



Vida Direct-Pay

A transparent approach to GLP-1 access

Available through leading pharmacy partners



The challenge

Employers want to **provide access to effective obesity treatments while managing rising GLP-1 costs** and supporting a positive member experience. As demand continues to grow, organizations are facing pressure to find coverage models that are both affordable and clinically sound.

The solution: Vida Direct-Pay

Vida supports employers across the full range of GLP-1 coverage models. Direct-Pay is our direct-to-employer (DTE) option, combining clinician-led obesity care with employer-sponsored GLP-1 access through pharmacy partnerships.

With Vida Direct-Pay, employers gain a transparent, flexible approach to GLP-1 access while retaining clinical oversight and visibility into utilization and outcomes.

Key benefits



Transparent pricing

Gain greater visibility into GLP-1 costs through direct-pay pharmacy channels.



Clinical oversight

Access is guided by evidence-based obesity care and prescribing protocols.



Direct access to competitive rates

Partners have developed pre-negotiated rates with pharmaceutical manufacturers.



Visibility and reporting

Access insights into utilization, engagement, adherence, and outcomes.



Works with benefits

Employee contributions may count toward deductibles and accumulators.



Streamlined experience

Vida coordinates care while pharmacy partners negotiate price and manage fulfillment.

Guided by clinical standards



Clinician-led obesity care supported by evidence-based eligibility, prescribing, and monitoring protocols.

Integrated medical nutrition therapy, behavioral coaching, and ongoing support.

Individualized clinical decision-making focused on appropriate care and long-term outcomes.

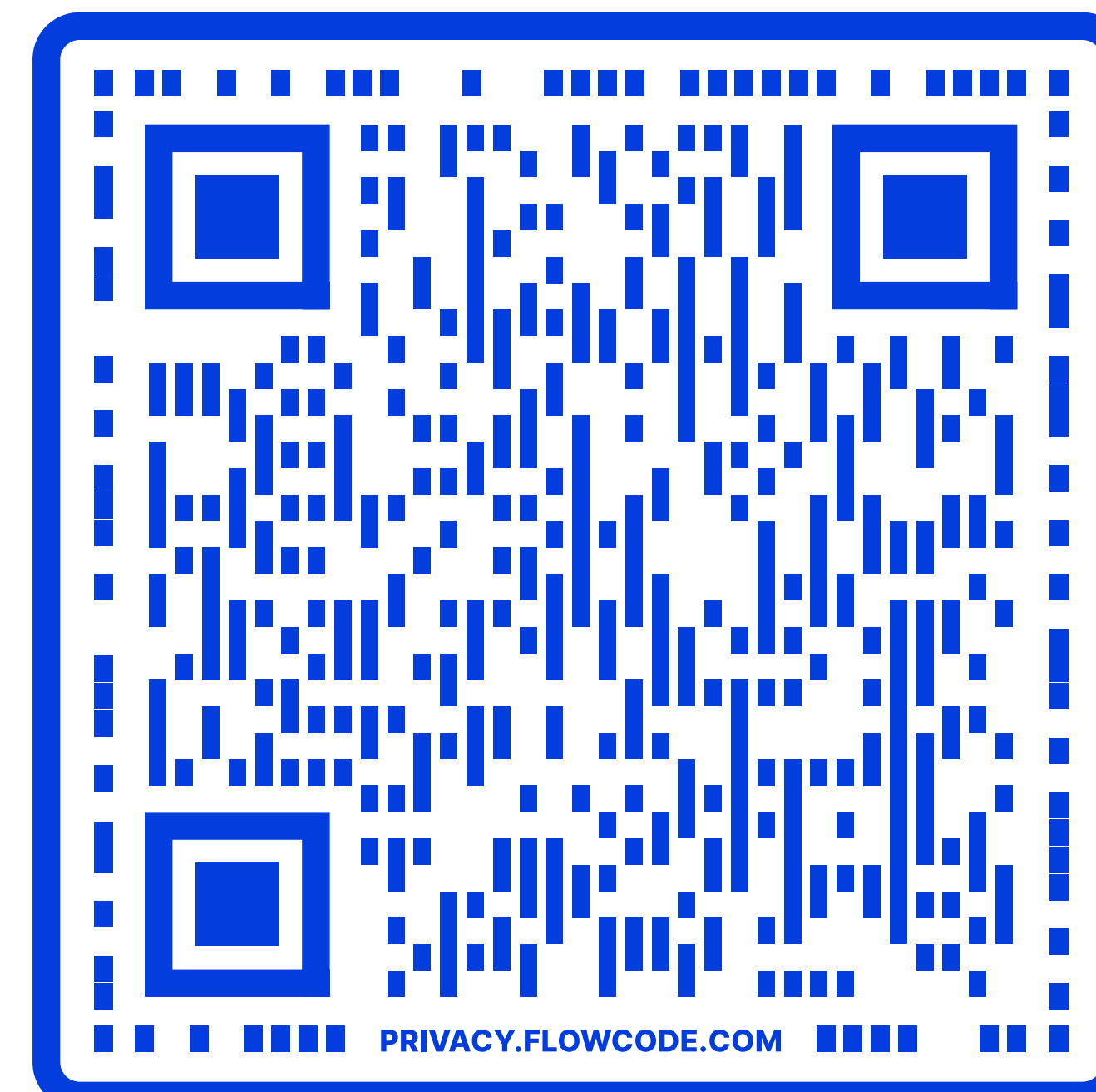
How it works

- **Employer-sponsored contribution**
Employers determine their contribution strategy and level of support.
- **Access through Direct-Pay**
Members access GLP-1 medications prescribed by Vida Medical Providers through participating pharmacy partners.
- **Integrated care**
Members receive ongoing support from Vida's physicians, dietitians, and coaches to manage therapy, side effects, and lifestyle change.



See how Vida Direct-Pay can work within your benefits strategy.

Scan the code or visit vida.com/vida-direct-pay



Scan to learn more