

Delivering Innovative, Sustainable and Effective Weight Management Services

IQVIA and **Roczen** are supporting NHS organisations to design, deliver, evaluate and secure funding for innovative obesity pathways. We combine **industry-leading, clinically led digital weight management services** with **world-class health data and clinical research expertise** to accelerate the development of scalable, evidence-based services. Together, we are helping systems improve patient access, integrate care across settings, and generate the real-world data needed to inform future commissioning.

In August 2025, the “Obesity Pathway Innovation Programme” (OPIP) was launched to explore innovative approaches to support individuals living with obesity across the UK. Backed by up to £85 million in funding from the UK government and Eli Lilly, the programme aims to test and expand new models of care through local pharmacies and community-based services.

OPIP provides both the funding and freedom to test new ways of tackling obesity making it easier for people living with obesity to access effective treatment options alongside a range of wraparound services.



Even with the positive clinical outcomes of Anti-Obesity Medications (AOMs) and NICE's recommendations, historic barriers have prevented systems from implementing treatments and wraparound care in the real world – barriers the OPIP funding is now intended to address.

Relieving GP, hospital and system pressures

The OPIP funding will help systems respond to rising patient demand for AOMs without overwhelming already stretched GP and secondary care services.

It creates the opportunity to expand patient support through community pharmacy and to design new pathways that manage prescribing safely, efficiently, and equitably.

Designing affordable and sustainable service models

NHS systems can design and document sustainable approaches to prescribing and wraparound care that balance improved patient access with long-term affordability.

Instead of AOM costs becoming an unsustainable burden, pathways can be developed that target use appropriately, optimise resource efficiency, and ensure long-term service viability.

Integrating existing fragmented services

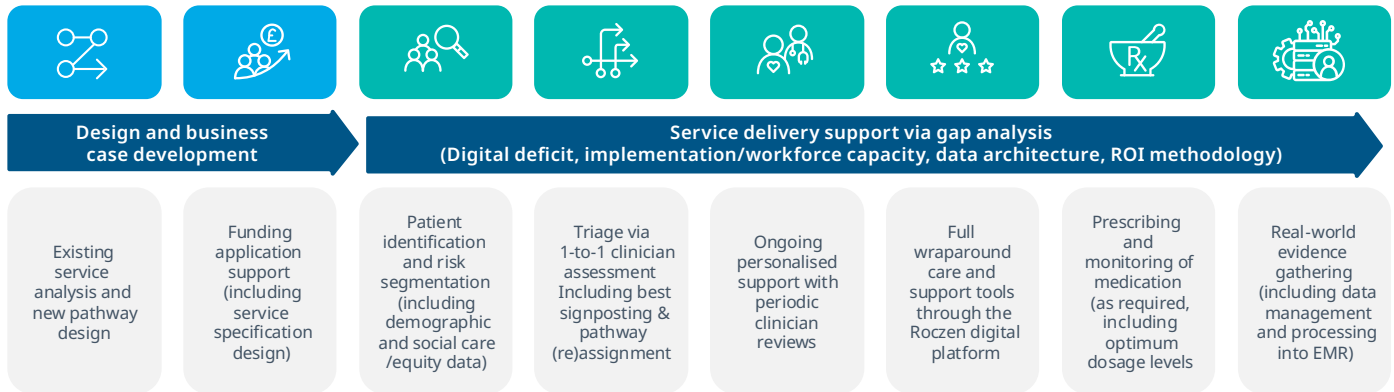
Current weight management provision is fragmented across primary, secondary, and community settings, creating duplication and inefficiencies that delay patients from accessing effective interventions. NHS organisations can use OPIP funding to integrate existing services into innovative, coherent pathways that alleviate pressures on NHS teams while ensuring timely, equitable, and patient-centred care.

How we can support you

IQVIA and Roczen partner with NHS organisations from the very start of the OPIP process as well as add value to existing projects, strengthening applications and ensuring alignment with competition requirements.

We can help systems co-design pathways, build robust evaluation frameworks, and demonstrate the innovation, scalability, and sustainability that funders are seeking.

How we can support ICBs with OPIP projects and funding applications



Stronger funding applications

NHS systems can strengthen their OPIP applications and maximise chances of project funding.

Roczen & IQVIA:

Can support pathway and service model design, contribute to bid writing, and build in robust evaluation and economic modelling.

Integrated innovative pathways

Roczen & IQVIA can help NHS systems overcome fragmented provision by dovetailing existing services into coherent, patient-centred pathways. These models incorporate digital support, behaviour change, lifestyle interventions, and pharmacotherapy prescribing and management.

Real-world data and evidence

Roczen's purpose-built platform combined with IQVIA's data science and evaluation expertise ensures every pathway is underpinned by robust real-world evidence.

These insights can inform commissioning decisions and ensure services are sustainable and scalable beyond the funding period.

Proven partners in evidence, innovation, and impact for the NHS



IQVIA is the world's largest healthcare data and transformation company.

We help design and deliver system transformation projects, having worked with over 3,600 GP practices in the past five years. >150 clinical pharmacists across the UK supporting primary care workload and capacity (including clinical assessment and referral).



Roczen are industry leaders in clinically led, digitally optimised obesity services.

A NICE-evaluated, CQC-registered provider of clinically led, digitally optimised obesity services, created by NHS experts. Roczen delivers end-to-end pathways and wraparound care models within the NHS, expanding access and improving patient outcomes.

[Click here](#) for more information.



Find out more online...

CONTACT US

Find out more about how your organisation can benefit from IQVIA and Roczen's services – [click here](#)

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