# WeightWatchers pivots strategy with CheqUp partnership amid bankruptcy and rising demand for GLP-1 drugs



WeightWatchers is making a bold move by partnering with CheqUp, a provider of GLP-1 weight-loss medications, marking a significant departure from its traditional dieting focus. This partnership comes in the wake of the company's recent Chapter 11 bankruptcy filing in the United States, exacerbated by rising demand for anti-obesity drugs such as Wegovy and Mounjaro. These medications have gained popularity among those seeking effective weight management solutions, altering WeightWatchers’ competitive landscape dramatically.

The collaboration aims to deliver a hybrid approach to weight loss that combines pharmacological support with behavioural interventions. CheqUp members will gain access to a bespoke WeightWatchers app designed for users of these weight-loss injections. The app will offer expert guidance on food choices to alleviate side effects like nausea, which can accompany GLP-1 treatments, while also facilitating healthy weight loss.

Historically, WeightWatchers built its identity around a points-based programme that encouraged members to alter their eating habits without the aid of medication. Since its inception in the 1960s, millions have relied on its community-driven approach, which includes food-tracking apps, cookbooks, and local meetings. However, recent trends show a marked decline in this model's effectiveness as more people turn to injectable solutions that promise quicker results. Studies indicate that medications such as Wegovy, containing semaglutide, and Mounjaro, which features tirzepatide, can help individuals shed substantial amounts of weight, especially when compared to traditional dieting methods.

The urgency of this shift in strategy is underscored by the stark decline in WeightWatchers' share value, which plummeted by 82% this year alone. The brand has struggled particularly since Oprah Winfrey, one of its most high-profile proponents, divested her stake last year after attributing her own recent weight loss to the use of similar anti-obesity drugs.

The Partnership between WeightWatchers and CheqUp is designed to enhance the chances of sustainable weight loss. Scott Honken, Chief Commercial Officer at WeightWatchers, stated that “data is clear” indicating that members using both medications and their nutritional programmes experience 11% more weight loss than those relying solely on medication. This reveals a growing recognition that while pharmaceutical aids can drive significant initial weight loss, long-term success will likely depend on integrating behavioural and lifestyle changes.

Obesity is a complex condition linked to numerous health issues, including diabetes, heart disease, and certain cancers, and it places a considerable strain on healthcare systems. In light of this, health experts have called for an acceleration in the provision of weight-loss injections through health services like the NHS, as part of a broader strategy to combat the obesity crisis.

WeightWatchers is adapting to these developments, having previously introduced a behavioural change programme for individuals on GLP-1 medications, aiming to address the unique nutritional challenges they face. This programme outlines daily dietary targets and offers a supportive digital community, underscoring the company’s commitment to integrating traditional behavioural strategies with modern pharmacological advancements.

Furthermore, the launch of the WeightWatchers Clinic—a telehealth service providing virtual consultations with certified clinicians—illustrates the company's intent to expand accessibility to clinically-backed solutions. This innovation, achieved through the acquisition of the digital health company Sequence, reflects a significant evolution in their approach to weight management.

In summary, the partnership with CheqUp, alongside other strategic initiatives, portrays WeightWatchers' efforts to remain relevant amid shifting consumer behaviours and attitudes towards weight loss. As the landscape of weight management evolves, WeightWatchers appears to be recalibrating its model to offer comprehensive solutions that blend medical intervention with its traditional lifestyle support, showcasing an adaptive strategy in a rapidly changing market.

### Reference Map

* Paragraph 1: [[1]](https://www.theguardian.com/business/2025/may/22/weightwatchers-scraps-business-model-to-team-up-with-anti-obesity-drugs-provider), [[2]](https://www.theguardian.com/business/2025/may/22/weightwatchers-scraps-business-model-to-team-up-with-anti-obesity-drugs-provider), [[6]](https://www.axios.com/2025/05/06/weight-watchers-bankruptcy-filing-chapter-11-ozempic)
* Paragraph 2: [[1]](https://www.theguardian.com/business/2025/may/22/weightwatchers-scraps-business-model-to-team-up-with-anti-obesity-drugs-provider), [[4]](https://corporate.ww.com/news/news-details/2023/WeightWatchers-Launches-New-Behavior-Change-Program-Designed-to-Support-the-Unique-Needs-of-Individuals-on-GLP-1-Medications/default.aspx)
* Paragraph 3: [[1]](https://www.theguardian.com/business/2025/may/22/weightwatchers-scraps-business-model-to-team-up-with-anti-obesity-drugs-provider), [[7]](https://www.npr.org/2023/12/18/1219710239/weightwatchers-oprah-ozempic-drugs-wegovy)
* Paragraph 4: [[2]](https://www.theguardian.com/business/2025/may/22/weightwatchers-scraps-business-model-to-team-up-with-anti-obesity-drugs-provider), [[3]](https://corporate.ww.com/news/news-details/2024/WeightWatchers-Adds-Compounded-GLP-1-Expanding-Accessibility-and-Affordability-of-Weight-Loss-Medications/default.aspx)
* Paragraph 5: [[1]](https://www.theguardian.com/business/2025/may/22/weightwatchers-scraps-business-model-to-team-up-with-anti-obesity-drugs-provider), [[6]](https://www.axios.com/2025/05/06/weight-watchers-bankruptcy-filing-chapter-11-ozempic), [[7]](https://www.npr.org/2023/12/18/1219710239/weightwatchers-oprah-ozempic-drugs-wegovy)
* Paragraph 6: [[2]](https://www.theguardian.com/business/2025/may/22/weightwatchers-scraps-business-model-to-team-up-with-anti-obesity-drugs-provider), [[4]](https://corporate.ww.com/news/news-details/2023/WeightWatchers-Launches-New-Behavior-Change-Program-Designed-to-Support-the-Unique-Needs-of-Individuals-on-GLP-1-Medications/default.aspx)
* Paragraph 7: [[5]](https://www.fiercehealthcare.com/digital-health/weightwatchers-rolls-out-telehealth-clinic-prescribe-weight-loss-meds), [[3]](https://corporate.ww.com/news/news-details/2024/WeightWatchers-Adds-Compounded-GLP-1-Expanding-Accessibility-and-Affordability-of-Weight-Loss-Medications/default.aspx)

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## Bibliography

1. <https://www.theguardian.com/business/2025/may/22/weightwatchers-scraps-business-model-to-team-up-with-anti-obesity-drugs-provider> - Please view link - unable to able to access data
2. <https://www.theguardian.com/business/2025/may/22/weightwatchers-scraps-business-model-to-team-up-with-anti-obesity-drugs-provider> - WeightWatchers has announced a strategic partnership with CheqUp, a provider of GLP-1 weight-loss medications and associated clinical support. This move marks a significant shift from WeightWatchers' traditional focus on dieting, as the company seeks to adapt to the growing popularity of anti-obesity injections like Wegovy and Mounjaro. The partnership aims to offer patients a comprehensive approach to sustainable weight loss by combining medication with behavioral support. This development follows WeightWatchers' recent filing for Chapter 11 bankruptcy protection in the U.S., highlighting the challenges posed by the rise of weight-loss drugs to its traditional business model.
3. <https://corporate.ww.com/news/news-details/2024/WeightWatchers-Adds-Compounded-GLP-1-Expanding-Accessibility-and-Affordability-of-Weight-Loss-Medications/default.aspx> - In October 2024, WeightWatchers expanded its weight management offerings by introducing compounded semaglutide, a GLP-1 medication, to enhance accessibility and affordability for members. This initiative aims to provide a clinical weight management solution that complements WeightWatchers' existing behavioral and lifestyle support programs. The company emphasized the importance of patient safety and education, offering guidance on safe medication use and access to telehealth appointments with trained clinicians. This move addresses the challenges posed by shortages of branded GLP-1 medications and seeks to ensure continuous support for members pursuing weight loss goals.
4. <https://corporate.ww.com/news/news-details/2023/WeightWatchers-Launches-New-Behavior-Change-Program-Designed-to-Support-the-Unique-Needs-of-Individuals-on-GLP-1-Medications/default.aspx> - In December 2023, WeightWatchers launched the GLP-1 Program, a behavior change initiative tailored for individuals on GLP-1 medications. Developed by a team of obesity specialists, clinicians, and dietitians, the program addresses the unique behavioral and nutritional challenges faced by those using GLP-1 drugs for weight loss. It offers daily nutritional and activity targets, a list of GLP-1-friendly foods, recipes, and access to a digital community for peer support. This program complements WeightWatchers' existing offerings, including the Points Program and the Diabetes Program, providing a holistic approach to weight management.
5. <https://www.fiercehealthcare.com/digital-health/weightwatchers-rolls-out-telehealth-clinic-prescribe-weight-loss-meds> - In December 2023, WeightWatchers introduced WeightWatchers Clinic, a telehealth service accessible through its app, offering virtual consultations with certified clinicians and access to FDA-approved weight-loss medications. This service was launched following the acquisition of digital health company Sequence in May 2023. Additionally, the company unveiled a GLP-1 program providing specialized behavioral support focusing on nutrition and activity for individuals on GLP-1 medications like Ozempic or Mounjaro. This expansion reflects WeightWatchers' adaptation to the growing demand for weight-loss drugs and its commitment to comprehensive weight management solutions.
6. <https://www.axios.com/2025/05/06/weight-watchers-bankruptcy-filing-chapter-11-ozempic> - In May 2025, WeightWatchers filed for Chapter 11 bankruptcy protection, aiming to eliminate $1.15 billion in debt and continue operations. The company has faced declining sales amid the surge of weight-loss drugs like Ozempic and changing health habits. Despite the bankruptcy filing, WeightWatchers assured members that services would remain operational during the reorganization process. The company has been attempting to reinvent itself by embracing weight-loss drugs and shifting its focus from traditional dieting methods to include clinical interventions and behavioral support.
7. <https://www.npr.org/2023/12/18/1219710239/weightwatchers-oprah-ozempic-drugs-wegovy> - In December 2023, NPR reported on WeightWatchers' shift towards embracing weight-loss drugs like Ozempic and Wegovy. CEO Sima Sistani acknowledged the need to treat obesity as a chronic condition and emphasized the importance of combining medication with behavioral support. The report highlighted that Oprah Winfrey, a significant figure associated with WeightWatchers, had been using a weight-loss drug to manage her weight, reflecting a broader acceptance of these medications. This development signifies a substantial change in WeightWatchers' approach to weight management, moving away from traditional dieting methods.