

THE GLP-1 CLUB INTELLIGENCE REPORT

Q1 2026 REPORT: Every health club chain partnering, offering access to, or programming around GLP-1 weight loss medications – mapped and analyzed.

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INSPIRE360

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Executive Summary

The convergence of GLP-1 weight loss medications and the fitness industry has accelerated dramatically. What started as luxury gym experiments in 2023 has expanded across every market segment — from premium clubs prescribing directly, to budget chains partnering with telehealth platforms, to boutique franchises launching bundled medication-and-fitness programs.

This report tracks **17 fitness clubs and 10 solution providers** that have taken concrete action in the GLP-1 space as of March 2026.

12.4%

of U.S. adults have taken a GLP-1 (Gallup)

30M

projected users by 2030 (JPMorgan)

~50%

of GLP-1 users consider a gym membership (Planet Fitness, Q4 2025)

17

fitness clubs in this report with active GLP-1 programs

Key Findings

- **The fitness-as-medicine model is going mainstream.** Life Time, UFC GYM, Monarch, and Love.Life have moved into direct clinical integration — offering physician-supervised GLP-1 programs directly at club locations.
- **Budget gyms are firmly in the referral lane.** Planet Fitness's Ro partnership is the first major High-Value, Low-Price (HVLP) play and operates as a referral-only model. Crunch Fitness has deepened member engagement through a new Thrive partnership. Anytime Fitness franchisees are forming local clinic partnerships.
- **Telehealth platforms are the connective tissue.** Dr. B alone has partnered with F45 and others. NexGen MD powers UFC GYM's in-club longevity clinics. Ro powers Planet Fitness. Idexa360 supports Gold's Gym.
- **Trainers are the missing piece.** Nearly every program emphasizes resistance training and nutrition guidance to prevent muscle loss. The industry needs trainers who understand GLP-1 pharmacology effects and can deliver safe, effective programming for this growing member segment.
- **The BALANCE Model creates a new revenue category.** The Centers for Medicare & Medicaid Services (CMS) requires GLP-1 Medicare/Medicaid patients to enroll in a lifestyle support program — opening the door for brands to become certified government-authorized lifestyle providers starting May 2026.

Integration Model Framework

Health clubs approach GLP-1 integration along a spectrum. Understanding where each model sits helps operators evaluate which approach fits their brand, resources, and risk tolerance.

Integration Level	What It Involves	Investment	Risk	Examples
1. Adapted Programming	Redesign workouts and coaching for GLP-1 users.	Low	Low	Equinox, Crunch, Virgin Active (UK)
2. Telehealth Referral	Partner with GLP-1 provider; members get referral/discount.	Low-Medium	Low-Medium	Planet Fitness + Ro, Gold's + Idexa360
3. Telehealth White Label	White-label telehealth provider delivers clinical services under the gym's brand.	Medium	Medium	UFC GYM + NexGen MD
4. Bundle Program	Co-branded GLP-1 + fitness/nutrition program with revenue share.	Medium	Medium	F45 + Dr. B
5. In-Club Clinic	Physicians or NPs prescribe GLP-1s directly at the club location.	High	High	Life Time (Miora), Monarch, Love.Life
6. Local Clinic Referral	Referral Loop, where gyms refer members to clinics, and clinics refer patients for support.	High	High	Anytime Fitness Franchisees

The industry is shifting toward deeper clinical integration and long-term medical-fitness partnerships. White-label platforms like NexGen MD and Asher Med are lowering the barrier for mid-market and independent operators.

Key Solution Providers

B2B platforms providing clinical, regulatory, and technology infrastructure for fitness clubs entering the GLP-1 space.

Platform	Model	Brand Partners	What They Provide
NexGen MD Scientific	Telehealth	UFC GYM	Manages end-to-end procurement, regulatory compliance, and fulfillment of FDA-approved GLP-1s, peptides, and Hormone Replacement Therapy (HRT) medications — eliminating the need for gym operators to build their own pharmaceutical procurement infrastructure. Delivered via white-label storefront and full JV for in-club longevity clinics.
Dr. B	Telehealth	F45, Xplor	"Shed It" GLP-1 program. Most known for HSA/FSA Letters of Medical Necessity. Widest network.
Asher Med	SaaS + Telehealth	Independent gyms	Turnkey GLP-1 for any gym. Physician network, compliance, software.
Ro	Telehealth	Planet Fitness	Brand-name GLP-1 Rx only (Wegovy).
Thrive	Telehealth	Crunch Fitness	Telehealth platform offering GLP-1 weight management programs for gym members. Provides prescription access, clinical monitoring, and fitness programming support.
Idexa360	Telehealth	Gold's Gym (DC/VA)	GLP-1 telehealth platform providing physician-supervised weight management programs to gym members. Partners with health clubs to offer branded GLP-1 programs with integrated fitness and lifestyle support.
Voafit	Telehealth	Recess Fitness	Telehealth platform specializing in GLP-1 medication management integrated with boutique fitness programming. Provides prescription services and ongoing clinical support for fitness club members.
Prime Meridian Health	Clinical Partnership	The Arena Club	12-month semaglutide + coaching program offered in partnership with fitness facilities. Physician-supervised GLP-1 programs with integrated fitness support.
KORB Health	Telehealth	In-Shape Family Fitness	White-label clinical integration with GLP-1s.
ApexMD	Telehealth	Catalyst Fitness	GLP-1 telehealth platform for fitness clubs. Provides prescription access, clinical oversight, and member-facing programming support.

The GLP-1 Club Tracker

Selected health club and boutique fitness brands with concrete GLP-1 action as of March 2026.

LUXURY / PREMIUM			
Club / Brand	Locations	Partner / Program	Integration Type
Life Time	170+	Miora Longevity Clinic + Metabolic Code	In-Club Clinic
Equinox	110+	GLP-1 Protocol + Function Health	Adapted Programming

Club / Brand	Locations	Partner / Program	Integration Type
Monarch Athletic Club	3	In-House Medical	In-Club Clinic
Love.Life	1	In-House Medical	In-Club Clinic
Virgin Active (UK)	230+	Weight Management Support (In-House)	Adapted Programming

BOUTIQUE / FRANCHISE

Club / Brand	Locations	Partner / Program	Integration Type
F45 Training	1,500+	Dr. B — "Shed It"	Bundle Program
UFC GYM	200+	NexGen MD Scientific (JV)	Telehealth White Label

HIGH-VALUE / LOW-PRICE (HVLP)

Club / Brand	Locations	Partner / Program	Integration Type
Planet Fitness	2,700+	Ro	Telehealth Referral
Crunch Fitness	550+	Thrive	Telehealth Referral Adapted Programming
Anytime Fitness	5,200+	(Varies by Franchisee)	Local Clinic Referral

REGIONAL / INDEPENDENT

Club / Brand	Locations	Partner / Program	Integration Type
Gold's Gym	600+	Idexa360	Adapted Programming
Recess Fitness	1	Voafit	Telehealth Referral
The Arena Club	1	Prime Meridian Health	Bundle Program
In-Shape Family Fitness	63	KORB Health	Local Clinic Referral
YMCA	Select Locations	Internal Program	Adapted Programming
acac Fitness & Wellness	Select Locations	Physician Partners	Bundle Program
Catalyst Fitness	Select Locations	ApexMD	Telehealth Referral

Note: Location counts are approximate.

New This Quarter

- **UFC GYM + NexGen MD Scientific JV (Feb 25, 2026)** In-club longevity clinics offering brand-name FDA-approved GLP-1s, peptides, and Hormone Replacement Therapy (HRT). Torrance and Corona CA, May 2026. Full rollout over 24 months.
- **Planet Fitness Q4 earnings (Feb 24, 2026)** CEO: Ro partnership is "most successful Perks program in history." 20.8M members. Ro referral model only — brand-name Wegovy prescriptions.
- **Crunch Fitness + Thrive Partnership (Q1 2026)** Crunch Fitness (550+ locations) has partnered with Thrive, a telehealth platform, to bring GLP-1 medication access and programming support to members across its network. This partnership expands telehealth-fitness integration into the HVLP segment, offering Crunch members a structured pathway to GLP-1 prescriptions combined with adapted fitness programming.
- **In-Shape Family Fitness + KORB Health Partnership (August 2025)** In-Shape Family Fitness (63 CA locations) partnered with KORB Health to offer white-label clinical integration with GLP-1s. Marks one of the first regional chain GLP-1 integrations via white-label pharmaceutical supply.

- **YMCA GLP-1 Programming — Grassroots Movement (Q1 2026)** Select YMCA locations in Seattle and Dayton have launched dedicated Ozempic/Wegovy programming classes alongside body composition scanning. Represents a grassroots, community-health-driven approach to GLP-1 fitness integration outside the commercial gym sector.
- **Xponential divests Lindora to Next Health (Sept 2025)** Xponential sold Lindora metabolic clinics and refocused on its studio portfolio (Club Pilates, Pure Barre, Rumble, YogaSix). Next Health now operates Lindora's 30+ clinic network.
- **Arena Club launches GLP-1 program (Q1 2026)** Partnered with Prime Meridian Health (Utah) to offer 12-month semaglutide + coaching program. Physician-supervised GLP-1 programs with integrated fitness support.
- **Wegovy 25mg oral pill — FDA approved, now available (Dec 22, 2025 / Jan 2026)** The FDA approved the 25mg oral Wegovy pill on December 22, 2025; it launched commercially in January 2026. This is the first and only FDA-approved GLP-1 pill specifically for weight loss — distinct from Rybelsus, which is indicated for Type 2 diabetes. Additionally, the Wegovy 7.2mg higher-dose injectable is now available as of 2026.
- **GLP-1 usage doubles** Gallup: ~6% to 12.4%. Obesity rate 40% (2022) to 37% (2025).

Regulatory Watch

- **Compounding market transition (Feb 6, 2026):** The FDA announced a major enforcement action specifically targeting "mass-marketed" compounded GLP-1 alternatives.
- **503A personalized compounding — narrow exception remains:** Compounding pharmacies operating under Section 503A technically retain the ability to prepare GLP-1 medications for specific, documented patient needs. This requires individual prescriptions with a bona fide patient-specific medical justification, not mass-market distribution.
- **Anti-kickback laws:** Illegal in ~30 states to pay for physician referrals. Revenue-sharing arrangements require legal review regardless of how they are structured.
- **Centers for Medicare & Medicaid Services (CMS) BALANCE Model — lifestyle provider opportunity (Jan 2026):** CMS formally announced the BALANCE Model (Better Approaches to Lifestyle and Nutrition for Comprehensive hEalth). Coverage begins: Medicaid May 2026, Medicare Part D bridge July 2026 (\$50/mo copay), full Medicare Part D January 2027. The BALANCE Model requires enrolled patients to participate in an approved lifestyle support program. Fitness brands that achieve "authorized lifestyle provider" designation gain a government-funded referral pipeline — a major new revenue category. Operators should begin the qualification process now.
- **Liability:** Adverse GLP-1 reactions through fitness brand partnerships may expose brands to legal action. This risk is heightened if a telehealth partner was providing compounded medications. Carry appropriate insurance and audit all partner agreements.

The Trainer Readiness Gap

Every program in this report emphasizes the same thing: GLP-1 users need qualified fitness professionals. Yet the industry lacks standardized education.

What Trainers Need to Know

- **Muscle preservation:** Up to 50% of weight lost can be lean mass without resistance training. Progressive overload is essential.
- **Energy management:** GLP-1s suppress appetite. Clients may be under-fueled. Adjust intensity, volume, timing.
- **Nutrition guidance:** High-protein intake critical. Know when to guide vs. refer to a registered dietitian.
- **Side effect awareness:** Nausea, fatigue, GI distress, dehydration. Know when to modify or refer.
- **Behavioral coaching:** Many GLP-1 users are first-time gym-goers. Welcoming experience drives retention.
- **Scope of Practice:** Understanding the boundary between fitness coaching and medical advice to ensure member safety and brand liability protection.

To address the "Trainer Readiness Gap," **Inspire360** is launching a premier specialty certification developed in partnership with leading clinical experts to provide clinician-backed education for fitness professionals. This comprehensive solution, alongside targeted CEC courses, equips trainers with the critical scope of practice physiological protocols needed to safely manage the unique needs of members on GLP-1 medications. By bridging this expertise gap, you ensure your staff can confidently deliver the resistance training and metabolic guidance essential for preventing muscle loss and driving long-term member results.

Learn more at www.inspire360.com/club

If there is a program we have missed, please let us know by emailing Kelli Pease at kelli@inspire360.com.

Methodology & Sources

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