# BEYOND WEIGHT LOSS: BUILDING A MORE COMPLETE OBESITY EVIDENCE STRATEGY

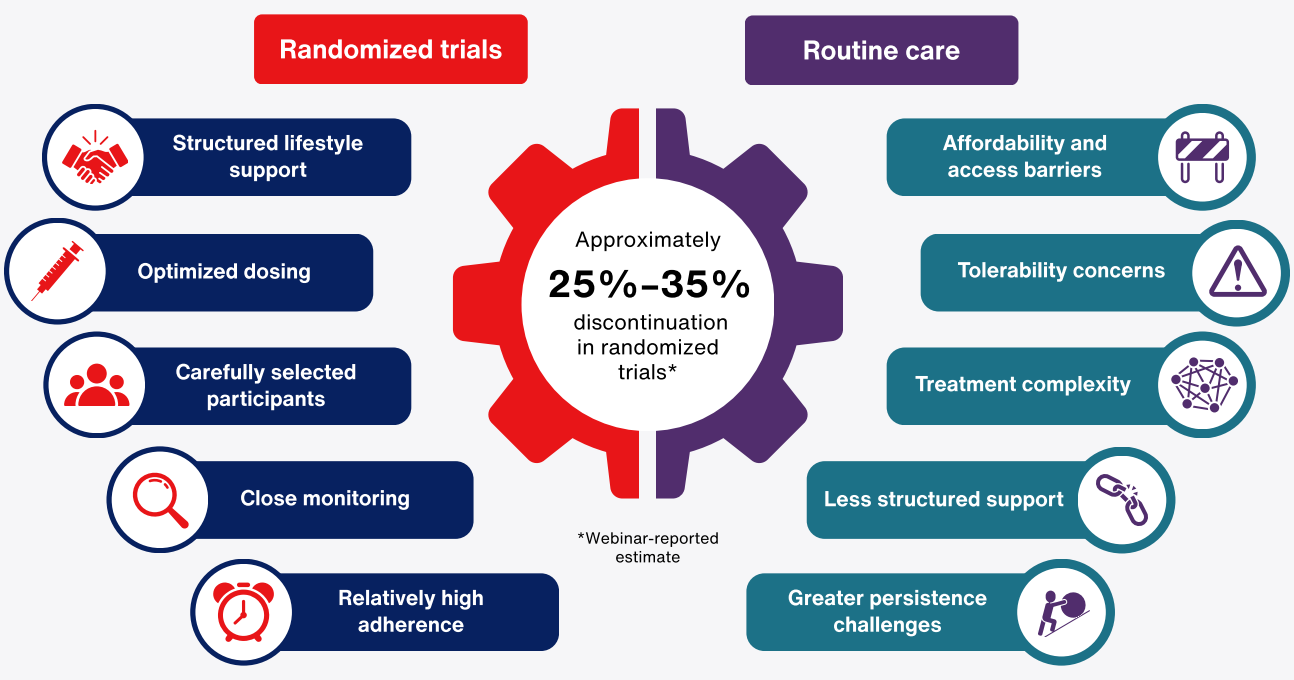
**How an integrated evidence strategy can connect weight loss to patient benefit, access and long-term value.**

## THE OBESITY EVIDENCE LANDSCAPE IS CHANGING

Obesity treatments are producing substantial weight loss, but efficacy alone does not demonstrate long-term value. As development becomes more crowded, sponsors will need to demonstrate differentiation through expanding trial strategies to assess patient experience, clinical outcomes, treatment durability and performance in routine care.

- **Demonstrate weight loss** → Efficacy under controlled conditions
- **Demonstrate broader benefit** → Function, quality of life and comorbidity outcomes
- **Demonstrate long-term value** → Durability, real-world effectiveness and healthcare impact

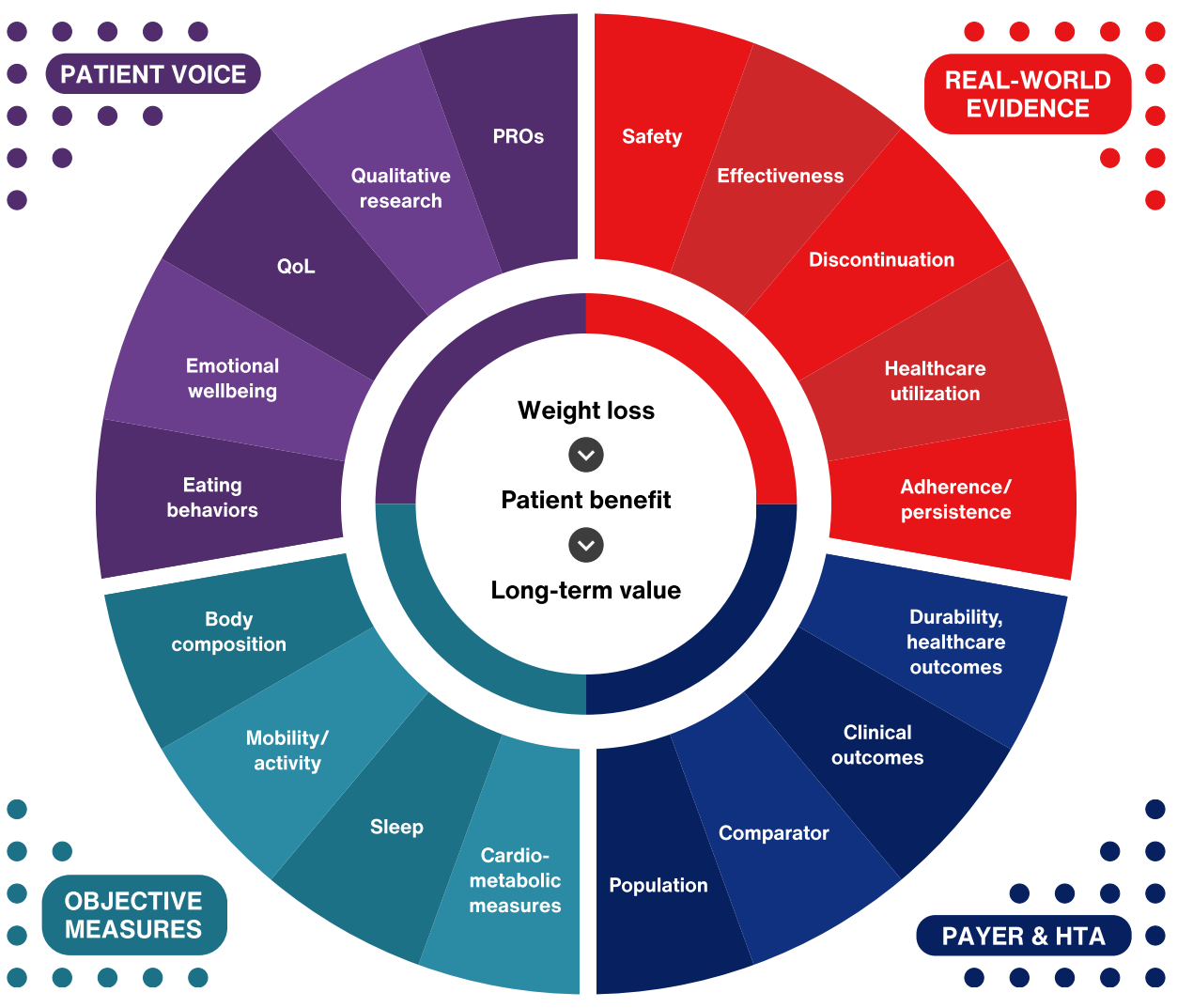
## CLOSING THE TRIAL-TO-REAL-WORLD GAP




**Treatment persistence may become one of the most important determinants of long-term success.**

## MEASURING VALUE BEYOND THE SCALE

**A more complete evidence strategy.**

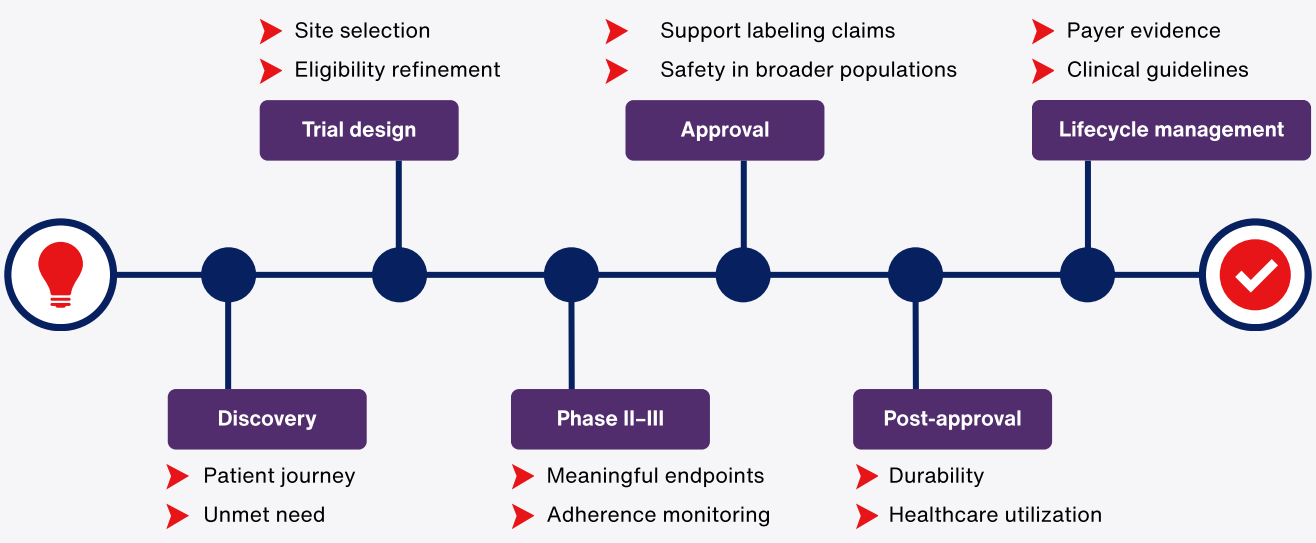


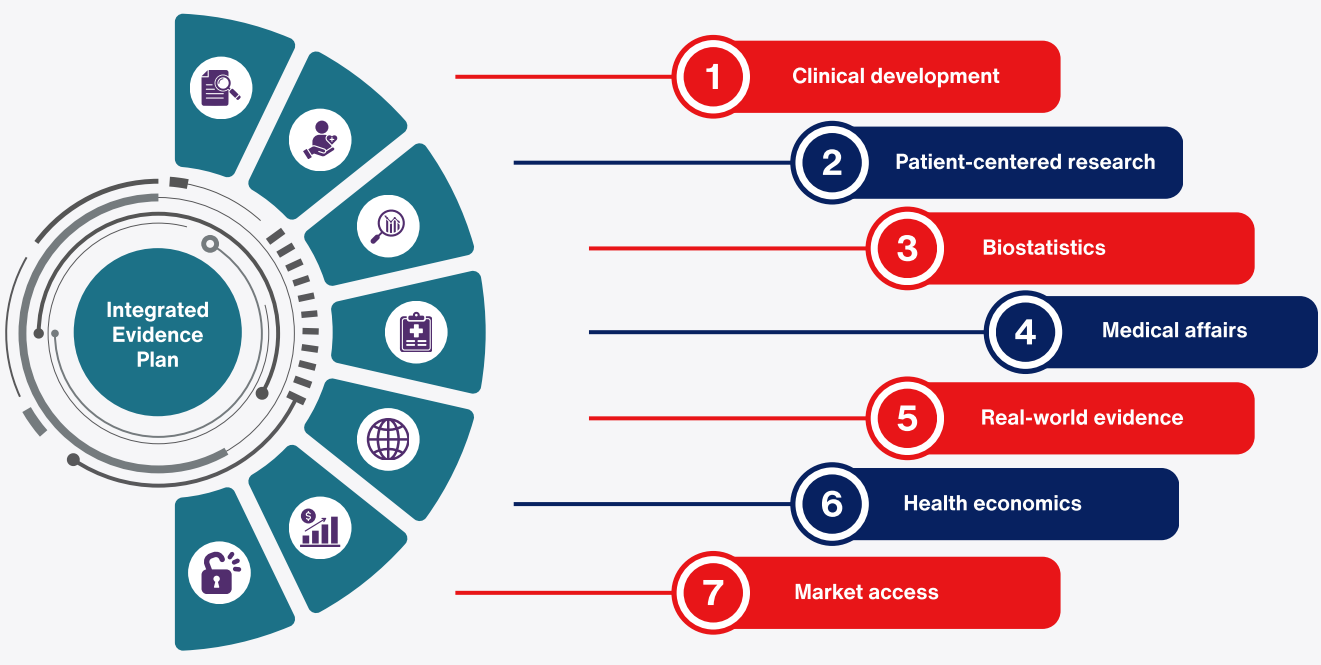

## START EARLY. WORK TOGETHER.

**Population**
Who is the therapy intended to treat?

**Comparator**
Should the trial use placebo, an active comparator or both?

**Outcomes**
Which clinical, patient-relevant and economic benefits must be demonstrated?




**Start early and start together to generate the right evidence across the product lifecycle.**

Weight loss remains foundational — but it is increasingly the starting point, **not the full story.**

**Start early. Work cross-functionally. Build evidence for differentiation, access and long-term value.**

## Want to explore the evidence strategy in more depth?

**CLICK TO WATCH THE FULL WEBINAR**

Learn more at **thermofisher.com/ppd**

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