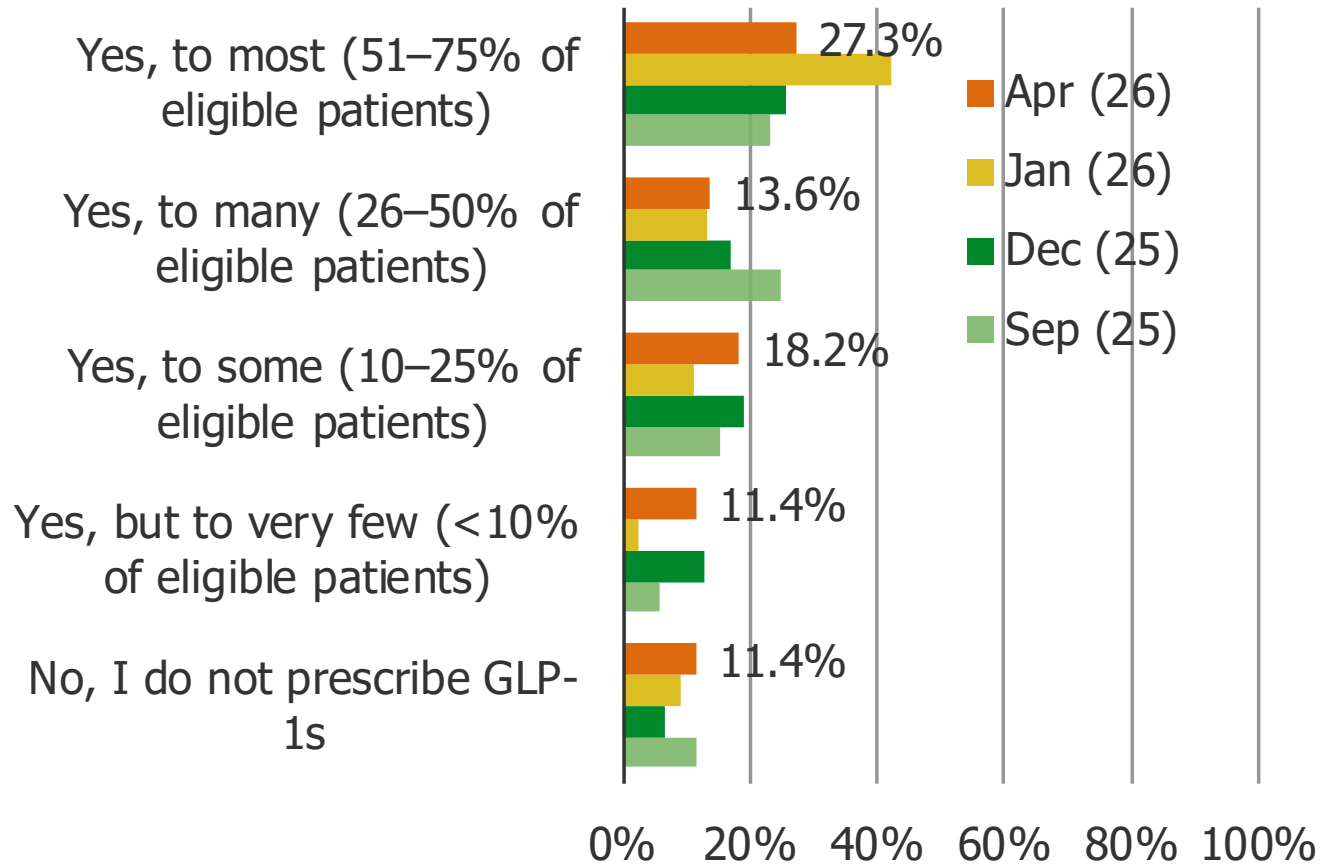
Has patient demand for GLP-1s changed in the last 6–12 months?

Posed to target audience of doctors. (N=45)



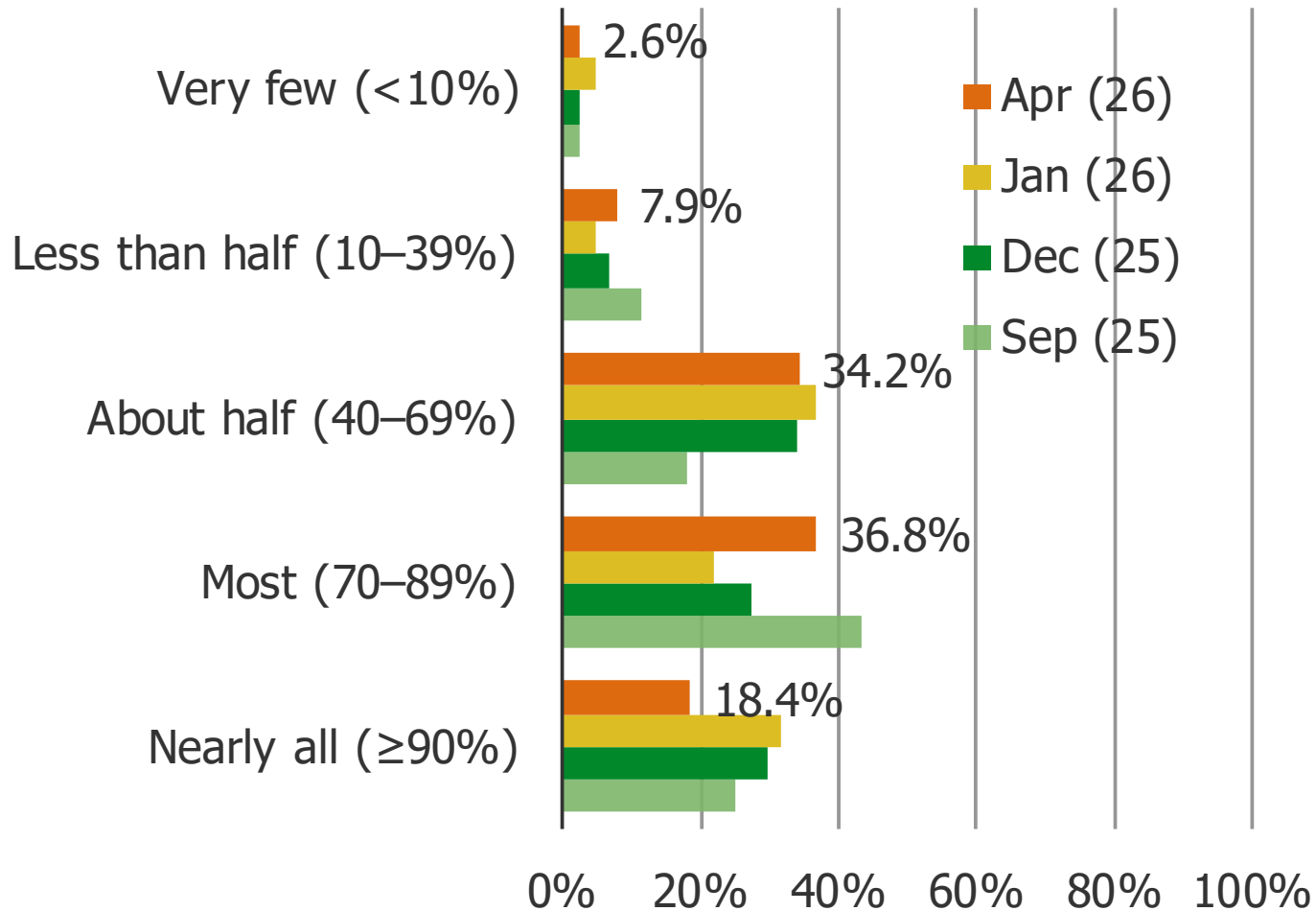
Do you currently prescribe GLP-1s? If yes, in what proportion of eligible patients?

Posed to target audience of doctors. (N=44)



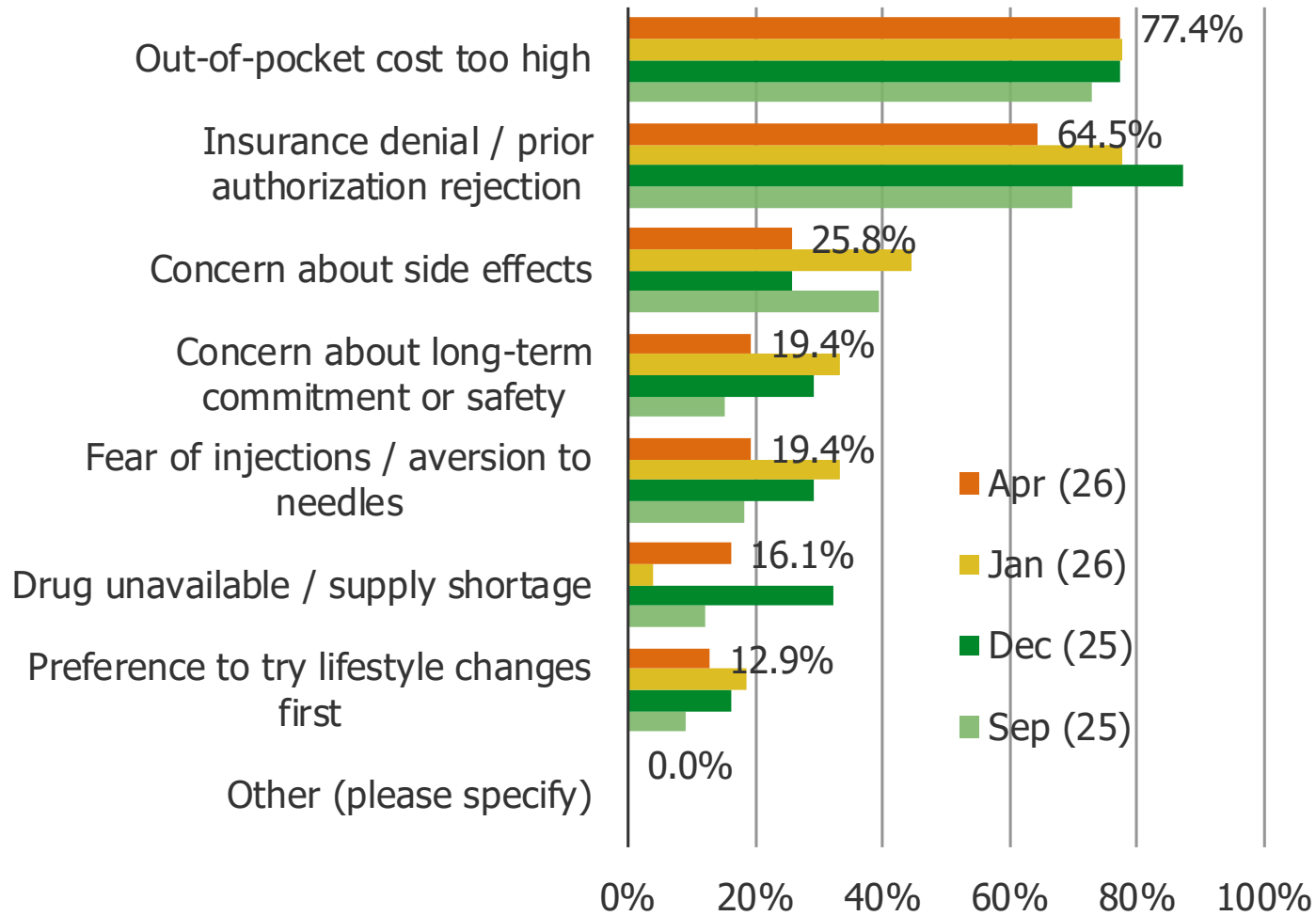
When you recommend a GLP-1 to a patient, what percentage of the time do they actually start therapy?

Posed to target audience of doctors. (N=38)



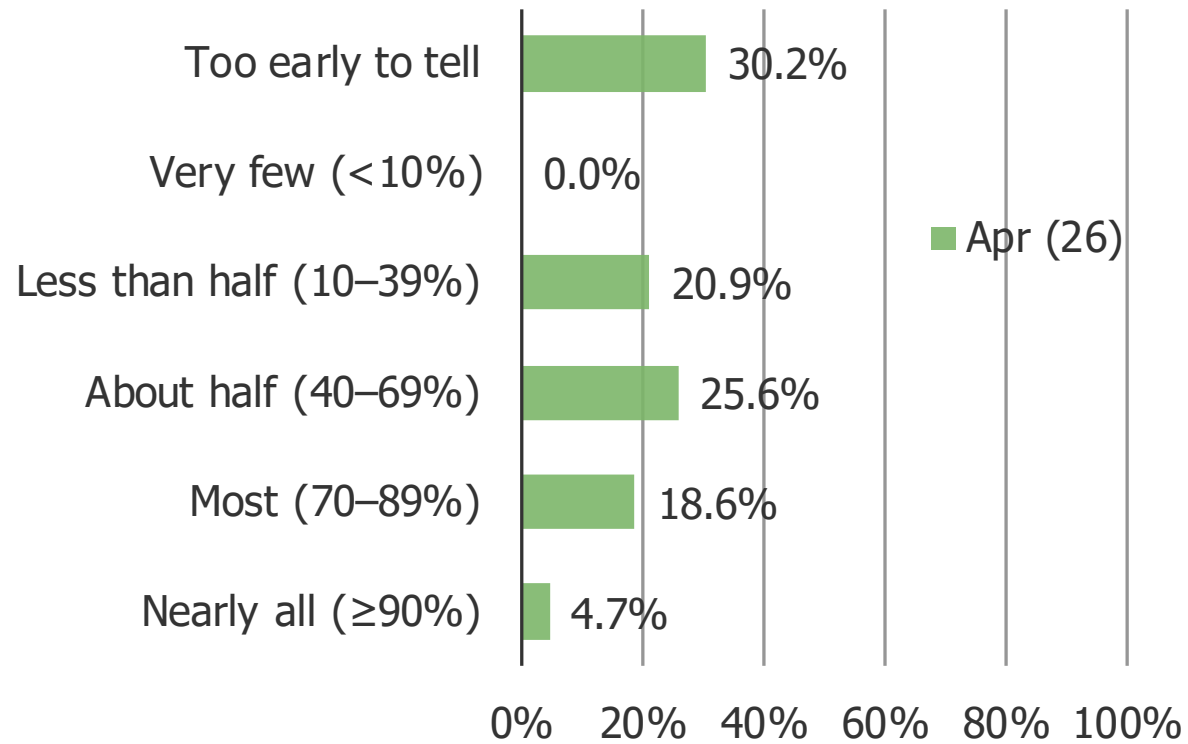
What are the main reasons patients do not start GLP-1 therapy? (Select all that apply)

Posed to target audience of doctors. (N=31)



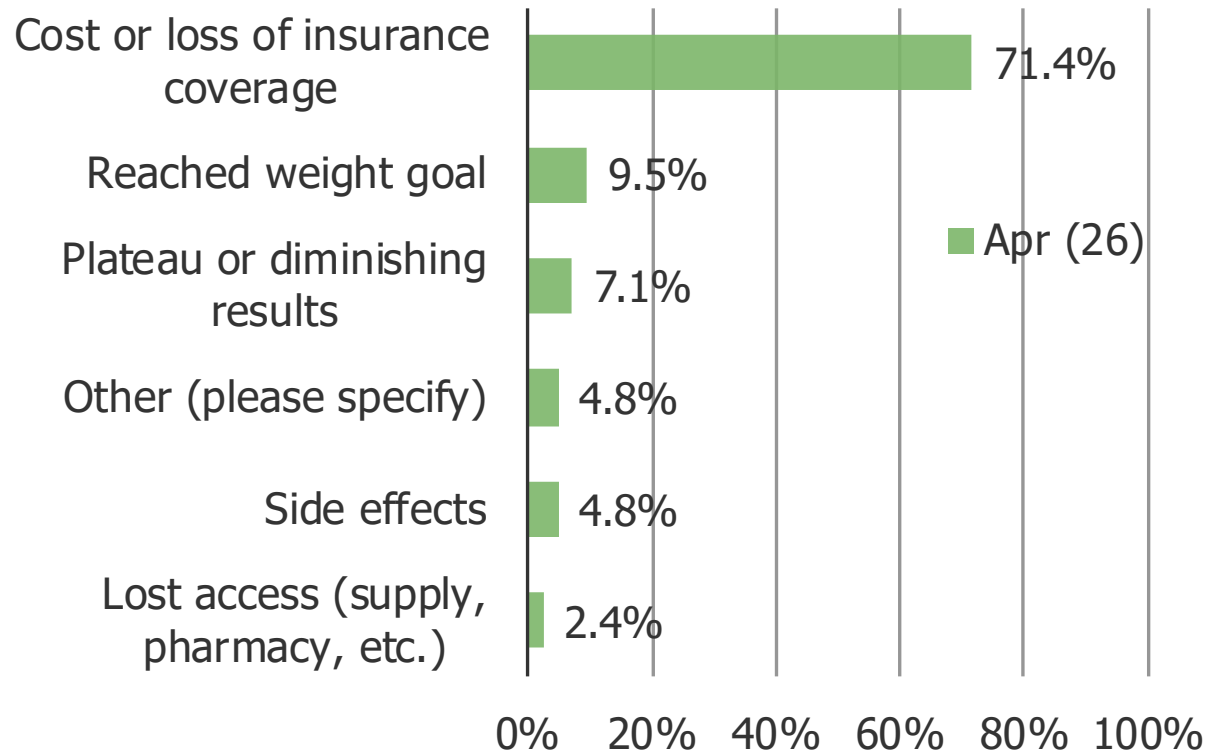
Of patients you start on a GLP-1, what percentage are still on therapy 12 months later?

Posed to target audience of doctors. (N=43)



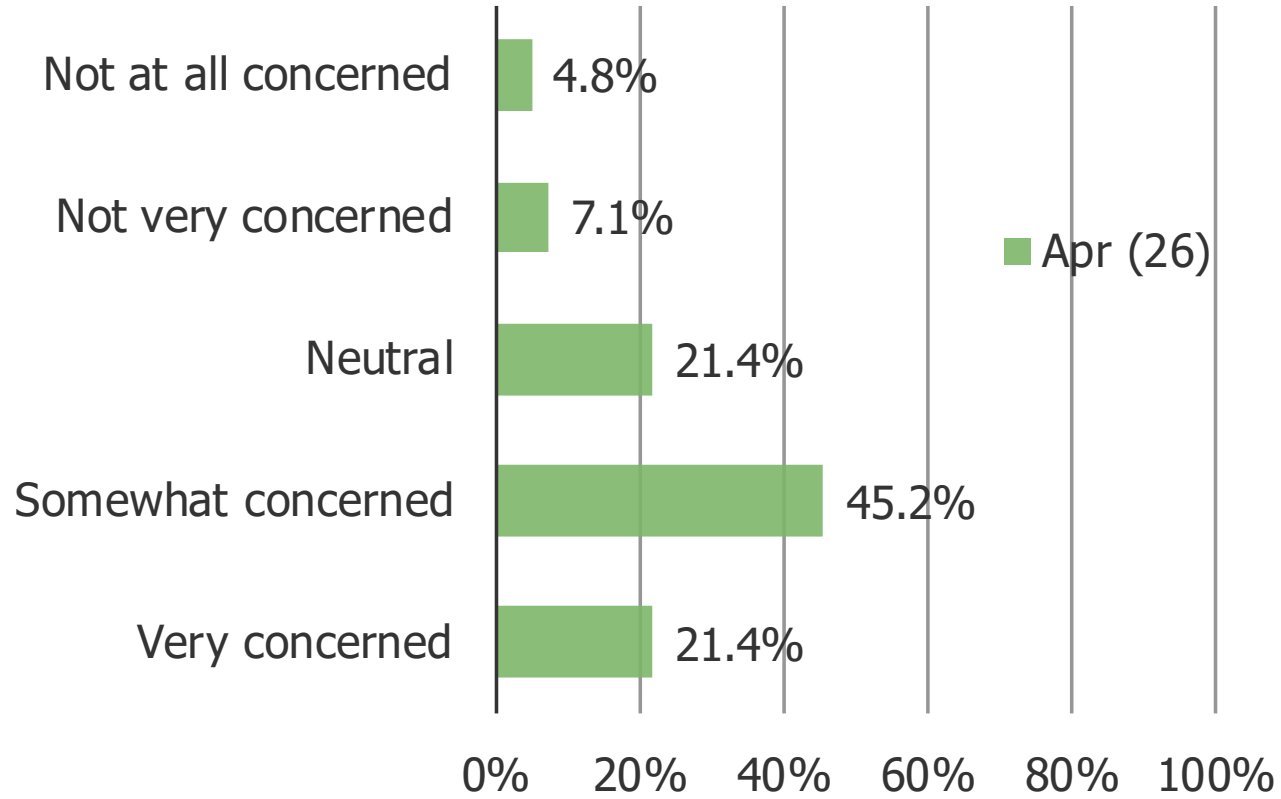
What is the most common reason patients discontinue GLP-1 therapy? (Select one)

Posed to target audience of doctors. (N=42)



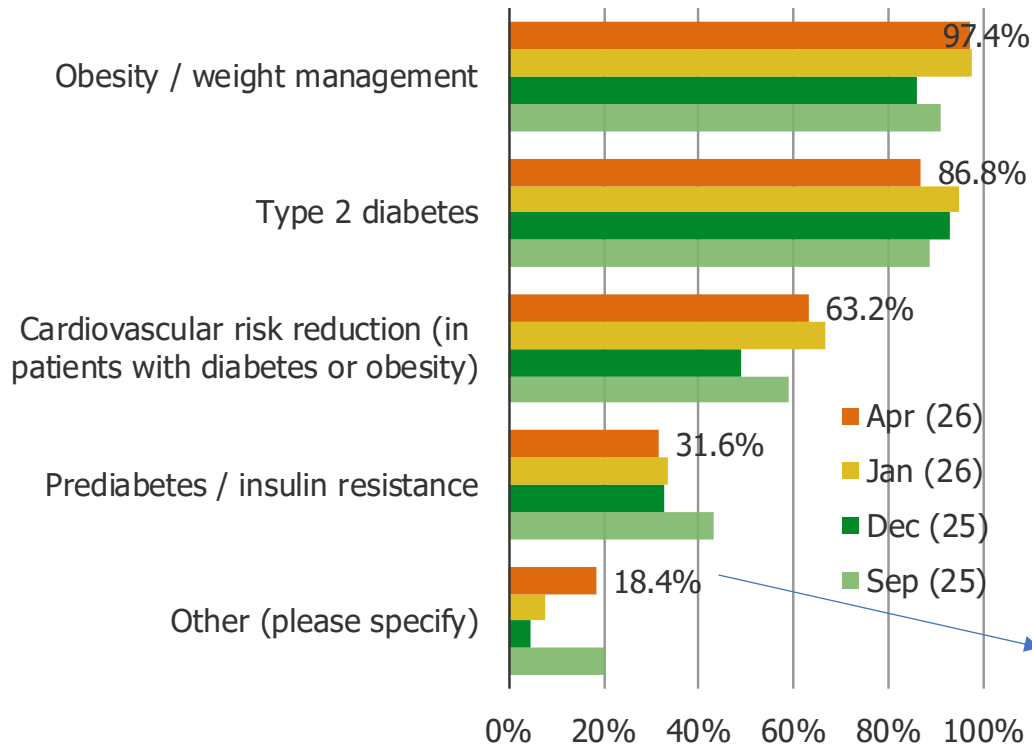
How concerned are you about muscle mass loss / sarcopenia as a side effect of GLP-1 therapy?

Posed to target audience of doctors. (N=42)



For which indications do you prescribe GLP-1s? (Select all that apply)

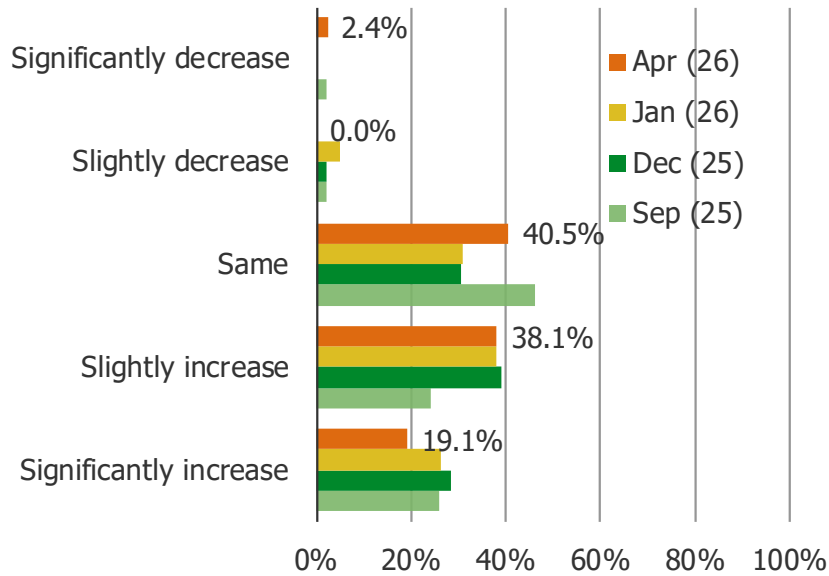
Posed to target audience of doctors. (N=38)



Apr 30 2026	OSA plus obesity
Apr 30 2026	Inflammatory conditions in patients with diabetes or obesity
Apr 29 2026	OSA
Apr 29 2026	OSA
Apr 26 2026	osa
Apr 25 2026	OSA
Apr 25 2026	OSA
Jan 27 2026	MASH
Jan 27 2026	OSAS
Jan 21 2026	OSA
Dec 02 2025	obstructive sleep apnea (in patients with diabetes or obesity)
Nov 29 2025	OSA
Nov 24 2025	MASH, OSA
Sep 12 2025	MASLD
Sep 12 2025	Fatty liver, PCOS
Sep 12 2025	OSA
Sep 12 2025	MASLD
Sep 11 2025	sleep apnea
Sep 11 2025	Addiction
Sep 10 2025	Weight regain after bariatric surgery
Sep 10 2025	Obstructive Sleep Apnea
Sep 10 2025	Substances Use Disorder

Do you expect to change how often you prescribe GLP-1s in the next year?

Posed to target audience of doctors. (N=42)

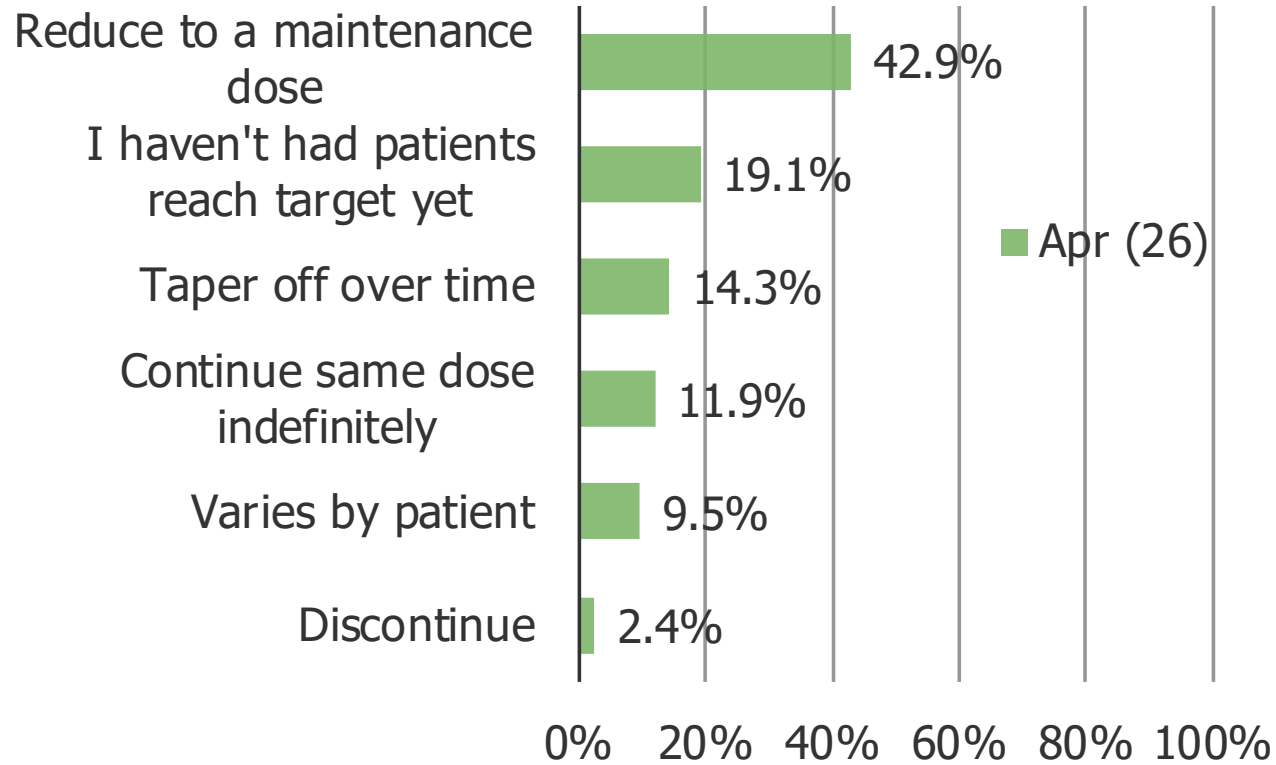


Optional Comments

Apr 30 2026	many of my patients can no longer afford it since MediCal decreased coverage
Apr 29 2026	Very beneficial medication; too bad we aren't compensated for it
Apr 29 2026	I'm a General Surgeon. I defer to the primary care provider for GLP-1 scripts
Apr 25 2026	This would depend on cost and insurance coverage
Jan 29 2026	i never prescribe it. Not my area of speciality. a lot of the questions doesnt apply to me actually!
Jan 28 2026	telehealth for obesity
Jan 28 2026	mostly medicaid population or uninsured, expect coverage to decrease
Jan 28 2026	I have changed my practice to obesity medicine
Jan 27 2026	I'm expecting some improvement in coverage
Jan 27 2026	already prescribing for nearly all patients
Jan 21 2026	Insurance coverage issues as patients who are not Type 2 Diabetics cannot afford self -pay
Dec 02 2025	may be decreased due to insurance, formulary changes and cost
Dec 02 2025	May decrease as understand coverage will decrease
Nov 29 2025	AVAILABILITY
Nov 29 2025	price likely to get better. Needs inclusion of pre-diabetes and fatty liver in insurance criteria to have more impact
Nov 28 2025	I wont prescribe this
Nov 26 2025	price has to come down, I send to local compounding pharmacy
Nov 25 2025	I'm going to retire in January
Nov 24 2025	medicaid doesn't cover GLP1s for weight loss, most of my patients are on medicaid
Nov 23 2025	im a surgeon prefer PCP prescribe and monitor patient
Sep 12 2025	i dont prescribe this drug
Sep 12 2025	Prior auth
Sep 11 2025	n/a
Sep 11 2025	because they are beneficial drugs that help people live healthier lives and reduce comorbid states
Sep 10 2025	More insurance coverage

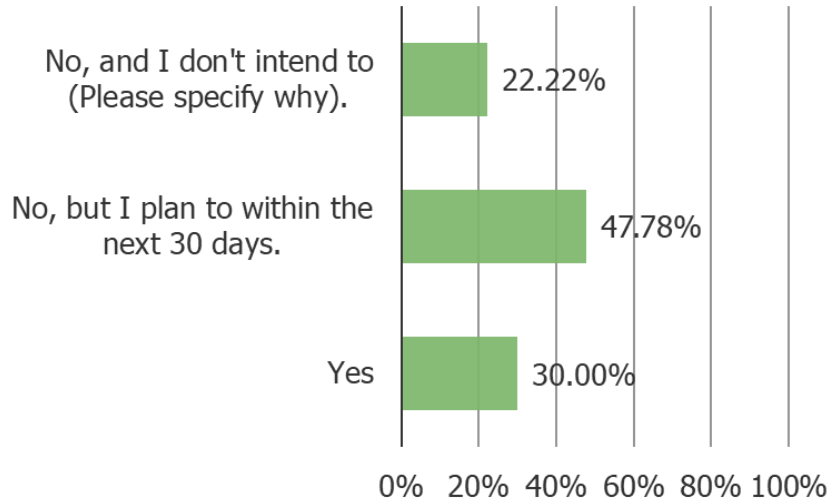
When a patient reaches their target weight on a GLP-1, what is your typical approach?

Posed to target audience of doctors. (N=42)



Have you prescribed the new Wegovy pill (oral semaglutide) since its launch?

Posed to target audience of doctors (combining responses in January and April of 2026, N = 90)

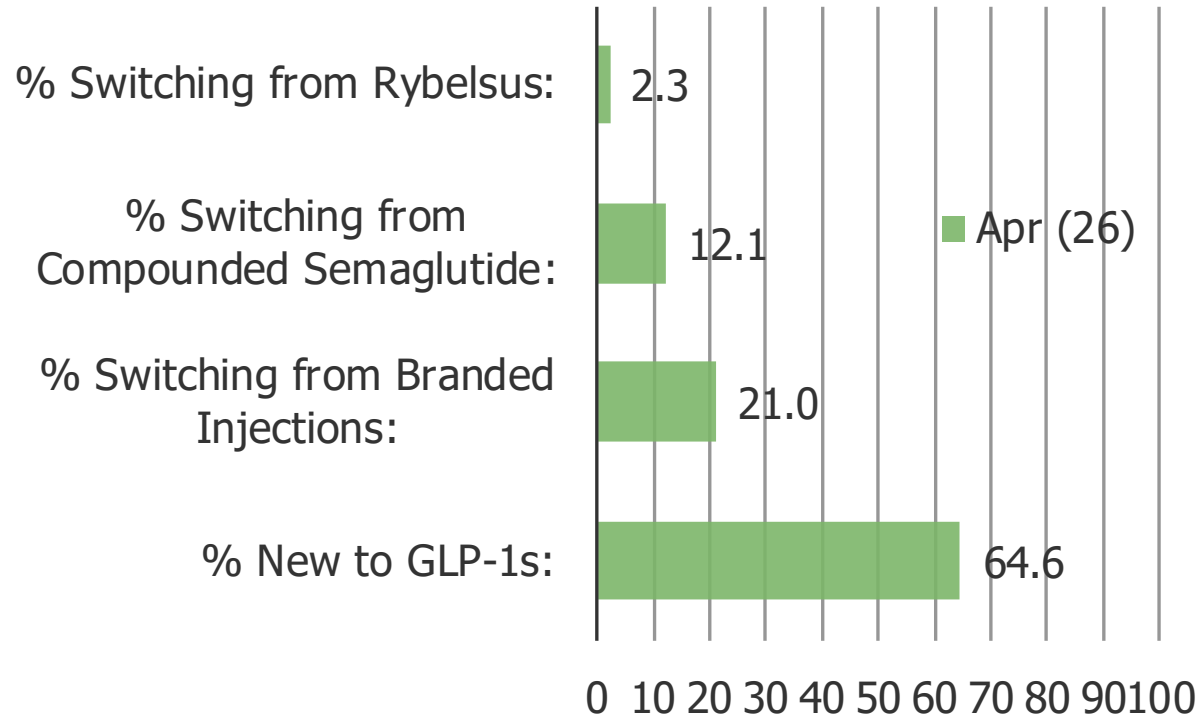


Optional Comments

Apr 30 2026	unlikely to be covered in my patient population
Apr 29 2026	don't know enough about it yet
Apr 29 2026	too new; not as effective; doubt va will cover it; when they do everyone will want to switch and it's going to create heavier work load
Apr 29 2026	no evidence of better efficacy
Apr 29 2026	Defer to the primary care provider...I practice acute care surgery
Apr 29 2026	Availability and efficacy
Apr 28 2026	will wait to see how it performs
Apr 26 2026	Not available in Italy
Apr 24 2026	donot use
Apr 24 2026	Stupidly expensive. I can get compounded tirzep for \$50 a month
Jan 29 2026	Doesnt apply to me (i never prescribe)
Jan 27 2026	unavailable
Jan 27 2026	not yet available through healthcare system pharmacy
Jan 26 2026	I do not know enough about it. I would have to see evidence based backing in order to do so. Prior GLP-1's have had more GI adverse effects from my current knowledge base. Also, I understand they are not as effective.
Jan 25 2026	I'm an acute care surgeon. This is not part of my practice
Jan 23 2026	need to see how stupidly expensive it is first
Jan 22 2026	not available
Jan 21 2026	Not sure it's for long term
Jan 21 2026	Not convinced of efficacy
Jan 21 2026	I haven't read any benefit on it for weight loss

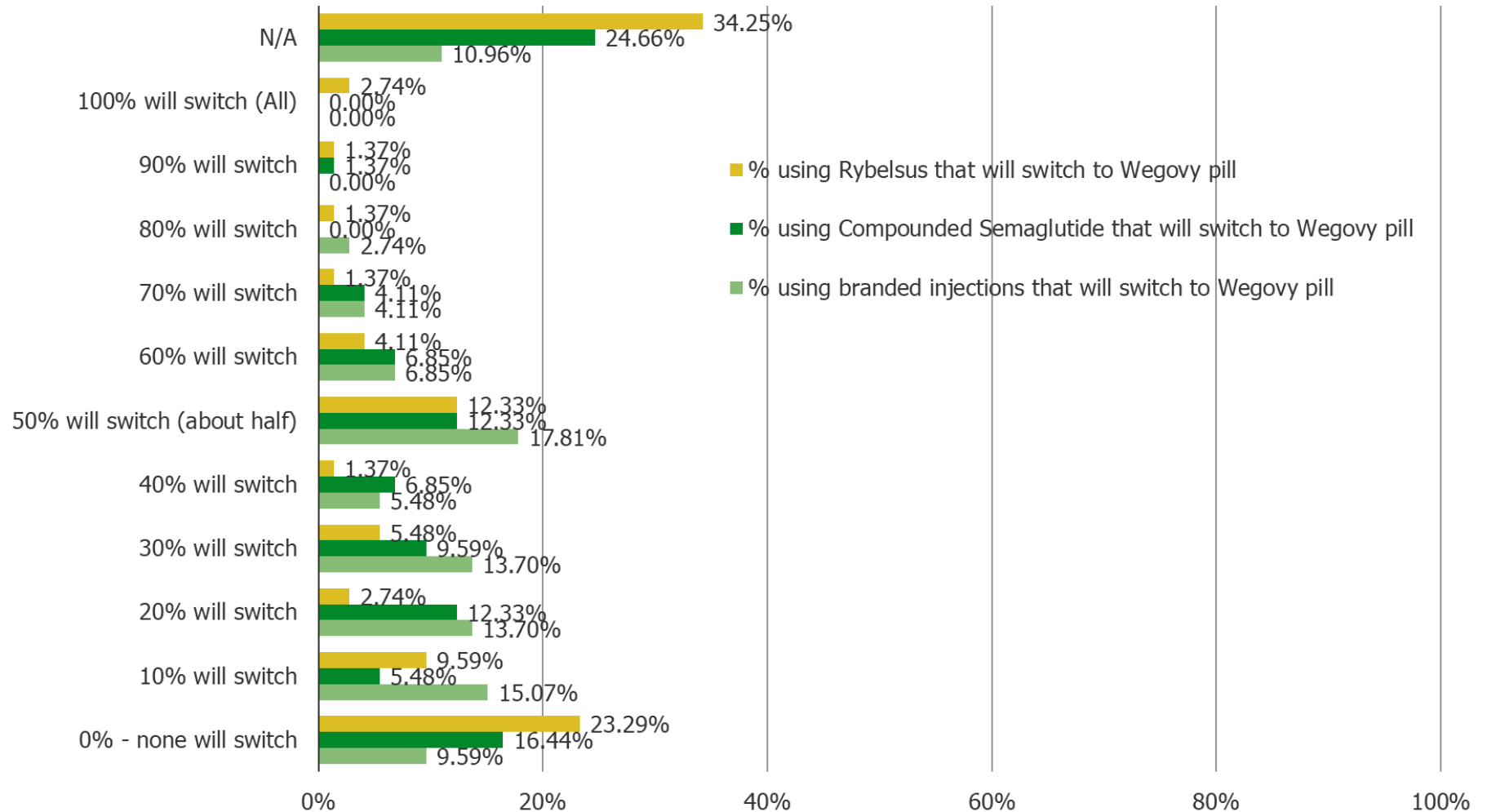
For the patients you have put on the Wegovy pill, please estimate the percentage that came from each of the following "buckets" (Total must = 100%)

Posed to target audience of doctors, combining all waves to date to reach a larger N size. (N=26)



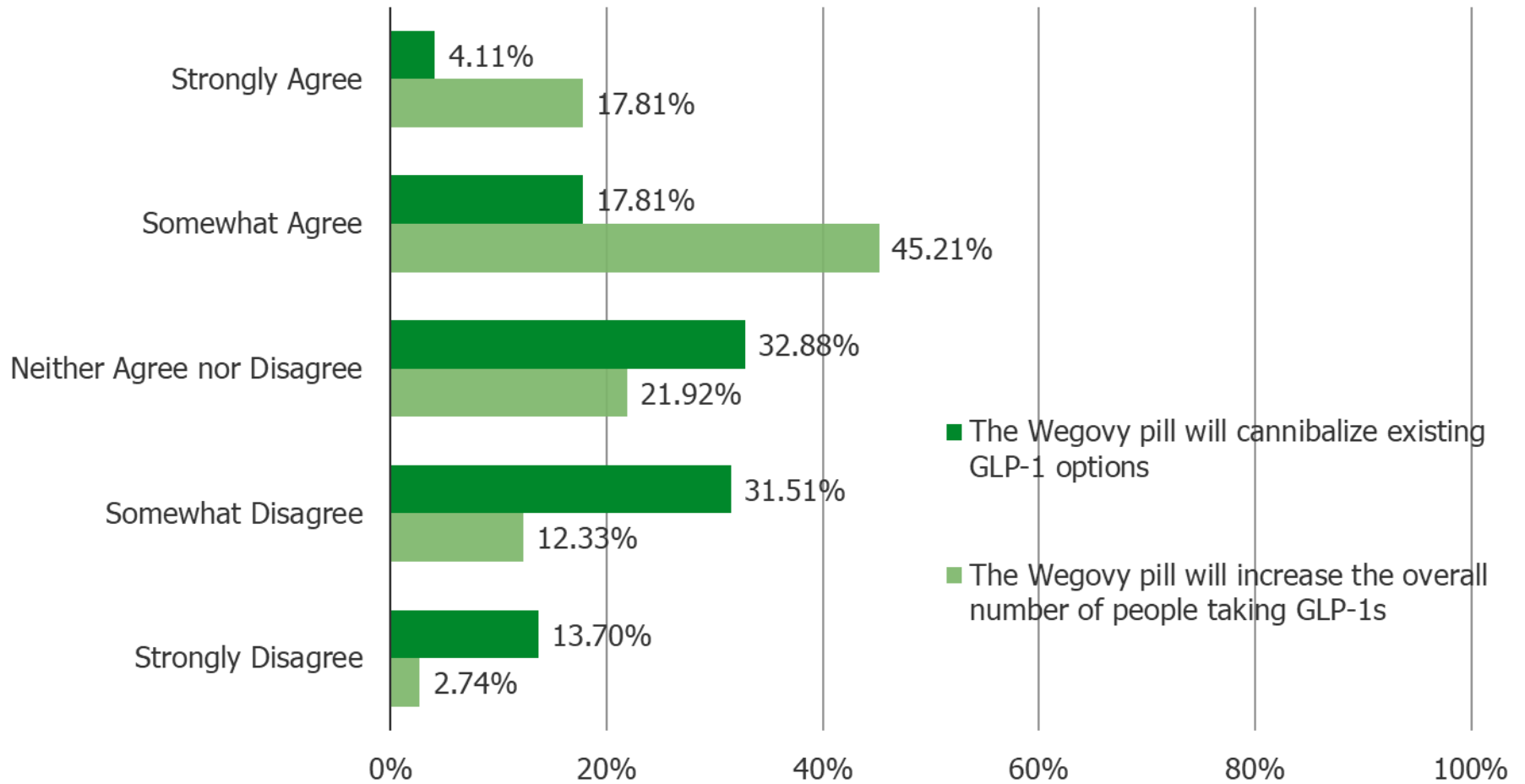
What percentage of patients using the following do you expect will switch to the Wegovy pill?

Posed to target audience of doctors (combining responses in January and April of 2026, N = 73)



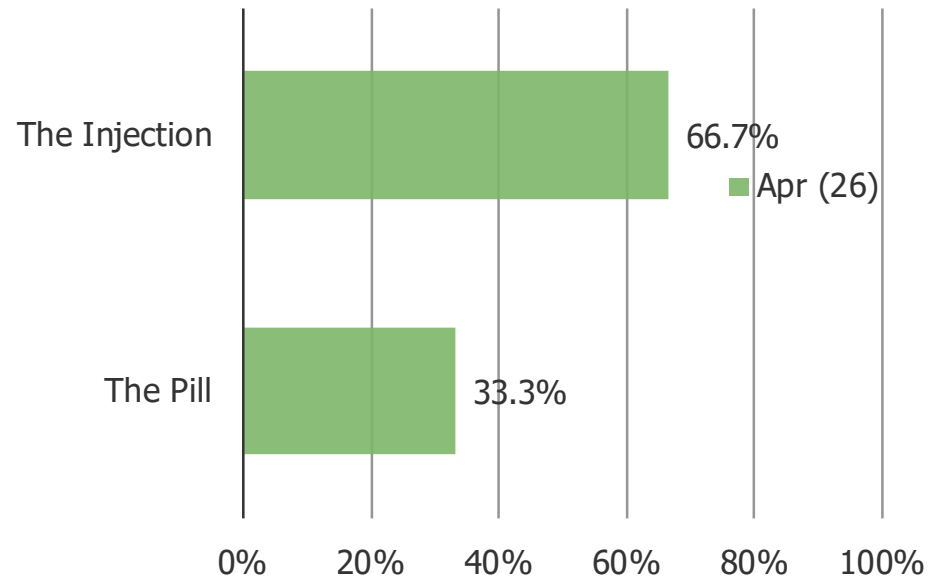
Please rate how much you agree with the following statement

Posed to target audience of doctors (combining responses in January and April of 2026, N = 73)

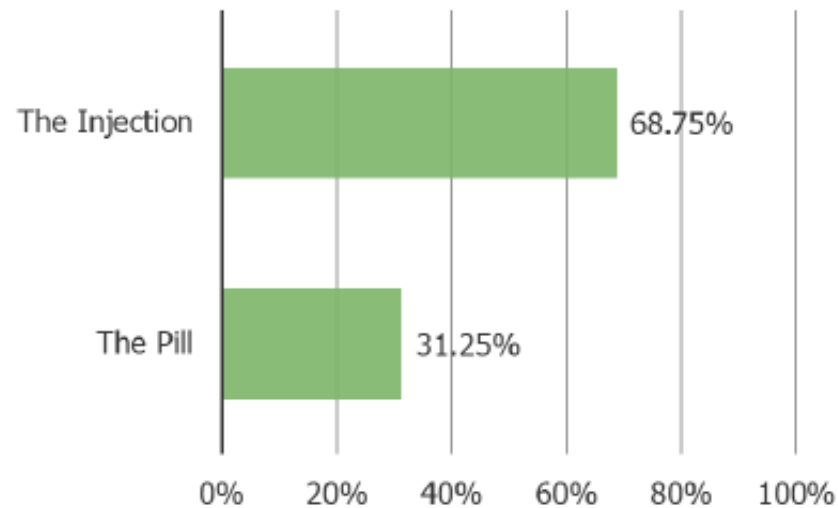


In a scenario where insurance coverage is equal, which format would be your default recommendation for a new patient, and why?

Posed to target audience of doctors. (N=36)



December 2025 Feedback



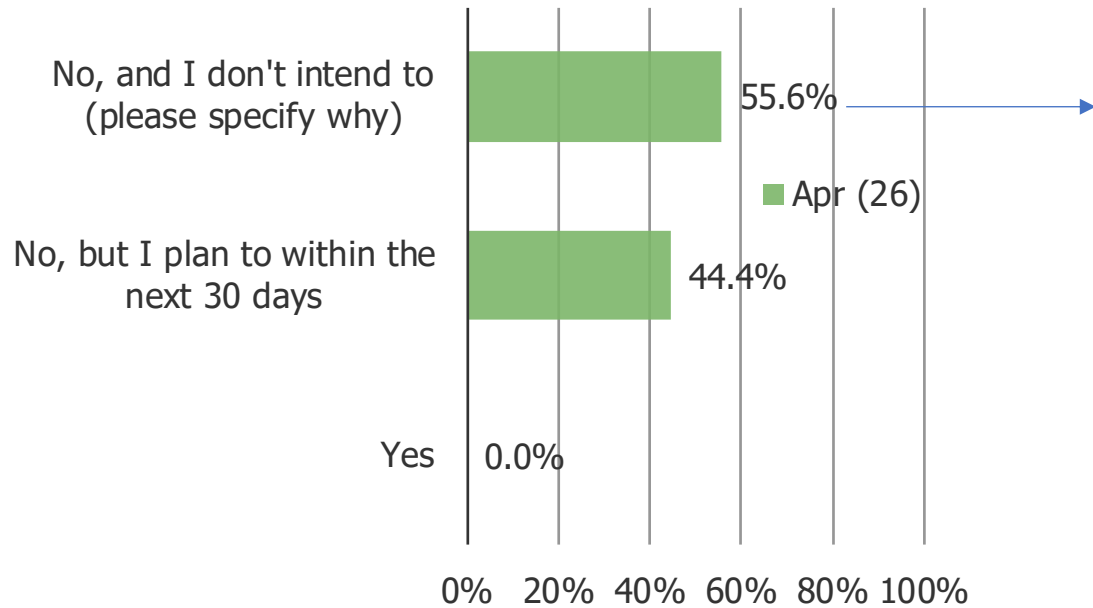
In a scenario where insurance coverage is equal, which format would be your default recommendation for a new patient, and why?

WHY?

May 01 2026	more effective
May 01 2026	More effective
Apr 30 2026	easier to take
Apr 30 2026	Only once a week
Apr 30 2026	stronger, better weight loss
Apr 30 2026	not sure yet, depends on individual patients, bioavailability factors, side effects, cost/coverage
Apr 30 2026	More data
Apr 29 2026	To avoid injection
Apr 29 2026	More weightloss
Apr 29 2026	less side effects and more effective i think
Apr 29 2026	injection works
Apr 29 2026	Weekly vs daily
Apr 29 2026	Ease
Apr 29 2026	Less pain for some, more convenient and less conspicuous to family
Apr 29 2026	More compliance
Apr 28 2026	Once a week instead of daily
Apr 28 2026	crazy long time to titrate up and the expense goes up incrementally
Apr 28 2026	Convenient
Apr 28 2026	cost and compliance
Apr 28 2026	Once a week
Apr 27 2026	Weekly vs daily
Apr 27 2026	effectiveness of injection compared to the pill
Apr 27 2026	more efficient
Apr 26 2026	Once weekly, better compliance
Apr 25 2026	Convenience of once weekly administration rather than daily medication
Apr 25 2026	Easier for pts
Apr 25 2026	I feel like it's more effective.
Apr 25 2026	Compliance
Apr 25 2026	Better results
Apr 25 2026	Easier dosing
Apr 24 2026	won't write branded GLP-1, rarely covered and a waste of time. I get from online pharmacy much cheaper
Jan 30 2026	Weekly injection likely to have higher compliance
Jan 28 2026	side effects of oral meds
Jan 27 2026	Easier and less chance for injection site reactions
Jan 27 2026	oral medication is better than injection
Jan 27 2026	Less side effects from injection compared to pill
Jan 27 2026	Ease of administration and acceptance
Jan 27 2026	availability
Jan 27 2026	more consistent adherence to therapy
Jan 27 2026	Cost and ease of admin
Jan 26 2026	Requires more patient commitment to control / wt loss
Jan 26 2026	Once weekly, better compliance
Jan 25 2026	ease of use, avoid injections
Jan 23 2026	easier and pill too new, don't now how it will be tolerated but Rybelsis was not well tolerated
Jan 23 2026	Eliminate fear of needles.
Jan 23 2026	Better efficacy, no issues with having to take the drug apart from food, only taking once a week.
Jan 22 2026	will give pill another year to play out in the real world
Jan 22 2026	Proven efficacy and dosing weekly
Jan 22 2026	more predictable
Jan 21 2026	expect better weight loss to start, may maintain with oral
Jan 21 2026	The pill is ineffective
Jan 21 2026	side effects
Jan 21 2026	compliance
Jan 21 2026	Pill is difficult to take no coffee for 30 min every day limits patients interest when the shot is one a week
Jan 21 2026	Have more experience with the injections
Jan 21 2026	Efficacy

Have you prescribed Foundayo (orforglipron) since its April 2026 launch?

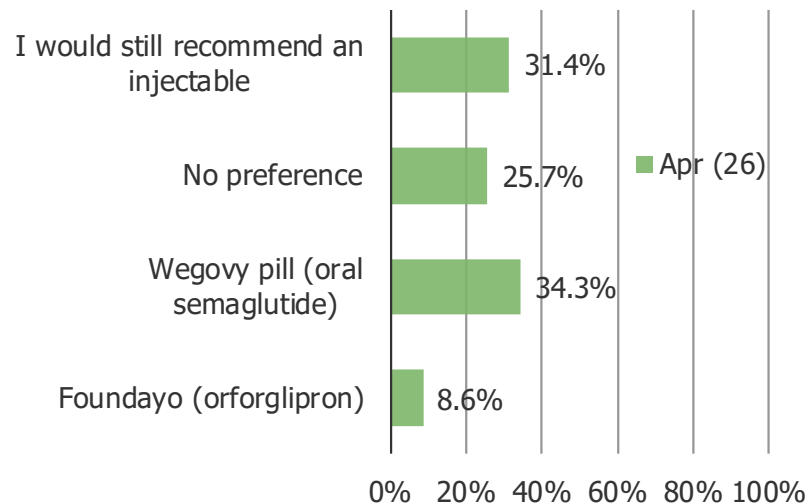
Posed to target audience of doctors. (N=36)



May 01 2026	Won't get it covered by insurance, expense
Apr 30 2026	never heard of it
Apr 30 2026	need to get more info
Apr 30 2026	don't know what it is
Apr 30 2026	I need to learn more about it
Apr 29 2026	Non availability
Apr 29 2026	don't know about it
Apr 29 2026	no
Apr 29 2026	Trial data appears biased
Apr 29 2026	Unfamiliar with this med
Apr 29 2026	Unsure of drug
Apr 29 2026	Not sure about results
Apr 28 2026	Not yet available
Apr 28 2026	will wait
Apr 27 2026	Unfamiliar with it
Apr 27 2026	need evidence on the side effects
Apr 25 2026	Unless it would be covered by insurance or affordable
Apr 25 2026	Dont know enough about it
Apr 24 2026	see above
Apr 24 2026	not aware of it

In a scenario where insurance coverage is equal, which oral GLP-1 would be your default recommendation?

Posed to target audience of doctors. (N=35)

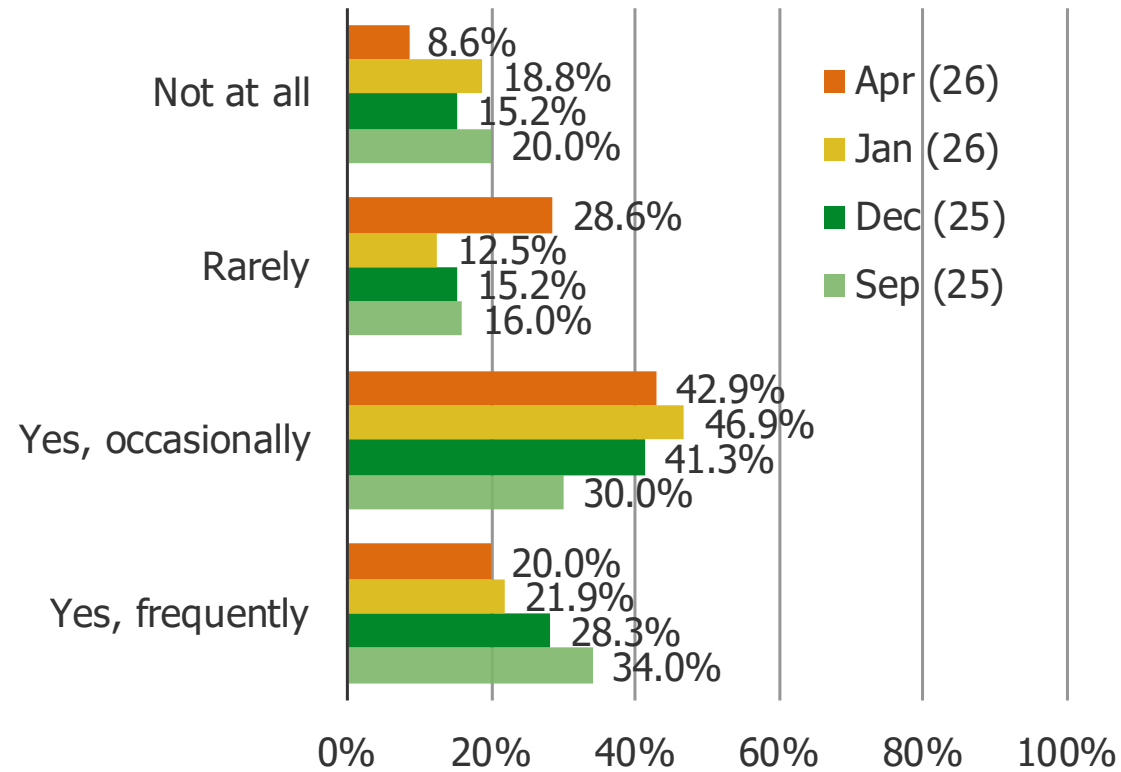


Why?

Apr 29 2026	Availability
Apr 29 2026	based on VA rules
Apr 29 2026	Can be taken anytime
Apr 29 2026	Most data
Apr 29 2026	Would defer to the primary provider. I am an acute care surgeon
Apr 28 2026	Once a week doing and more weight loss overall
Apr 28 2026	Not yet available
Apr 28 2026	easy to use
Apr 28 2026	Once weekly and known effects
Apr 27 2026	Can take with or without food
Apr 27 2026	safe drug
Apr 26 2026	compliance with once weekly
Apr 25 2026	Patient preference, though appears the injectables are more convenient with the weekly administration rather than daily oral medication
Apr 25 2026	Ease of delivery
Apr 25 2026	The side effects are apparently worse with Foundayo
Apr 24 2026	see above; make price competitive. \$50 a month

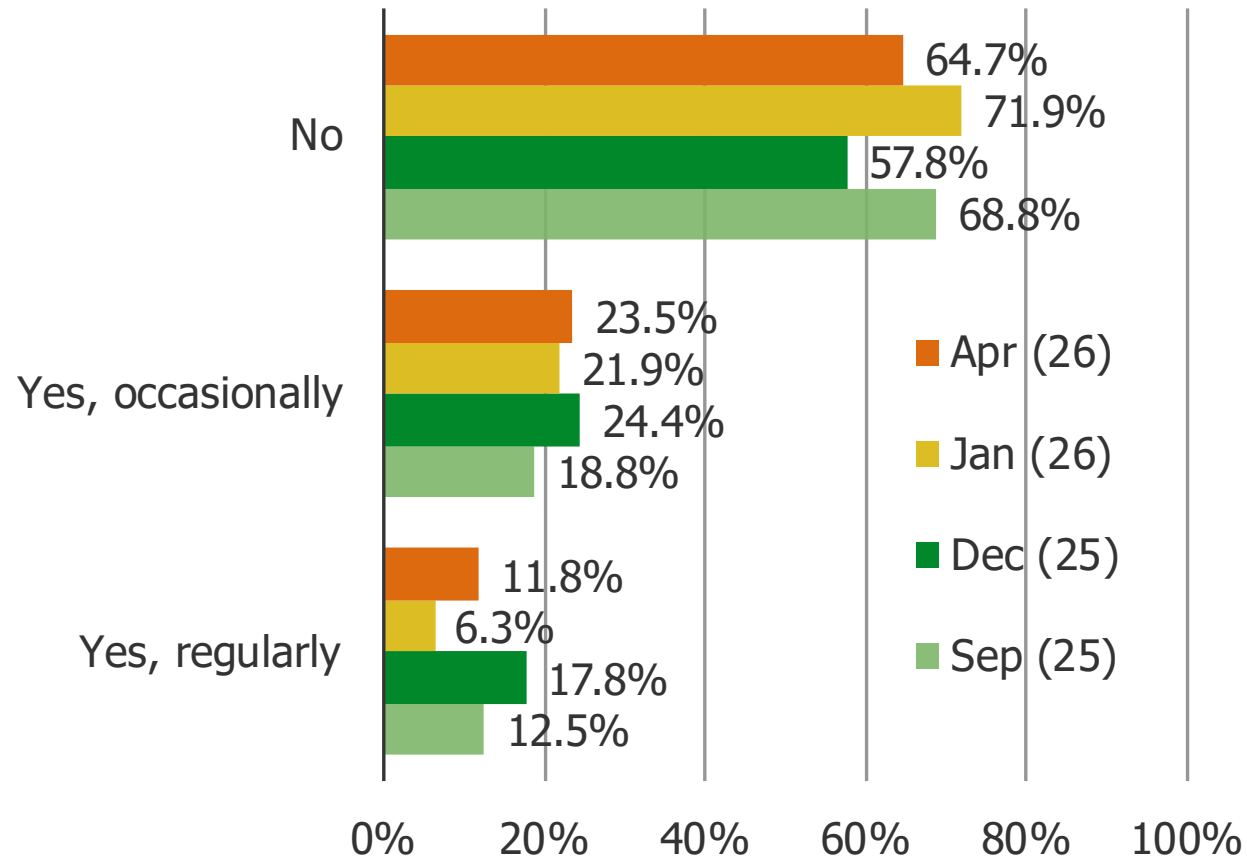
Are your patients asking about compounded GLP-1s as an alternative to branded products?

Posed to target audience of doctors. (N=35)



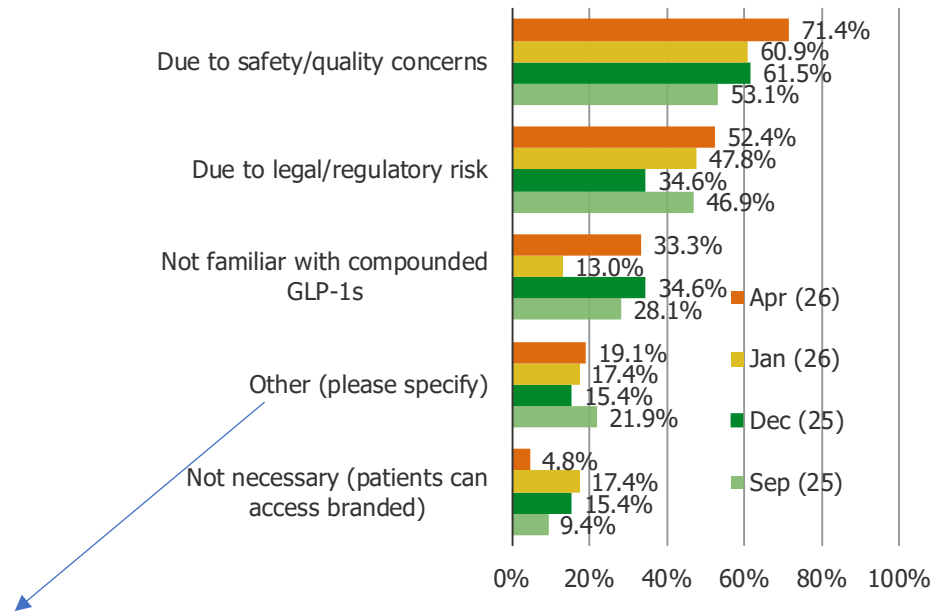
Do you currently prescribe or recommend compounded GLP-1s?

Posed to target audience of doctors. (N=34)



You mentioned that you do not prescribe or recommend compounded GLP-1s. Why don't you? Select all that apply

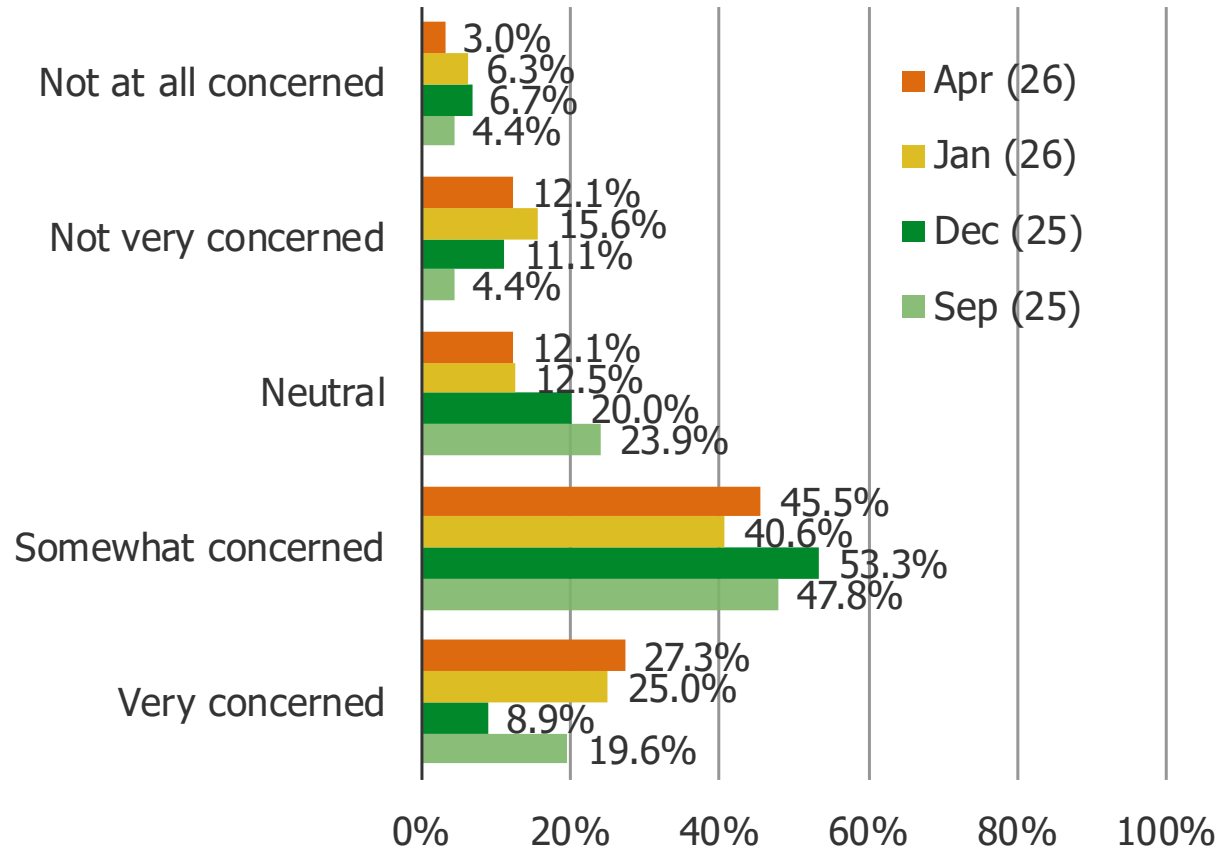
Posed to target audience of doctors who do not prescribe or recommend compounded GLP-1s. (N=21)



Apr 30 2026	anecdotally when patients come to me taking these, they don't seem to work
Apr 29 2026	not available in the va
Apr 29 2026	Not part of my practice as an acute care surgeon
Apr 25 2026	Availability
Jan 27 2026	unavailable
Jan 25 2026	Just trying to get acute surgical problems addressed ONLY
Jan 23 2026	Structure of office
Jan 22 2026	not available
Dec 02 2025	Not certain about compounding pharmacies in my area
Nov 28 2025	I am a general surgeon with no intention in changing my scope
Nov 25 2025	Have only had 1 patient who requested it for weight loss, and can't recall any patients who are taking or needing it for T2DM
Nov 24 2025	I do recommend
Nov 23 2025	Insurance won't usually cover; my patients also would have trouble drawing up medications instead of using prefilled syringes
Sep 16 2025	I no longer have access to semaglutide compounded version
Sep 12 2025	I am a surgeon and see the complications from them.
Sep 12 2025	Did, but then pharmacy stopped compounding
Sep 12 2025	Due to local access
Sep 11 2025	we are a surgeon's clinic so they get their meds thru PCP
Sep 10 2025	Not available in Australia
Sep 10 2025	Unsure of where to find reputable compounding pharmacies

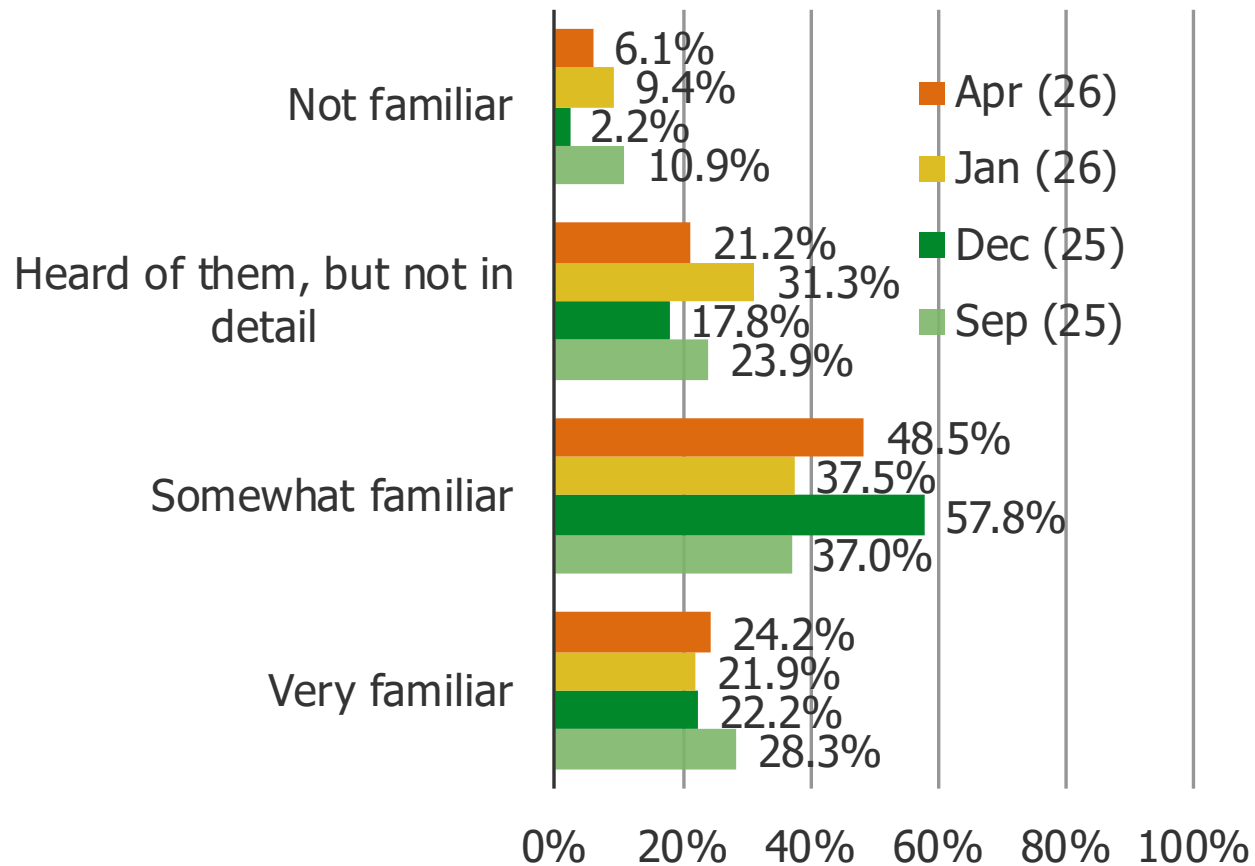
How concerned are you about the safety/quality of compounded versions?

Posed to target audience of doctors. (N=33)



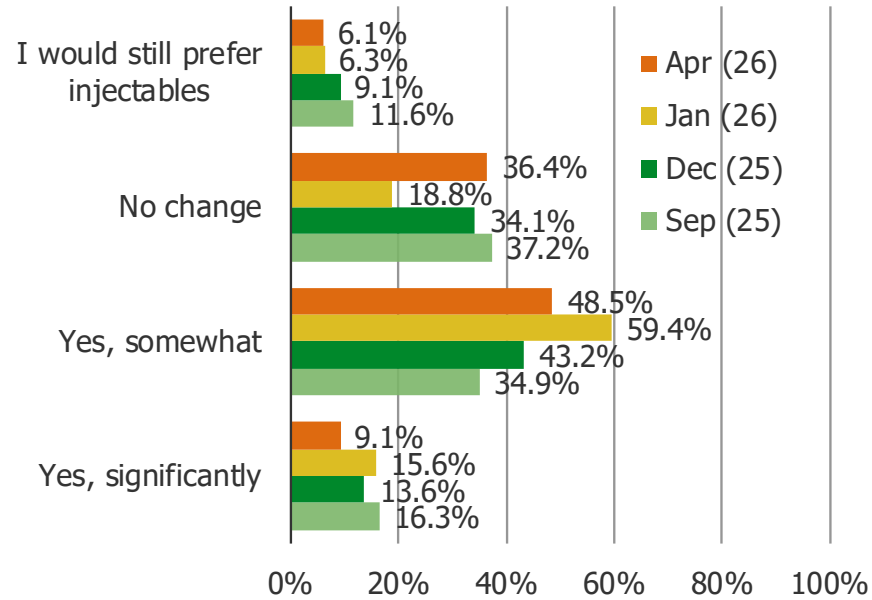
How familiar are you with oral GLP-1s in development (e.g., oral semaglutide for obesity)?

Posed to target audience of doctors. (N=33)



Would an oral formulation meaningfully increase your GLP-1 prescribing compared to injectables?

Posed to target audience of doctors. (N=33)

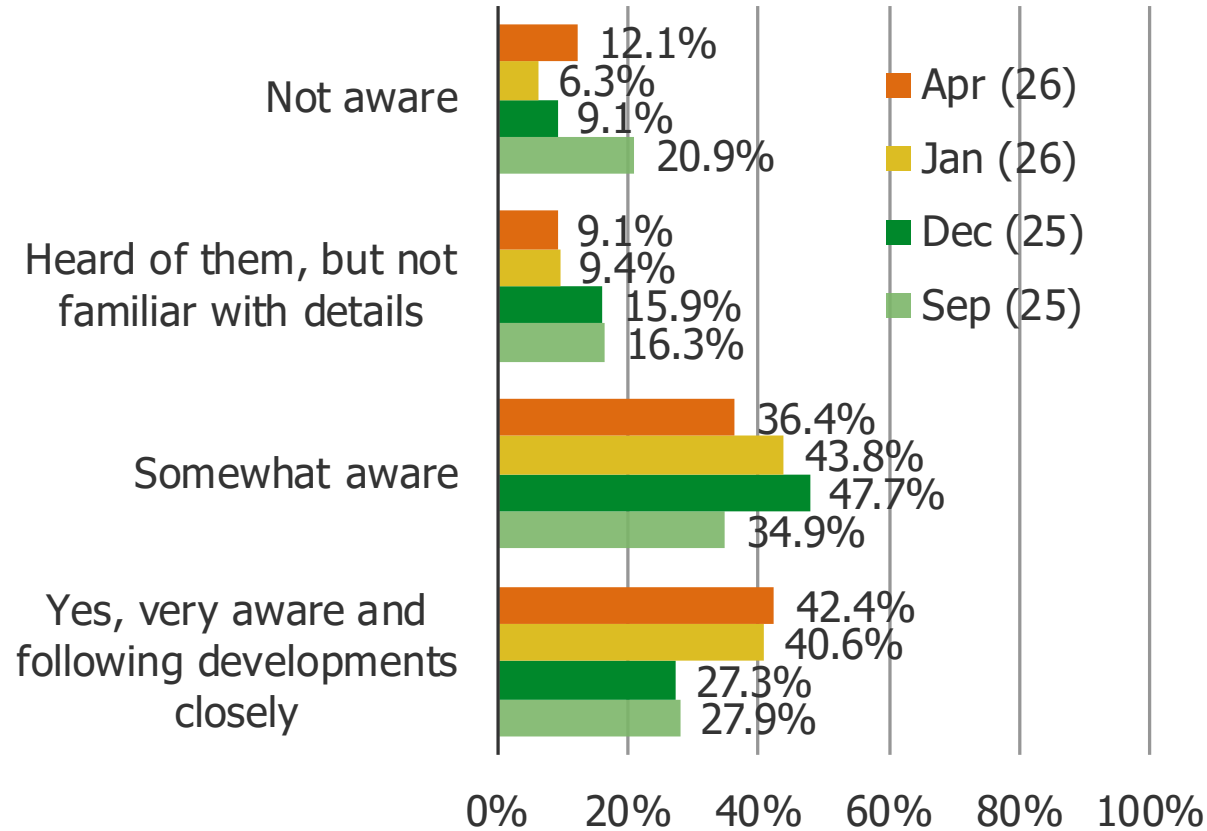


Why?

May 01 2026	insurance coverage is still an issue and limits how many people have access to the medication
Apr 30 2026	it would if insurance covered them but as of now it's a non issue. but I have heard they don't work as well
Apr 28 2026	if price is real not going up with increased dose
Apr 25 2026	Depend on patient preference
Apr 24 2026	stupid expensive, as stated.
Jan 27 2026	Side effects have been significant for rybelsus (main reason for discontinuation) and Wegovy pill dose goes higher to 25 mg and is being studied at
Nov 26 2025	only if not stupid expensive, then no
Nov 26 2025	Case by case bases.
Nov 25 2025	Some patients prefer oral. Would like to see evidence that PO is just as effective
Nov 24 2025	scheduling administration and consistency is better with injectables, fewer side effects.
Nov 24 2025	depends on outcome
Nov 23 2025	Bioavailability. The oral version of semag sucks.
Sep 12 2025	Will need to see data and cost issues
Sep 12 2025	Once a week is so easy
Sep 10 2025	More convenient

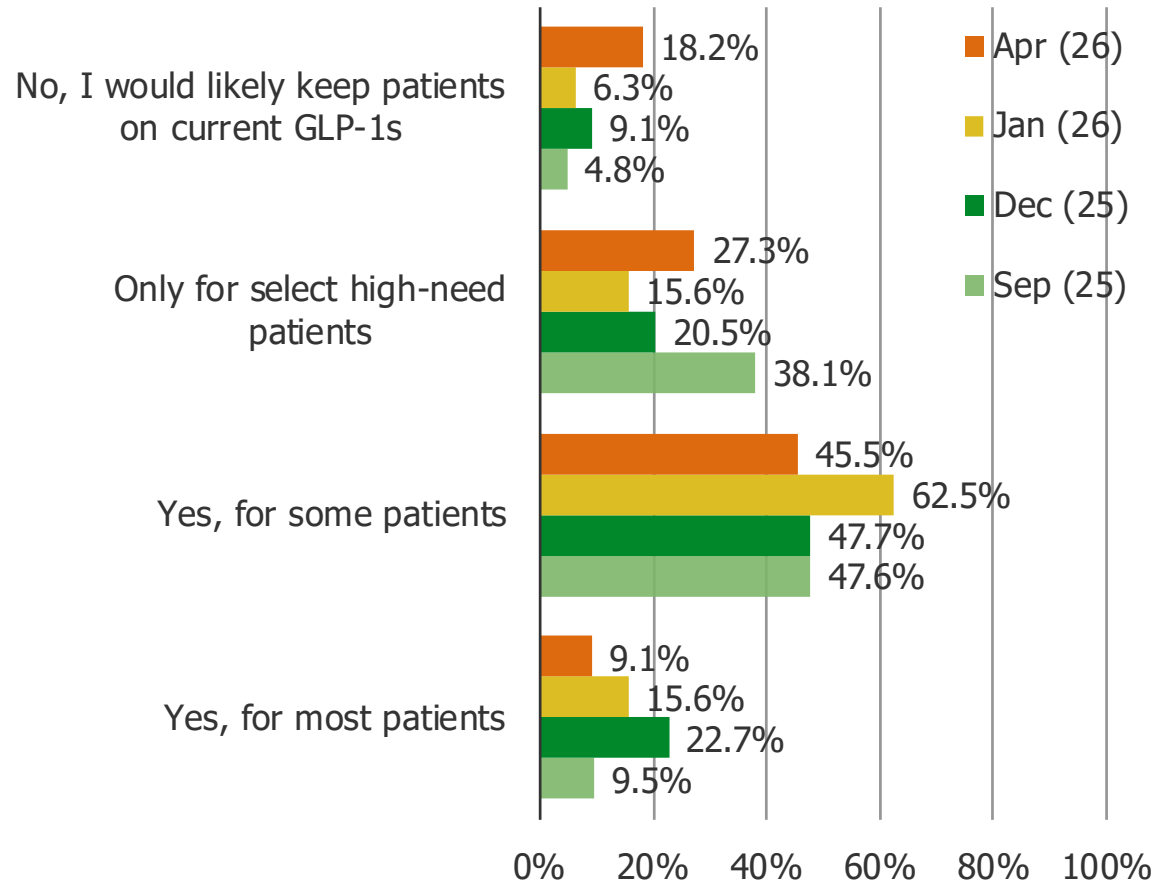
Are you aware of next-generation agents (e.g., tirzepatide, triple agonists in trial)?

Posed to target audience of doctors. (N=33)



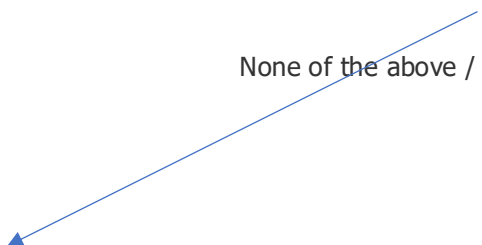
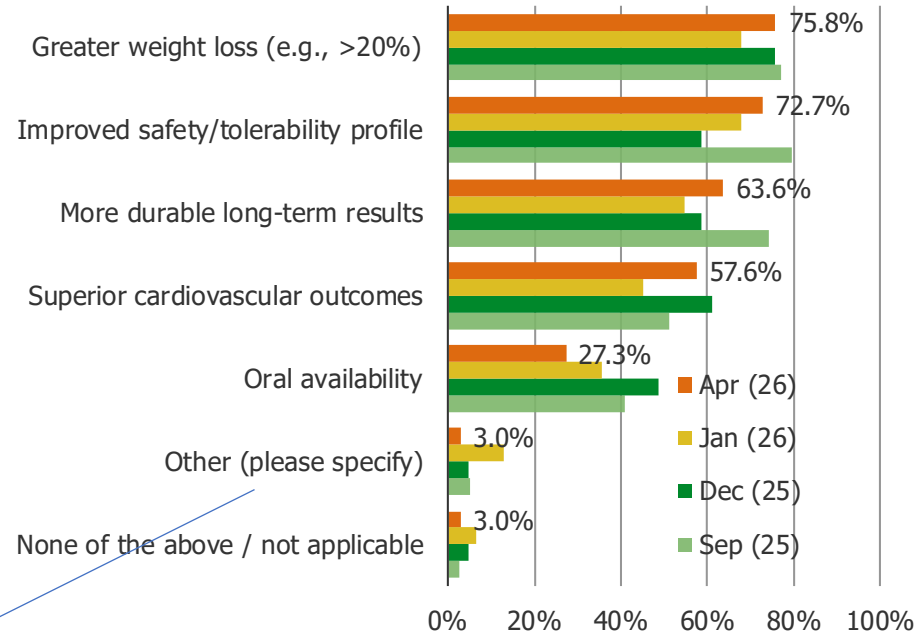
Do you expect to switch patients from first-gen GLP-1s to these agents if/when they are available?

Posed to target audience of doctors. (N=33)



What efficacy benchmarks would drive you to switch to dual/triple agonists? (Select all that apply)

Posed to target audience of doctors. (N=33)



Apr 24 2026	cost. you have to be stop being so greedy. maybe make 500 million a year instead of 5 billion
Jan 30 2026	along with Decreased expense, increased availability
Jan 28 2026	easier to take
Jan 27 2026	Cost
Jan 25 2026	I don't prescribe them
Jan 23 2026	price. Until the price comes down, I get it compounded for 1/5 of what it costs in the pharmacy
Jan 23 2026	Less side effects
Dec 02 2025	shared medical decision
Nov 29 2025	OSA
Nov 23 2025	Insurance coverage
Sep 12 2025	cost
Sep 12 2025	Comparable cost and availability

Which of the following access programs have had a noticeable impact on your GLP-1 prescribing in the past 6 months? (Select all that apply)

Posed to target audience of doctors. (N=33)

