

# Endoscopic Sleeve Gastroplasty (ESG):

- **Safe**
- **Effective**
- **Long-Term Treatment for Obesity**

## Topics

- Introduction to **True You Weight Loss.**
- What is ESG?
- How is ESG performed non-surgically?
- How ESG will benefit state employees with obesity.
- Safety data.
- Weight Loss & Health Outcomes.
- Cost-effectiveness.

# Introductions

## **True You Weight Loss Attendees:**

- Dr. Christopher McGowan, MD, MSCR, AGAF, FASGE
- Dr. Brian Coan, MD, FACS
- Emily Weaver, BSN, RN, AGPCNP

**We are here today to present a reliable, effective, and affordable treatment for obesity management that has already benefitted thousands of North Carolinians.**

**We hope to explore collaborative opportunities to benefit NC State Employees**

# Introductions

## Who is True You Weight Loss?

- Cary, NC based Endoscopic Bariatric practice founded in 2020
- Leading center specializing in Endoscopic Sleeve Gastroplasty
  - Serving patients from 48 states
  - Serving patients from 15 countries
- > 5,000 patients treated to date
- > 25 peer-reviewed publications on **endoscopic** techniques

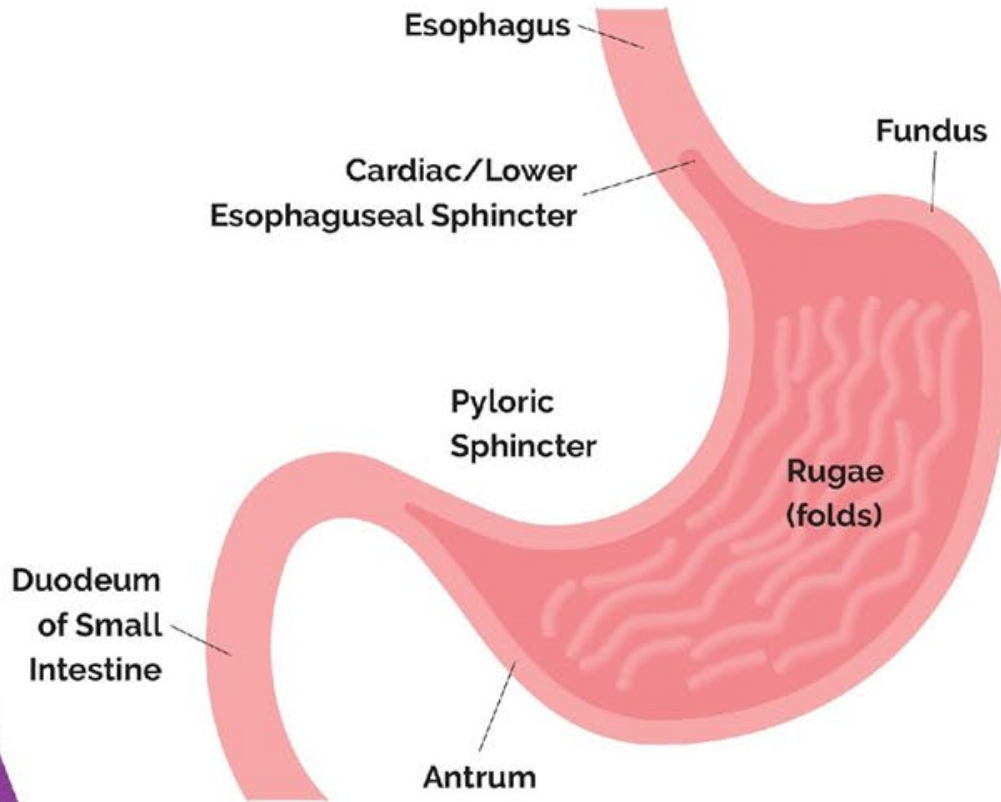
# What is an Endoscopic Sleeve Gastroplasty (ESG)?

- **Non-surgical** procedure
  - Uses an endoscope
- **Remodels** the stomach
  - Reduces size by 70-80%
- Helps patients with portion control
  - Patients eat less
  - Patients lose weight.

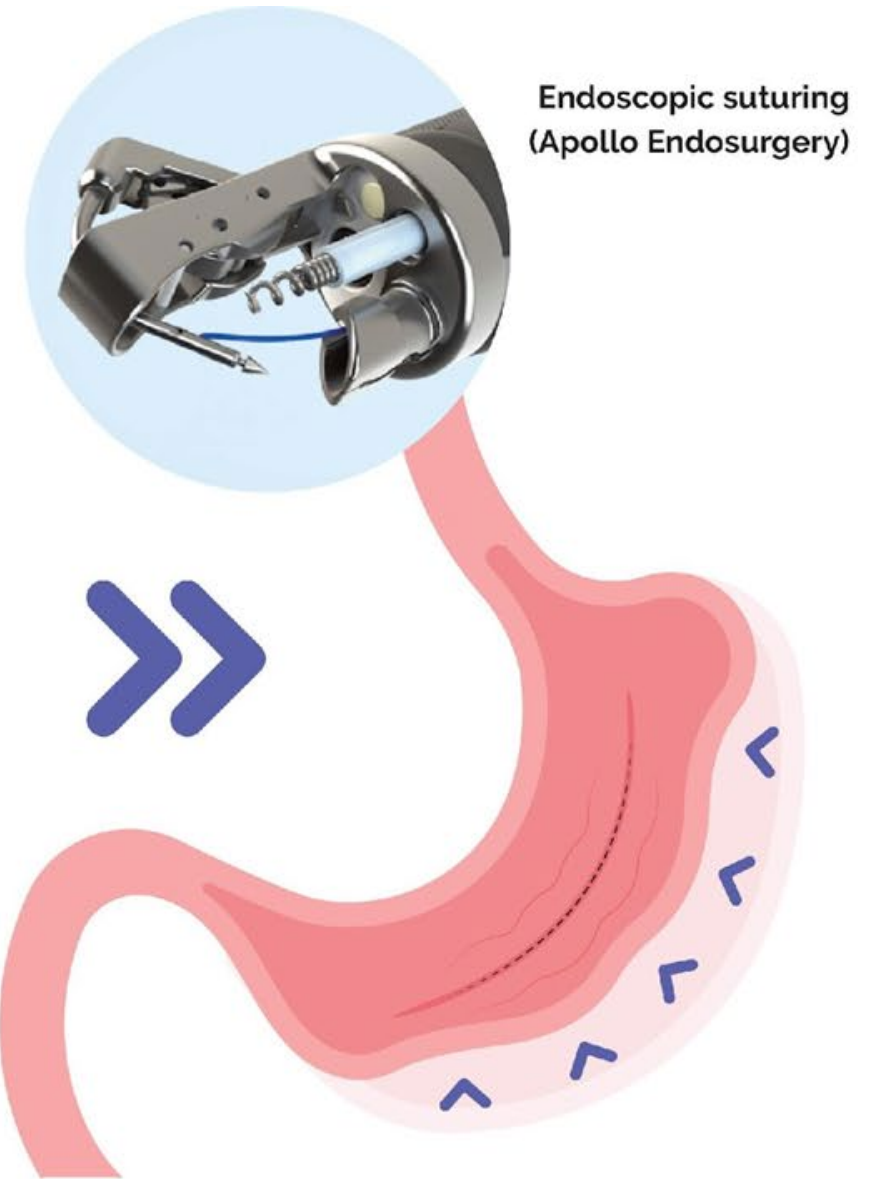
**Non-surgical = No incisions and No cutting**



# ESG: How is it performed?



The Stomach before ESG





# Why ESG is an excellent treatment option for NC state employees with obesity

## Safe

- FDA approved
- Outpatient
- < 3-day recovery
- No narcotics or opioids required

## Clinically Validated Long-term Results

- Average weight loss of 17% nationally
- Average weight loss of 21 – 23%  
at True You Weight Loss maintained at 3 years\*

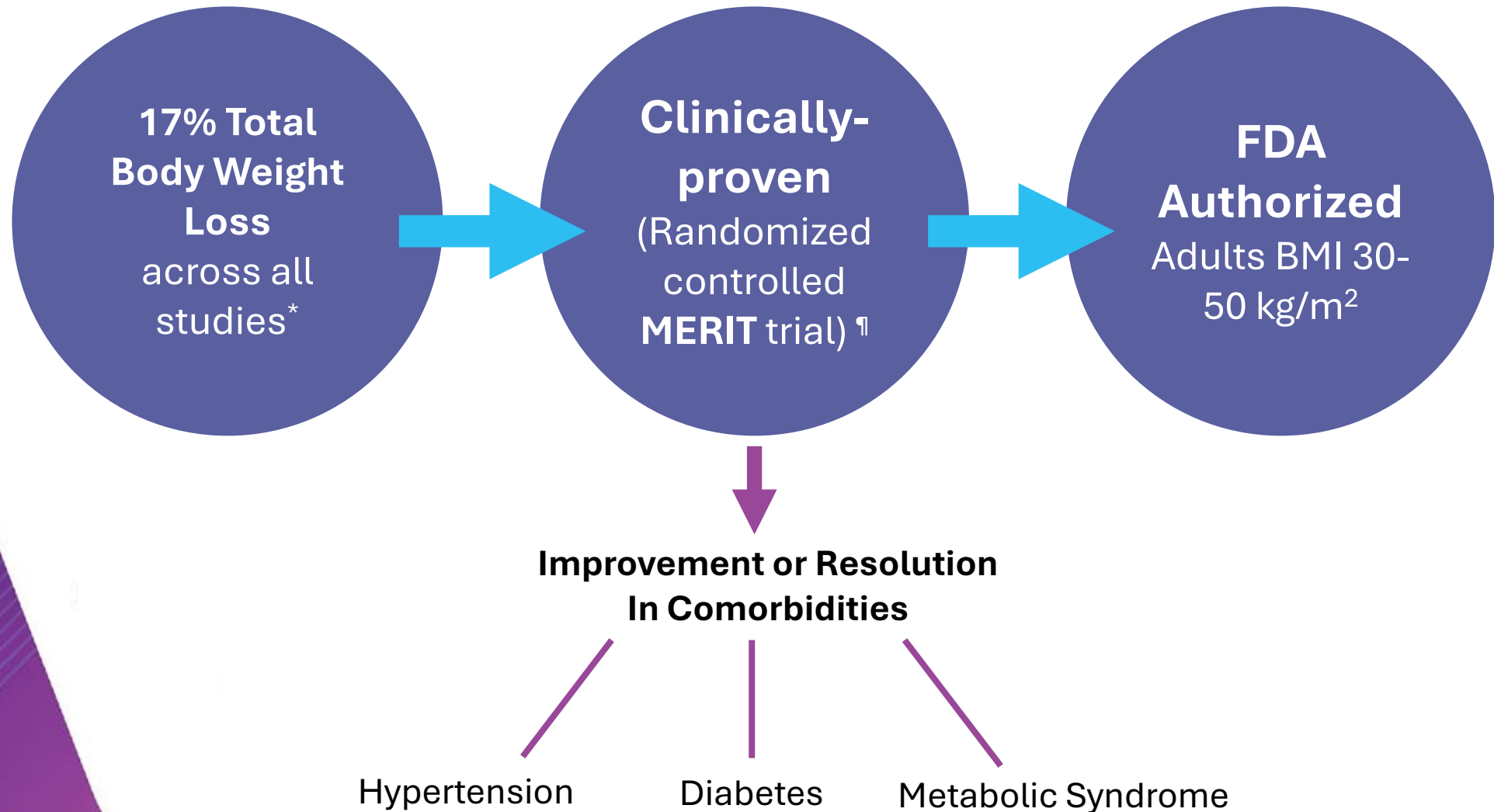
## Cost-effective

- ESG > Lifestyle
- ESG > Semaglutide
- ESG > Bariatric surgery (BMI 30-35)

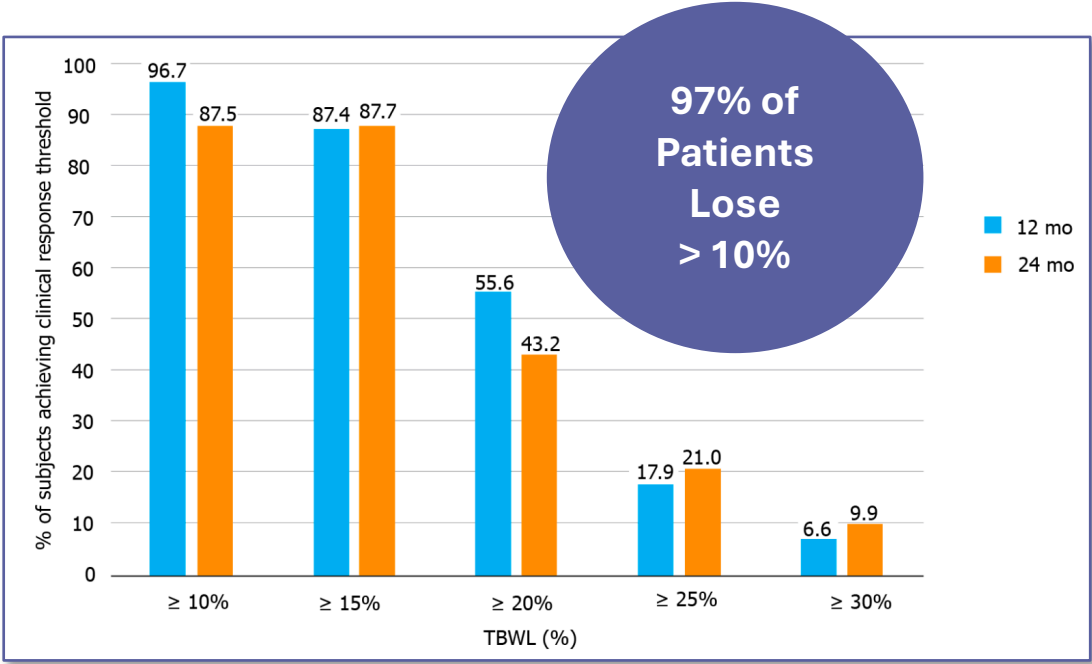
# Safety of ESG

- **Nationally reported complication rate <2%**
  - **True You Weight Loss: 0.1% (1/20<sup>th</sup> the national rate)**
  - 10X – 100X safer than traditional bariatric surgery
  - Rare risks: Bleeding (0.56%), infection(0.48%), Perforation (0.06%), Clot (0.06%)
- **Short-term side effects**
  - Cramping, gas, nausea
- **Fast Recovery**
  - Back to work as soon as 3 days
  - No opioid pain medications prescribed

# Clinically Validated Results

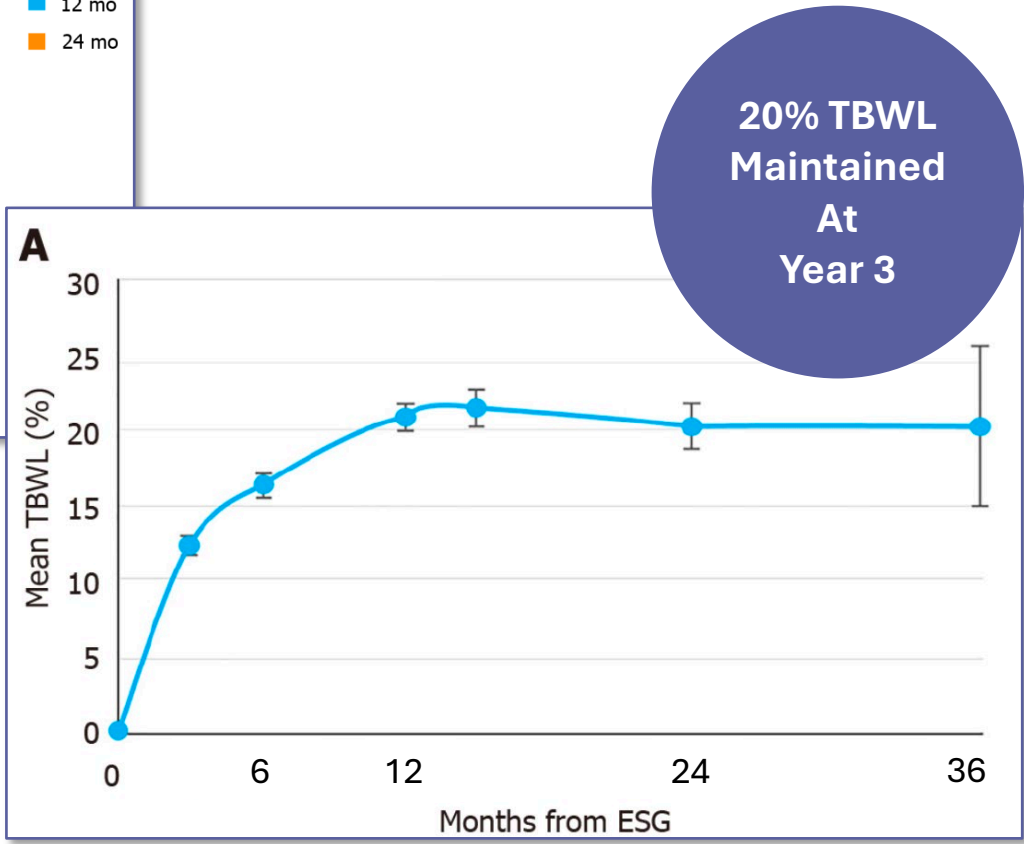
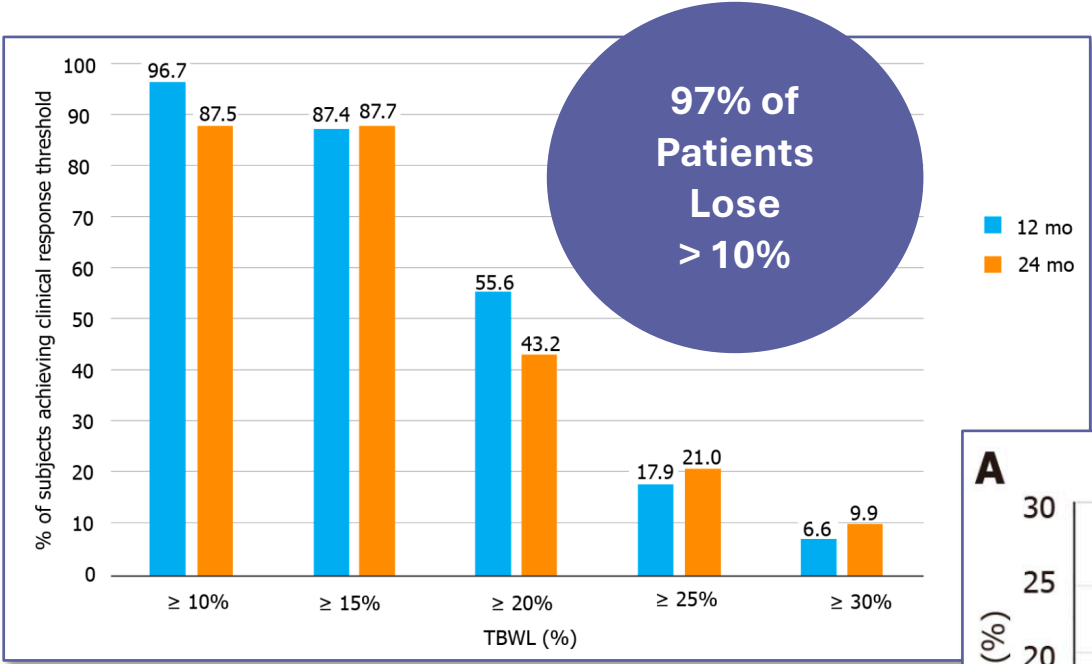


# Proven Success and Lasting Results





# Proven Success and Lasting Results



# Virtual aftercare included and fully supports patients

## Medical Visits

- Initial Consultation
- 1 week post
- Q1-2 months for 12 months
- As needed thereafter

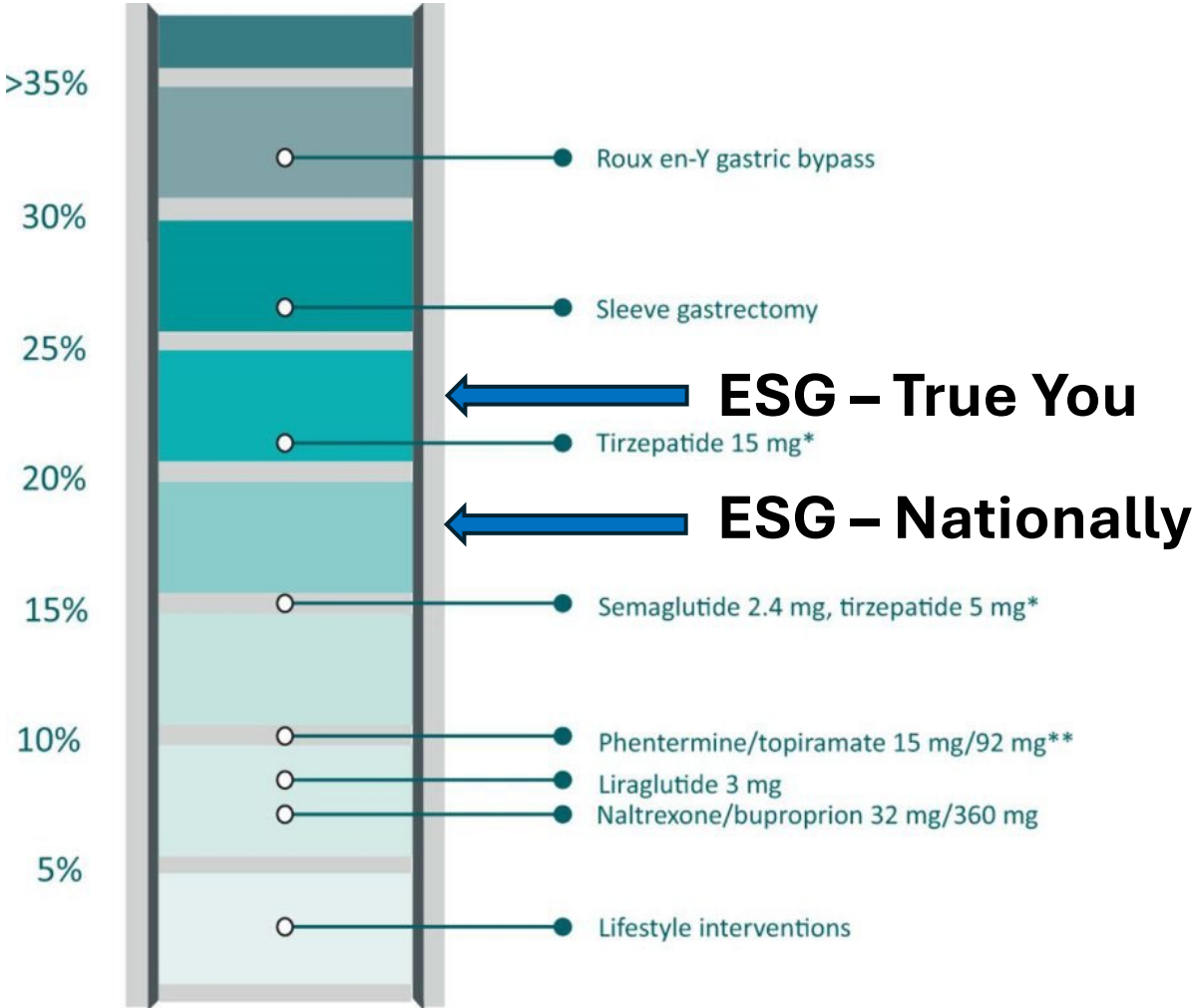


## Registered Dietitians

- Pre-Procedure Prep
- 3 weeks post
- Monthly support for 12 months
- As needed thereafter



# Obesity Management – ESG vs. Other Methods



# ESG is more desirable than surgery for patients

## People do not want surgery

- <1% of eligible patients pursue traditional bariatric surgery

## Patients are fearful of risk<sup>1</sup>

- Fear of complications
- Fear of dying
- Fear of “surgery in general”

## ESG is perceived as safer and more acceptable<sup>2</sup>

- “ESG is less invasive than surgery” – 99%
- “ESG is safer than surgery” – 98%
- “ESG requires less downtime than surgery” – 98%
- “ESG has fewer side effects than surgery” – 95%



# ESG is Cost-Effective

Techniques and Innovations in Gastrointestinal Endoscopy 2024; 1–8

## Original Research

### Cost-effectiveness Analysis of Endoscopic Sleeve Gastroplasty

Michael Daniel,<sup>1</sup> Cassandra Fritz,<sup>2</sup> Tsehay Abebe,<sup>3</sup> Ahmad N. Bazarbashi,<sup>2</sup> Shelby Sullivan,<sup>4</sup> Su-Hsin Chang,<sup>5</sup> and Vladimir Kushnir<sup>2</sup>

International Journal of Obesity

www.nature.com/ijo

ARTICLE OPEN

Check for updates

Health Economics

### UK cost-effectiveness analysis of endoscopic sleeve gastroplasty versus lifestyle modification alone for adults with class II obesity

Jamie Kelly<sup>1</sup>, Vinod Menon<sup>2,3</sup>, Frank O'Neill<sup>4</sup>, Laura Elliot<sup>5</sup>, Emily Combe<sup>5</sup>, Will Drinkwater<sup>5</sup>, Sally Abbott<sup>2,6</sup> and BuHussain Hayee<sup>7</sup>

JAMA Network | Open™

Original Investigation | Gastroenterology and Hepatology

### Semaglutide vs Endoscopic Sleeve Gastroplasty for Weight Loss

Muhammad Haseeb, MD, MSc; Jagpreet Chhatwal, PhD; Jade Xiao, MSc; Pichamol Jirapinyo, MD, MPH; Christopher C. Thompson, MD, MSc

# Cost-effective treatment: ESG dominates other treatments

## Cost per Quality-Adjusted Life Year (QALY)

- Standard “acceptable” threshold:  
\$100,000 to \$150,000 per QALY gained

## Semaglutide

- \$270,000 per QALY gained (assuming continuous long-term use)
- NOT cost-effective

## Endoscopic Sleeve Gastroplasty

- Average national cost of procedure: \$15,000
- Average cost per QALY gained: \$743 to \$13,922
- Dominates lifestyle modification (diet/exercise) and semaglutide



# Cost-effective treatment: ESG vs. Lifestyle (True You Data)

**Table 2: Deterministic base-case and obesity subgroup results**

	Costs (\$)	Life years	QALYs	ICER (\$/QALY)
<b>Overall</b>				
ESG	34,579	4.786	3.662	
LM	32,619	4.778	3.330	
<b>Incremental (ESG vs LM)</b>	1,960	0.007	0.332	<b>5,904</b>
<b>Class I obesity</b>				
ESG	32,712	4.791	4.122	
LM	29,383	4.788	3.881	
<b>Incremental (ESG vs LM)</b>	3,329	0.004	0.241	<b>13,813</b>
<b>Class II obesity</b>				
ESG	33,751	4.788	3.720	
LM alone	30,828	4.777	3.362	
<b>Incremental (ESG vs LM)</b>	2,923	0.011	0.358	<b>8,158</b>
<b>Class III obesity</b>				
ESG	39,945	4.779	3.419	
LM	39,699	4.773	3.047	
<b>Incremental (ESG vs LM)</b>	276	0.006	0.371	<b>743</b>

# Meet Hillary – State Health Plan Employee



Aug 2020

- State employee (15yrs)
- ECU counselor
- ESG 2020
  - Lost 120lbs
  - BMI decreased from 47 to 25
  - **Sleep apnea resolved**
  - **Thyroid cancer discovered and treated**
- Weight loss and health maintained for 4 years and counting



Now

# Path Forward: Collaborating with State Employee Health Plan

## Adding a lasting solution for obesity management

### **Establish Coverage Language – 30 days**

- Craft clear concise coverage criteria for AETNA using NICE language as a guide

### **Address Pricing and Cost Considerations – 60 days**

- Define fair and transparent pricing structure for ESG

### **Launch Streamlined Access Pathway – January 1, 2025**

- Welcome State Employees to True You Weight Loss for services and scale to grow

Together, we can transform the lives of state employees and achieve significant cost savings for the plan. Let's integrate ESG as a lasting component of the State Employee Health Plan, ensuring access for those who need it most.



## "My only regret is that I didn't learn about True You sooner."

"The idea of surgical weight loss had always made me nervous... I was glad to have found an option that could provide the benefits of a weight loss procedure without the invasive nature of major surgery."

"This entire process has allowed me to get to know and love the True me." – Natitia

"Everyone I encountered was professional, friendly, very informative. Dr McGowan is the best, you can see he cares about his patients and want them to succeed. Thanks True You for giving me a second chance at this thing called life!!!!"

"I'm over 3 years out from my ESG and cannot say enough good things about the staff, the Dr and this procedure! Having an ESG was one of the best decisions I've ever made!" – Ashley

"I am not sure where to even start. I guess first I should say what an unbelievable experience the last 10 months have been. Dr McGowan and his staff are incredible! The support and understanding to help you with where you are and help you with where you want to be is amazing! Over my journey they have helped me drop from 408 to 230 lbs, BMI from 60.2 to 34, pants from 54 to 40, shirt from 4X to XL, no more CPAP, blood pressure medicine cut in half with plans to stop soon, decrease in every number in bloodwork except LDL (I need to eat more vegetables and exercise). Simply put, my only regret is not finding this sooner. I have struggled with weight my entire life and excited about my process so far! Their professionalism and ability to understand, care, and accept you as a patient is special!" – Scott

"I am excited to feel good in my clothing and in my own skin." – Sandy

"Honestly, this journey was the easiest weight loss I've ever experienced – the pounds just fell off, and I feel like I barely had to think about it. It's been completely liberating." – Kathryn

"True You was a life changing experience for me. The team has been so instrumental in my transformation, and I am forever grateful. Dr McGowan and his amazing team of NPs, RDs and many others along the way truly care about the success of their patients! Down 65# and still working towards my best self!!"