

THE GLP-1 CLUB INTELLIGENCE REPORT

Q2 2026 REPORT: Every health club chain partnering, offering access to, or programming around GLP-1 weight loss medications – mapped and analyzed.

Q2 2026 EDITION – JULY 2026

INSPIRE360

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Executive Summary

The convergence of GLP-1 medications and the fitness industry has moved from experiment to infrastructure. In the months since our Q1 edition, the story shifted from who is partnering to who is operating: the white-label in-club longevity clinics announced last quarter have opened their doors, a second oral GLP-1 pill won FDA approval, new "bridge" platforms made participation easier for mid-market operators, and the regulatory ground moved sharply under both compounders and the Medicare coverage timeline.

This edition tracks **23 fitness clubs** and **12 solution providers** that have taken concrete action in the GLP-1 space as of July 2026 — up from 17 clubs and 10 providers in Q1.

▲ **12.4% → 13.2%**

GLP-1 adoption is still climbing. More than 1 in 8 U.S. adults now take a GLP-1 — 13.2% in the latest national survey, up from the 12.4% we cited last quarter and roughly double the rate of three years ago. An estimated 28M+ adults are currently on therapy, with ~29M more interested but not yet asking their doctor. The addressable member base keeps expanding.

13.2%

of U.S. adults have taken a GLP-1 (PRC National Health Survey, 2026) — up from 12.4%

30M

projected users by 2030 (JPMorgan)

~50%

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

23

fitness clubs in this report with active GLP-1 programs

Key Findings This Quarter

- **Bloodwork is becoming the standard-of-care line — and a growing liability for those skipping it.** Concern is mounting industry-wide about members and telehealth patients starting GLP-1s without baseline labs. As ADA guidelines and FDA boxed-warning screening requirements come into sharper focus, this is shifting from a clinical best practice to a compliance exposure.
- **Longevity is going mainstream — and broader than GLP-1s.** Operators are shifting from a GLP-1 focus to full-spectrum longevity offerings — hormone optimization, medical weight management, and anti-aging care — delivered through in-house or partnered clinical providers. Serotonin Centers, UFC GYM + NexGen MD, and NYSC + Thrive all now offer this bundled model.
- **The white-label clinic model is now live, not just announced.** UFC GYM and NexGen MD Scientific opened their first two longevity clinics (Torrance and Corona, CA) in May, beginning a planned 24-month national rollout. Following Life Time's pioneering in-house Miora model, the white-label approach has now moved from press release to operating reality, alongside UFC GYM's global push into Spain and China.
- **A second oral pill changes the access equation.** The FDA approved Lilly's Foundayo (orforglipron) on April 1 — the first small-molecule oral GLP-1 for weight loss with no food or water restrictions. Combined with oral Wegovy (Dec 2025), pills are lowering the friction that kept many members away from injectables.
- **An FDA panel backs six peptides for compounding — but a recommendation isn't a rule.** The Pharmacy Compounding Advisory Committee voted to recommend BPC-157, KPV, TB-500, MOTS-C, epitalon, and semax for the 503A bulks list. The FDA isn't bound by it, and formal rulemaking could take 8–12 months or longer, pushing any change into 2027.
- **GLP-1 users need qualified fitness professionals — and the industry still lacks standardized education.** Every program in this report points to the same trainer readiness gap: muscle preservation, energy management, nutrition guidance, side-effect awareness, behavioral coaching, and scope of practice all require training most staff don't yet have.

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	EXAMPLES
1 Adapted Programming	Redesign workouts and coaching for GLP-1 users.	Equinox, Crunch, Orangetheory, 24 Hour Fitness, Virgin Active (UK)
2 Telehealth Referral	Partner with a GLP-1 provider; members get a referral/discount.	Planet Fitness + Ro, NYSC + Thrive
3 Telehealth White Label	White-label provider delivers clinical services under the gym's brand.	UFC GYM + NexGen MD, F45 + Dr. B
4 Bundle Program	Co-branded GLP-1 + fitness/nutrition program with revenue share.	Prime Meridian Health
5 Local Clinic Referral	Referral loop — gyms refer members to clinics, clinics refer patients back for support.	Anytime Fitness franchisees
6 In-Club Clinic	Physicians or NPs prescribe GLP-1s directly at the club location.	Life Time (Miora), Monarch, Love.Life

The industry continues shifting toward deeper clinical integration and long-term medical-fitness partnerships. White-label and referral-enablement platforms 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
Dr. B	Telehealth White Label	F45, Xplor	"Shed It" GLP-1 program. Known for HSA/FSA Letters of Medical Necessity. Widest network.
Thrive	Telehealth Referral	Crunch Fitness, New York Sports Club, O2 Fitness	GLP-1 weight management with prescription access, clinical monitoring, and programming support. Now expanded into multi-state regional operators.
Daxko — Elevate Wellness NEW	Telehealth Referral	Fitness operators (platform)	Bridges fitness facilities to licensed telemedicine providers who handle prescribing, monitoring, and compliance — letting the club focus on coaching with no clinical liability.
Metabolic Code	In-Club Clinic	Life Time (Miora)	Precision-health assessment analyzing 70+ biomarkers across the body's major systems to build personalized, physician-guided protocols — the diagnostic engine powering Life Time's Miora longevity and GLP-1 program. Now launching across health clubs nationwide.
Asher Med	Telehealth Referral	Independent gyms, Body Balance Boulder	Turnkey GLP-1 for any gym: physician network, compliance, software.
NexGen MD Scientific	Telehealth White Label	UFC GYM	End-to-end procurement, compliance, and fulfillment of FDA-approved GLP-1s, peptides, and HRT. Delivered via white-label storefront and full JV for in-club longevity clinics.
Ro	Telehealth Referral	Planet Fitness	Brand-name GLP-1 Rx (Wegovy), referral model.
Idexa360	Adapted Programming	Gold's Gym (DC/VA)	Physician-supervised weight management with integrated fitness and lifestyle support.
Voafit	Telehealth Referral	Recess Fitness	GLP-1 medication management integrated with boutique fitness programming.
Prime Meridian Health	Bundle Program	The Arena Club	12-month semaglutide + coaching program offered in partnership with fitness facilities.
KORB Health	Local Clinic Referral	In-Shape Family Fitness	White-label clinical integration with GLP-1s.
ApexMD	Telehealth Referral	Catalyst Fitness	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 July 2026.

CLUB / BRAND	LOCATIONS	PARTNER / PROGRAM	INTEGRATION TYPE
LUXURY / PREMIUM			
Life Time	170+	Miora Longevity Clinic + Metabolic Code	In-Club Clinic
Equinox	110+	GLP-1 Protocol + Function Health	Adapted Programming
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			
F45 Training	1,500+	Dr. B — "Shed It"	Telehealth White Label
UFC GYM	200+	NexGen MD Scientific (JV)	Telehealth White Label
Orangetheory NEW	1,400+	2026 Transformation Challenge (GLP-1 focus)	Adapted Programming
HIGH-VALUE / LOW-PRICE (HVLP)			
Planet Fitness	2,900+	Ro	Telehealth Referral
Crunch Fitness	550+	Thrive	Telehealth Referral / Adapted Programming
Anytime Fitness	5,200+	(Varies by franchisee)	Local Clinic Referral
24 Hour Fitness NEW	300+	Muscle-preservation & recovery programming (Modus Move, Mobility)	Adapted Programming
REGIONAL / INDEPENDENT			
New York Sports Club NEW	Multi-state (NY/Boston/Philly/DC)	Thrive (biomarker + GLP-1 + longevity)	Telehealth Referral
O2 Fitness NEW	20+ (NC/SC)	Thrive (biomarker + GLP-1 + hormone optimization)	Telehealth Referral
Body Balance Boulder NEW	1 (CO)	Asher Med	Telehealth Referral
Restore Hyper Wellness NEW	200+	In-house clinical (CMO-led) + telehealth NP	Telehealth White Label
Gold's Gym	600+	Idexa360	Adapted Programming
In-Shape Family Fitness	63	KORB Health	Local Clinic Referral
Recess Fitness	1	Voafit	Telehealth Referral
The Arena Club	1	Prime Meridian Health	Bundle Program
Catalyst Fitness	Select Locations	ApexMD	Telehealth Referral
acac Fitness & Wellness	Select Locations	Physician Partners	Bundle Program
YMCA	Select Locations	Internal Program	Adapted Programming

Location counts are approximate. Integration type reflects the primary current model; some operators run more than one.

New This Quarter

- **Baseline bloodwork is the emerging standard-of-care line — and a compliance liability for those skipping it.** ADA Standards of Care 2025 define a baseline metabolic panel (A1C, lipids, creatinine/eGFR, urine albumin-to-creatinine ratio, liver/FIB-4, CBC) at the initial visit, while semaglutide's FDA boxed warning mandates contraindication screening for medullary thyroid carcinoma, MEN2, and pancreatitis history.
- **UK data: GLP-1 users are spending more on fitness, not less.** A PwC survey of 2,300+ UK adults found 27% of current/former GLP-1 users increased fitness spending during treatment (vs. just 5% who cut back — a net +22 points). Among those spending more: 41% joined a gym or started classes, 20% shifted toward strength training, and 16% hired a personal trainer. Higher earners (£75K–£100K) were most likely to upgrade to premium memberships (33%) or bring on a trainer (27%) — a signal worth watching for premium U.S. operators.
- **Longevity is the destination; GLP-1 was the on-ramp.** Operators are shifting from a GLP-1 focus to full-spectrum longevity offerings — hormone optimization (HRT/TRT), medical weight management, and anti-aging care — delivered through in-house or partnered clinical providers. Serotonin Centers (15+ sites, 80+ in development), UFC GYM + NexGen MD, and NYSC + Thrive all bundle hormones and longevity care around GLP-1s.
- **FDA approves Foundayo (orforglipron) — April 1, 2026.** Lilly's once-daily oral GLP-1 is the first small-molecule pill for weight loss with no food or water restrictions, distinct from oral semaglutide. Available via LillyDirect from April 6, then retail and telehealth.
- **Lilly's retatrutide posts the largest weight-loss results yet — July 23, 2026.** Two additional Phase 3 trials showed average weight loss of up to 20.8% (TRIUMPH-2) and 22.6% (TRIUMPH-3) at the highest dose of the triple-hormone-receptor agonist — ahead of any GLP-1 on the market today. Lilly plans to file for FDA approval in Q1 2027; it remains investigational and years from club-level relevance.
- **FDA advisory panel recommends six peptides for compounding — July 23–24, 2026.** The Pharmacy Compounding Advisory Committee voted to recommend adding BPC-157, KPV, TB-500, MOTS-C, epitalon, and semax to the 503A bulks list, which would let compounding pharmacies prepare them against a patient-specific prescription. The vote isn't binding on the FDA, and any change requires a formal notice-and-comment rulemaking process expected to take 8–12 months or longer, pushing a possible outcome into 2027.
- **UFC GYM + NexGen MD clinics open — May 2026.** The Q1 joint venture went operational with two flagship in-club longevity clinics in Torrance and Corona, CA, offering FDA-approved GLP-1s, peptides, and HRT. First of a 24-month national rollout. UFC GYM is simultaneously expanding globally (Spain via CR7 conversions, plus mainland China).
- **Serotonin Centers opens Lake Nona longevity clinic — May 2026.** The physician-led longevity franchise founded by Retro Fitness founder Eric Casaburi opened a Lake Nona, FL center (its 15th nationwide, with 80+ in development), sited beside the Lake Nona Performance Club. The cash-pay, concierge model spans medical weight management (including GLP-1s), hormone optimization, peptide therapy, IV therapy, and recovery services like HBOT and red-light therapy. The signal for operators: standalone longevity clinics — led here by a veteran of the low-price gym model — are scaling fast right next to fitness, competing for the same metabolically focused members clubs are courting.
- **New York Sports Club + Thrive — March 2026.** NYSC partnered with Thrive to give members access to biomarker testing, longevity care, hormone balance, and GLP-1 weight-loss treatment across its NY, Boston, Philadelphia, and DC footprint — a retention-driven referral play that adds clinical value without complicating club operations.
- **Orangetheory 2026 Transformation Challenge.** OTF oriented its flagship challenge around GLP-1 users' fitness needs (muscle preservation, structured progression).
- **US data: GLP-1 fitness impact is uneven by category.** A second PwC survey of 3,089 U.S. consumers found GLP-1 adoption has doubled to 21% of U.S. households (from 9% in January 2025). Cardio is the clear winner (36% increased frequency), strength training grew modestly (21% increased), but group fitness classes are under pressure (14% decreased vs. 11% increased). Apparel spending jumped 9.9% as users resize wardrobes faster than they replace them. 85% of users say companies still aren't meeting their needs — a real opening for operators who get GLP-1 programming right.
- **Broader market context: strength training has caught up to cardio.** Harrison Co.'s "How America Moves" report found 86% of active Americans exercise at least weekly and 62% report increased activity over the past six months, with strength training now essentially tied with cardio as the most common training type (66% vs. 65%) and wearable usage at 75% (90% among \$150K+ households). The report doesn't address GLP-1s directly, but the strength-training and wearable-adoption trends track closely with what operators are already building for GLP-1 and longevity members.

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.

Closing the Trainer Readiness Gap

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 about Inspire360 Club](#)

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

Methodology & Sources

Compiled from FDA and CMS announcements, company earnings calls, press releases, SEC filings, industry media, and verified reporting through July 2026. This report does not constitute investment, legal, or medical advice. Next edition: Q3 2026 (est. September 2026).