

MyFitnessPal partners with Medmate to Offer Australians health support on GLP-1 medications

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MyFitnessPal, a global food and nutrition tracking app, announced a first-of-its-kind strategic partnership in Australia with Medmate, a virtual care platform, to further support Australians on their journey to achieve long-term sustainable health outcomes. This groundbreaking partnership aims to measure and monitor the efficacy of combining GLP-1 medications for weight loss and nutrition tracking with MyFitnessPal for more sustainable results. Members will be encouraged to log their food to ensure they are meeting their basic nutritional needs, including tracking their protein to ward against muscle loss, and to log their medications for compliance. This opportunity emphasises how leveraging technology and clinical expertise can enhance health outcomes for Australians.

Medmate is the first telehealth clinic to partner with MyFitnessPal, offering a comprehensive weight management solution inclusive of leveraging tracking to encourage sustainable behaviour change. "Since the launch of our clinician-led weight management program, our members have utilized MyFitnessPal to ensure they are meeting their daily nutritional needs—something that can be quite difficult for a majority of patients," says Dr Ganesh Naidoo, General Practitioner and Medmate Co-Founder & CEO. "We're thrilled to officially partner and evaluate the real-world impact and benefits of nutritional behaviour change with MyFitnessPal while on a clinical treatment, and how it can positively impact the health outcomes of the Australian population."