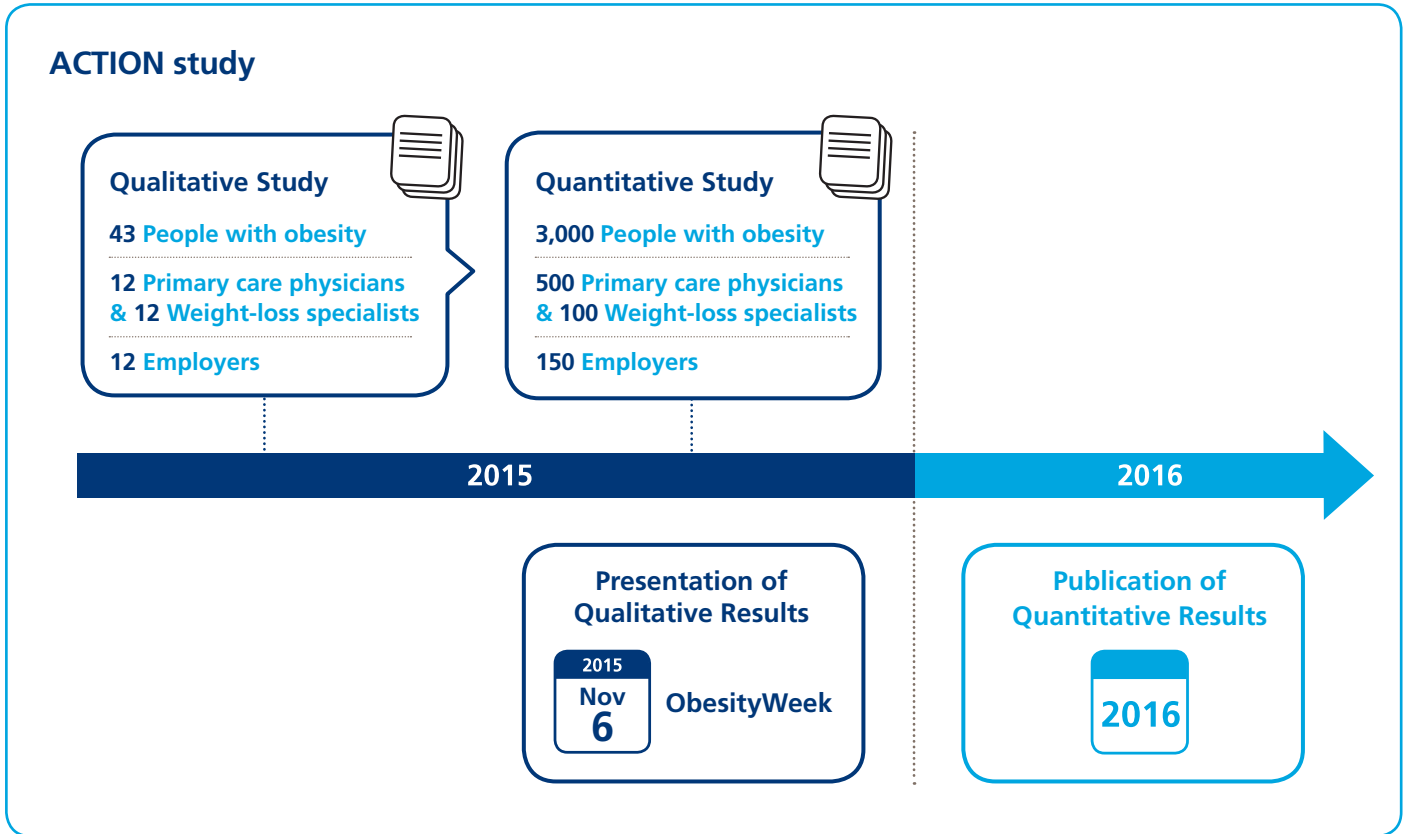


# About the ACTION study (Awareness, Care & Treatment In Obesity Management)

## Study overview<sup>1</sup>

**Awareness, Care & Treatment In Obesity Management (ACTION)** is the first US nationwide study to investigate the barriers to obesity management by exploring the perspectives of 3 groups: people with obesity (BMI  $\geq 30$  kg/m<sup>2</sup>), health care professionals (primary care physicians and weight-loss specialists), and employers.

The ACTION study is led by a multidisciplinary Steering Committee consisting of representatives from The Obesity Society (TOS), the Obesity Action Coalition (OAC), Integrated Benefits Institute (IBI), as well as obesity experts in the fields of primary care, endocrinology, psychology, and nursing. The study is sponsored by Novo Nordisk.



### Objectives

- Create a better understanding of the barriers that prevent people with obesity from receiving the medical care and support they need to improve health
- Generate insights to guide collaborative action to improve care, education, and support for people with obesity
- Create a platform for communication to help change how patients, health care professionals, and employers approach obesity care

## Study design

### The study is conducted in 2 consecutive phases:

- **Qualitative research:** Focus groups and interviews with people with obesity, health care professionals (primary care physicians and weight-loss specialists), and employers to obtain insights on their perspectives of obesity
- **Quantitative research:** Based on the insights from the qualitative research, online surveys are designed to quantify how people with obesity, health care professionals (primary care physicians and weight-loss specialists), and employers perceive obesity and the underlying causes of these perceptions

## Number of participants

### Qualitative phase



43 People with obesity



24 Health care professionals  
(12 primary care physicians  
and 12 weight-loss specialists)



12 Employers

### Quantitative phase – representative US sample including:



3,000 People with obesity



600 Health care professionals  
(500 primary care physicians  
and 100 weight-loss specialists)



150 Employers

## Enrollment criteria

### Qualitative phase

- People with obesity (age  $\geq 18$  years, BMI  $\geq 30$  kg/m<sup>2</sup>)
- Health care professionals, including primary care physicians, weight-loss specialists
- Employers

### Quantitative phase

- People with obesity (age  $\geq 18$  years, BMI  $\geq 30$  kg/m<sup>2</sup>)
- Health care professionals
  - In practice 2-35 years
  - Spends  $\geq 70\%$  of time in direct patient care
  - Seen  $\geq 100$  patients in past month
  - Seen  $\geq 10$  patients requiring weight management in past month
  - Board certified or board eligible (if physician)
- Employer
  - Titles include: director, administrator, chief human resources officer, vice president, medical director
  - Responsible for making or influencing decisions about health insurance or health and wellness programs
  - Company of  $\geq 500$  employees that offers health insurance
  - Believes there is a weight issue in society

1. Data on file. Novo Nordisk Inc; Plainsboro, NJ.