Beyond Injections: Reframing Obesity Care



Physicians Committee for Responsible Medicine (PCRM)

Best Use of Real Time PR
January 2025 to December 2025

ADFACTORS PR
Reputation & Critical Issues Advisory

Our Objective

To respond to the rapid escalation of GLP-1 launch coverage by expanding the conversation to include prevention and long-term metabolic health.



*Image: Gen AI

The GLP-1 Moment: What Was Missing



Dominant Coverage Themes (Launch Week)

- Rapid national pickup across business, health and mainline media, signaling intense public and market interest
- Celebrity weight-loss speculation and viral social media discourse amplified curiosity beyond clinical reporting
- Cautionary messaging was largely limited to warnings against unmonitored 'cosmetic use
- Serious side-effects, including the FDA-mandated boxed warning, were not meaningfully foregrounded in initial reporting
- Prevention, lifestyle modification and long-term metabolic health did not feature prominently in early narratives

*Insight based on analysis of SERPs for keyword 'Mounjaro' + 'Tirzepatide' from March 20 – March 27

Why This Needed Intervention

By day three, the early narrative was beginning to define how obesity was being discussed nationally.

Clinical Imbalance

Obesity was discussed primarily as a drug innovation story, rather than a chronic, multifactorial disease requiring sustained care.

Public Health Risk

Heavy focus on rapid results overshadowed discussion of side-effects, adverse events, long-term safety, and impact of discontinuation.

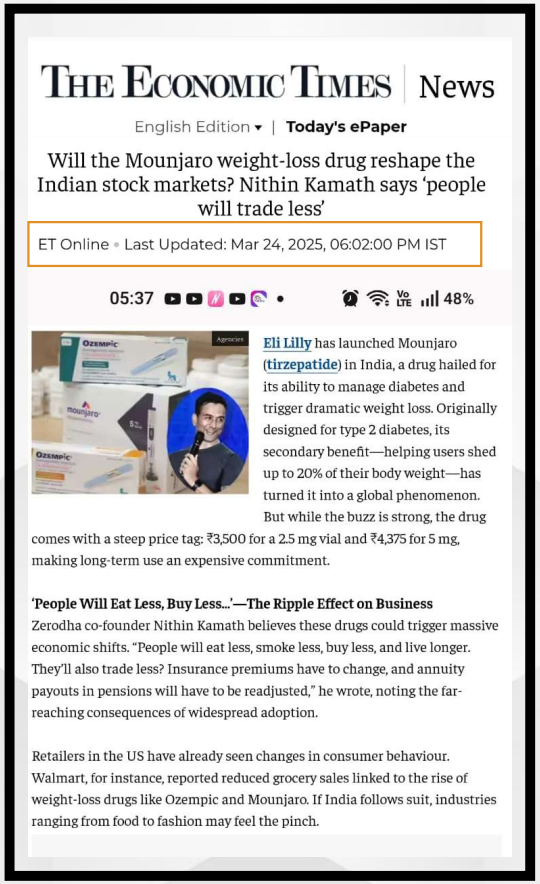
Clinical Context Underemphasized

GLP-1 therapies are clinically advised alongside lifestyle changes. However, cultural hype dominated early coverage, leaving limited focus on the necessity of concurrent dietary change.



*Image Source: Lilly.com

The Intervention



THE ECONOMIC TIMES | News

English Edition ▾ | **Today's ePaper**

Will the Mounjaro weight-loss drug reshape the Indian stock markets? Nithin Kamath says 'people will trade less'

ET Online • Last Updated: Mar 24, 2025, 06:02:00 PM IST

05:37 • 48%

Eli Lilly has launched Mounjaro (tirzepatide) in India, a drug hailed for its ability to manage diabetes and trigger dramatic weight loss. Originally designed for type 2 diabetes, its secondary benefit—helping users shed up to 20% of their body weight—has turned it into a global phenomenon. But while the buzz is strong, the drug comes with a steep price tag: ₹3,500 for a 2.5 mg vial and ₹4,375 for 5 mg, making long-term use an expensive commitment.

'People Will Eat Less, Buy Less...'—The Ripple Effect on Business

Zerodha co-founder Nithin Kamath believes these drugs could trigger massive economic shifts. "People will eat less, smoke less, buy less, and live longer. They'll also trade less? Insurance premiums have to change, and annuity payouts in pensions will have to be readjusted," he wrote, noting the far-reaching consequences of widespread adoption.

Retailers in the US have already seen changes in consumer behaviour. Walmart, for instance, reported reduced grocery sales linked to the rise of weight-loss drugs like Ozempic and Mounjaro. If India follows suit, industries ranging from food to fashion may feel the pinch.



"Lifestyle changes can lead to significant weight loss in a short period, and patients are more likely to maintain it because they are addressing the fundamental cause, which is nutrition – Dr. Vanita Rahman"

New Clinical Context Introduced Within 72 Hours

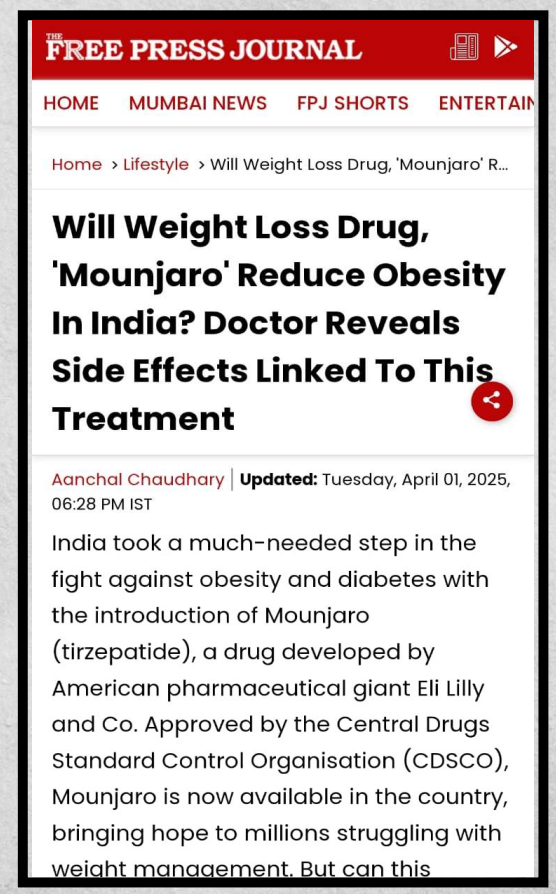
- Foregrounded serious side-effects
- Highlighted evidence of weight regain following discontinuation
- Shifted the focus from launch momentum to informed, long-term decision-making

In 12 Days, Clinical Risk Made Headlines

March 26 – India Today



April 01 – The Free Press Journal



Within 12 days of launch, clinical risk and long-term outcomes moved from supporting commentary to headline-level framing in national coverage.

Strategic Reinforcement: The India Obesity Survey

Launched 11 weeks after the initial GLP-1 surge, the survey gave the narrative second headwind once early adoption patterns and public sentiment had begun to emerge.

Why the Survey Mattered

- Conducted in May, after the first wave of GLP-1 coverage had stabilized
- Consolidated earlier clinical framing with India-specific awareness and sentiment data
- Extended the conversation from launch impact to public understanding and long-term metabolic health
- Released during spokesperson's India visit to maximise media access
- Demonstrated research depth, strengthening PCRM's authority in India

Outcomes

38
Coverage pieces

1.36B
Total reach

National media coverage (selected)

ET Healthworld.com · NDTV LIFESTYLE · The New Indian Express · Express Pharma

Regional media coverage (selected)

महाराष्ट्र टाइम्स · DH Deccan Herald · The Hindu · दैनिक भास्कर

Where the Narrative Landed

Introduced safety and long-term sustainability framing into premium/CAT-A coverage that initially centred on price and access.

FORMATS	TOP PLATFORMS	COVERAGE
PRINT – Top English Dailies (By Circulation)	The Times of India	✓
	Hindustan Times	✓
	The Economic Times	✓
	DT Next	✓
	The Telegraph	X
DIGITAL – Top English Platforms (By Reputation)	Hindustan Times	✓
	The Times of India	✓
	The Hindu	✓
	NDTV	✓
	The Indian Express	X
	Mint	X
	Business Standard	X
	Outlook India	X

Some Other Prominent Publications

THE NEW INDIAN EXPRESS

Forbes

INDIA TV

THE HINDU

INDIA TODAY

ET HealthWorld

NBT नवभारत टाइम्स

दैनिक जागरण

नवभारत

*Top Print publications list compiled by the Audit Bureau of Circulations

*Top Digital publications list compiled by SCImago Media Rankings

RESULTS AT A GLANCE

Media Scale (2025)

348

Media Stories

Over 12-month campaign period

7B

Opportunity-to-See

Impressions across all coverage

Narrative Penetration

98

Obesity-focused Stories

After March 20 GLP-1 drug launch

79

Stories on GLP-1

Directly addressing concerns with indiscriminate drug use

Authority Validation

151

Cat A Publications

Coverage in premium outlets

23

Organic Requests

Organic inbound requests from journalists

How the Conversation Changed



Search Interest Growth

Search queries around plant-based nutrition for metabolic health increased by 13% during the intervention period.



Shift in Framing

GLP-1 stories included discussion of long-term sustainability, discontinuation impact, and side-effect considerations.



Influencing Clinical Audience

5 academic speaking engagements reinforced the intervention among professional audiences.



Sustained Media Trust

Journalists returned for follow-up commentary on subsequent GLP-1 developments, indicating PCRM's transition from reactive source to ongoing authority.

Why This Work Mattered

Reframed the Category

Expanded obesity discourse from pharmaceutical efficacy to comprehensive metabolic health

Proved Credibility-First Works

Demonstrated that organic, research-driven PR can achieve category influence without paid amplification

Strategic Timing

Inserted evidence-based context into live conversation

Built Authority Beyond the Moment

Positioning PCRM as preventive health authority enables continued narrative shaping across chronic disease areas

In a media cycle dominated by pharmaceutical breakthroughs, this campaign demonstrated that real-time PR can reshape health discourse, adding critical patient education elements without paid amplification or huge budgets.