

evidation

A better understanding of weight management requires richer data.
Explore patient experience data, from everyday life.



Access data including ePROs, surveys, and digital measures, to characterize the everyday experience of thousands of individuals in the Evidation Community on weight management journeys.

For nearly a decade, Evidation has used a **direct connection with patients** to collect permissioned data that allow for deeper segmentation within specific populations.



Self-reported data collected

- Demographics
- SDOH
- Diagnosis
- Comorbidities
- Medical care
- Symptoms
- Treatments (Rx, OTC)
- Treatment experience
- Lifestyle changes
- Lab values
- Quality of life
- Digital measures



Evidation's weight management community

Data accurate as of September 2024

Evidation launched The Weight Management Experience Survey to better understand real-world experiences of individuals managing their weight. **So far, 100,000+ Evidation Members engaged with the survey.**

Our team will continue to collect this data from the same participants in a recurring, longitudinal manner to uncover deeper insights that can lead to better health outcomes.


74,000+

individuals who are overweight or obese


5,900+

individuals who have ever been on a GLP-1 medication for weight

Available data



Survey responses



PHQ-8 and GAD-7



Connected scales



Heart rate



Sleep



Activity

Real-world weight management case studies

For more than a decade, Evidation has conducted studies that directly engage individuals to measure the real-world impact of weight-related treatment perceptions, behavioral interventions, digital solutions, and chronic disease management.



Improved blood pressure in overweight individuals through a digital self-management program

OVERVIEW:

- 151 adults with excess body weight and self-reported hypertension
- 3-month evaluation via a single-arm, non-randomized trial
- Baseline and follow-up surveys
- App intervention: Education, counseling, engagement
- Connected BP monitor and weight scale

OUTCOMES:

- Published evidence that the app improves BP and medication adherence

Behaviors and characteristics of current and previous users of GLP-1s in an online health community

OVERVIEW:

- 109,126 US adults from an online community
- One-time survey on experiences with weight management strategies

INSIGHTS:

- Insurance coverage may play a crucial role in determining access to GLP-1 medications
- Future research needs to address obstacles to continued weight management post-GLP-1 treatment

The Evidation Community: A direct, ongoing connection to patients

Data collected by Evidation comes from the Evidation Community, a privacy-first health tracking tool used by millions, that rewards individuals for taking daily health actions, sharing their health experiences, and participating in research.

Engaged, research-ready, and well-characterized

- **97%** of U.S. zip codes covered
- **1.3M+** participants in research
- **80-90%** content engagement
- **100+** health conditions represented



Recruitment

Rapid, targeted enrollment into trials and studies based on characteristics from ongoing surveys

Patient Insights & Datasets

Fast access to an engaged population for surveys, hypothesis testing, and condition-specific datasets

Studies

End-to-end design and management of observational direct-to-patient studies

Platform

Higher quality data in long-term research through better retention and protocol compliance