

voy



Annual Outcomes Report

2025

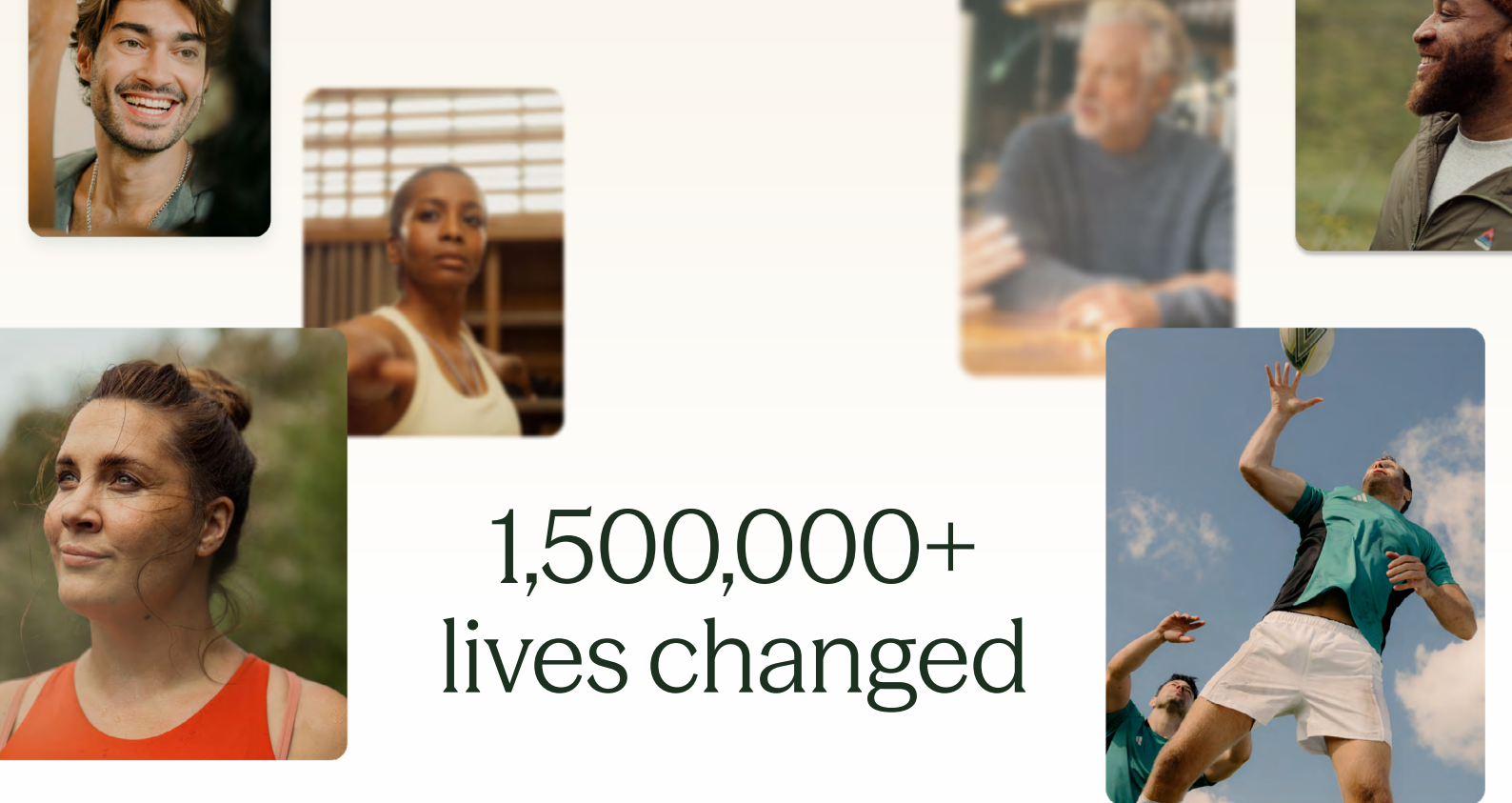
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1,500,000+ lives changed

2025 was a milestone year for Voy. We reached more than 1,500,000 people — that's 1.5M+ individual journeys moving forward, safely and with real support behind them.

We've focussed on the areas of health where people are too often overlooked: weight loss, testosterone, hair loss and menopause. These are conditions that can feel confusing, isolating or easy to dismiss. They're also areas crowded with misinformation, stigma and quick fixes that don't deliver.

At Voy, we've always believed people deserve better than that. And this year, that belief translated into exceptional outcomes we'll be proud of for years to come.

This report draws on our health dataset, one of the largest private health datasets in the UK, alongside our own published research, to share what 2025 looked like inside Voy. You'll see how our approach has delivered proven (not just promising) results across every service we offer.

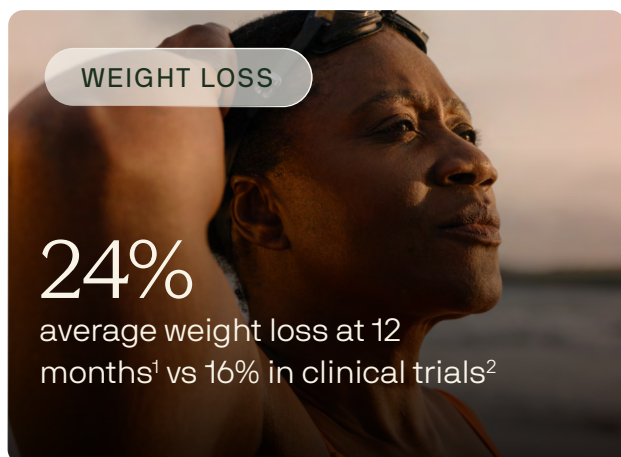
At the heart of everything we do is a simple philosophy. Voy treats every member as a case of one. We pair that with care plans built around the whole person, supporting long-term health and wellbeing rather than quick wins. In this report, we walk you through the four core principles that make this possible, and how they help us deliver personalised, effective care for every single person.

What this year made clear is simple: **when care is built around people, meaningful change happens.** And as we continue to scale, our promise stays the same. Better care, for every individual, every step of the way.

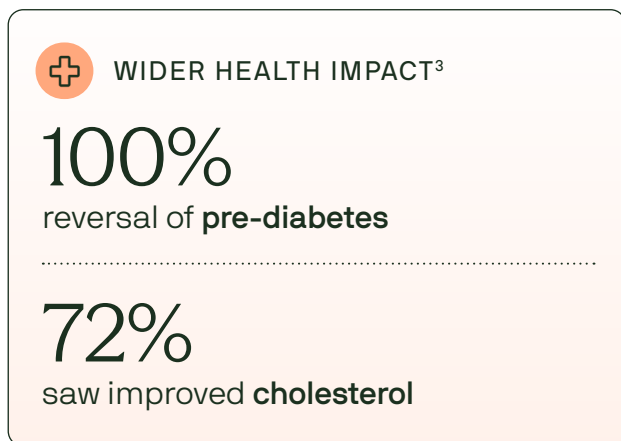
Our results



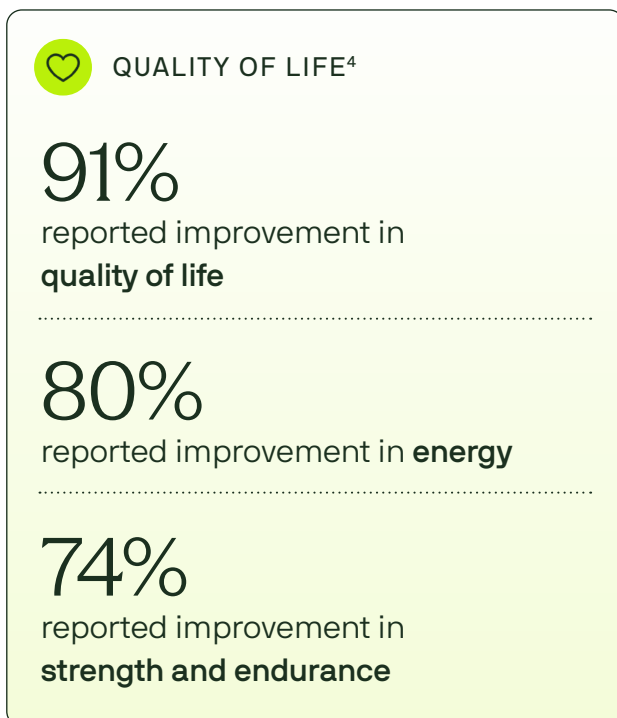
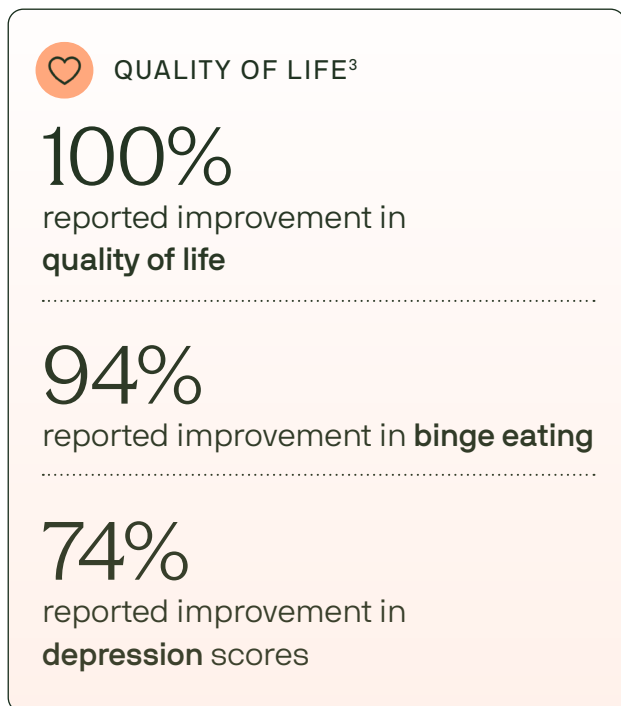
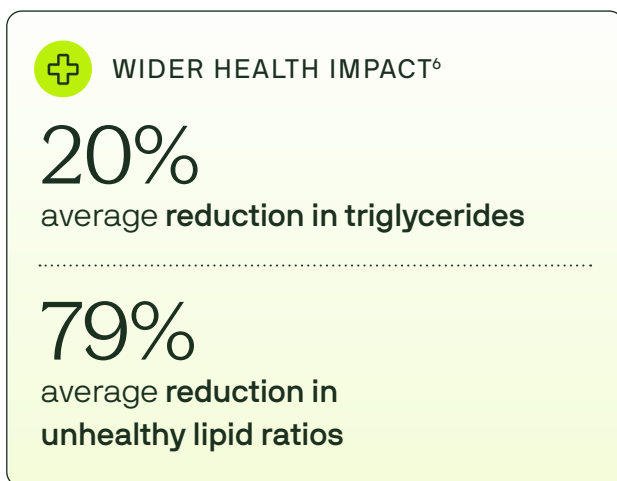
Our members are outstandingly healthier with us.
We are redefining what great health outcomes look like.

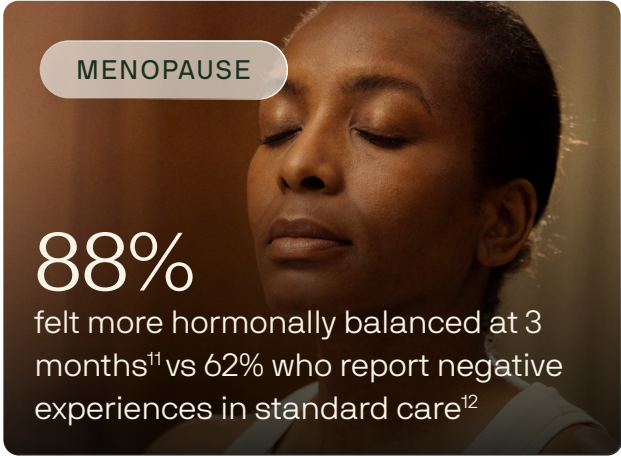


12 month results:



12 month results:

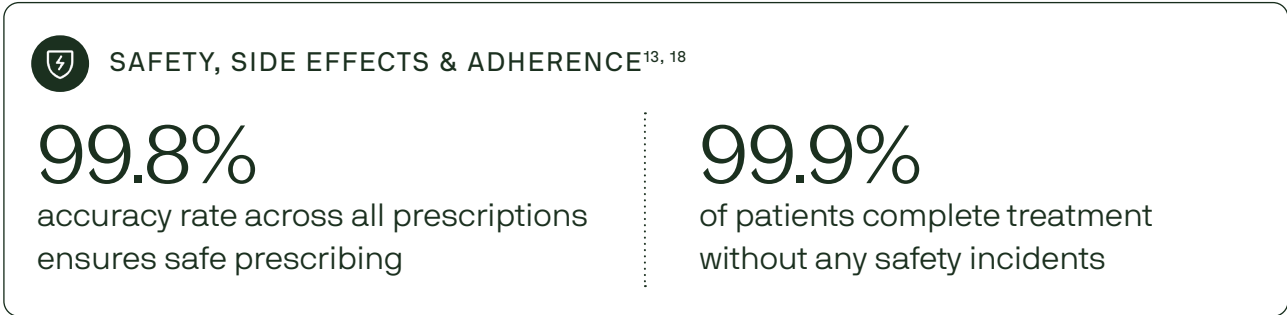
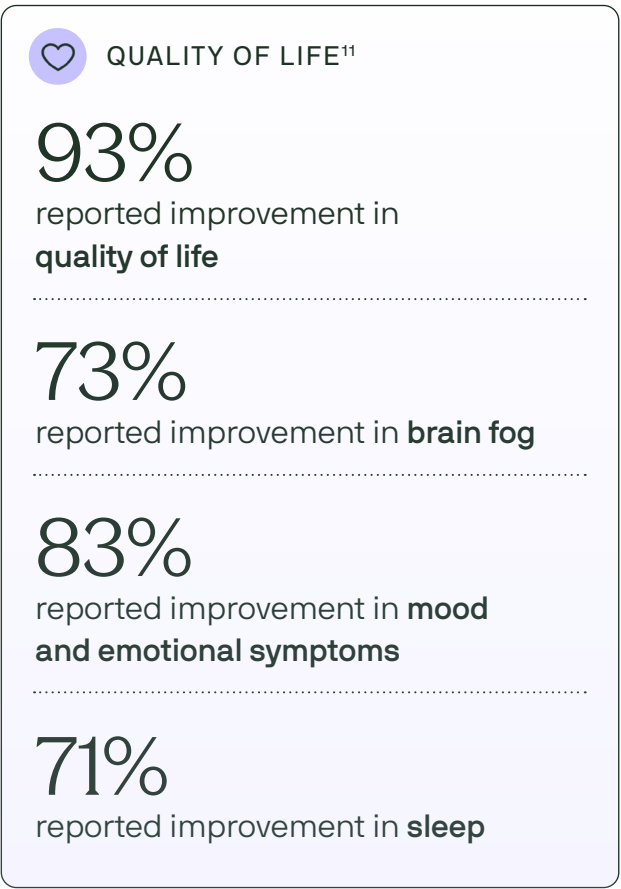




12 month results:



3 month results:



Weight loss

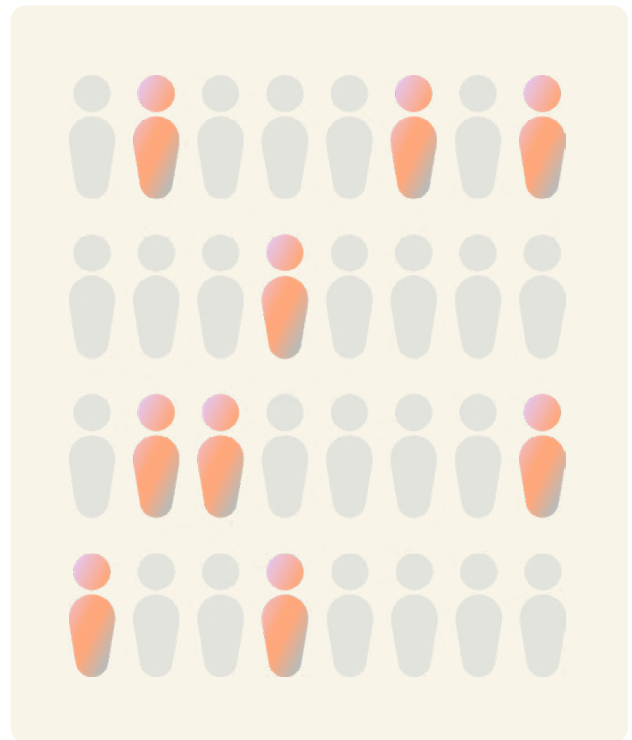


We pair personalised plans with behavioural science to help people lose weight for good

Obesity is one of the biggest challenges of our time, closely linked to rising rates of diabetes, heart disease and early mortality. Globally, 43% of adults are overweight and more than a billion people live with obesity.¹⁵ In the UK, research found that 65% of adults fall into this category.¹⁶

Clinical trials show that long-term GLP-1 use can, under some conditions, lead to over 20% weight loss.¹⁷ It's an incredible step forward, but sustainable results in the real-world depend on much more than a prescription. Long-term, whole-person weight loss needs tailored guidance and expert care.

People often need help with dosing, side-effects, nutrition and building strength, as well as encouragement and motivation along the way. Traditional care models — whether in-person clinics or online pharmacies — usually aren't set up to offer this level of wraparound care. Combined with limited access currently in the public setting, this gap leaves many without the support they need to reach a healthy weight in a safe and effective manner (and stay that way).



< 1/3

stay on medications at one-year¹⁴

Voy's 'more than medication' model is designed to close that gap. As one of the largest providers of weight loss medication in the UK and Brazil, we pair personalised treatment plans with behavioural science and continuous clinical monitoring to help people achieve results that are safe and sustainable.

* In this article we refer to GLP-1/GIP RA (tirzepatide) and GLP-1 RA (semaglutide) medications as "GLP-1s" for simplicity.

Leading the weight loss revolution

In our recent study, published in *JMIR*, Voy members lost 24% body weight in 12 months - vs 16% in clinical trials.^{1,2} This study included over 125,000 Voy members, representing one of the largest studies of it's kind.

Weight loss at 12 months:^{1,2}

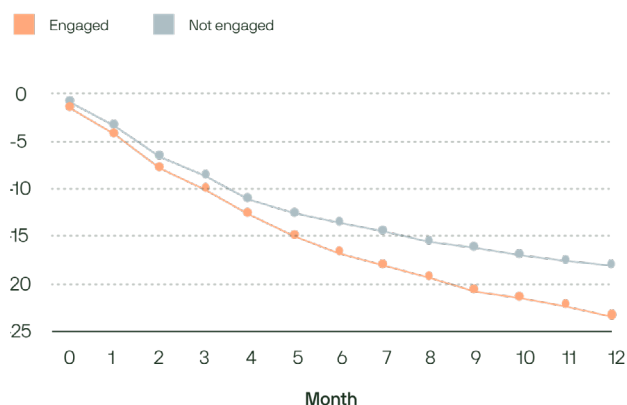
24%

engaged Voy users

16%

clinical trial data

WEIGHT CHANGE DURING TREATMENT



Digitally-engaged Voy members lose 20% more weight relative to those on medication alone¹

These findings build on our earlier 2025 research. In a study published in *Diabetes, Obesity and Metabolism*, we followed more than 100,000 GLP-1 users over 11 months.¹⁸ Those who stayed engaged with digital tools were three times more likely to lose at least 20% of their body weight, and reached key milestones up to 86% faster than those with lower engagement — outperforming all previous results.

A separate *JMIR* study, tracking people over their first five months, showed the same pattern appearing as early as month two.¹⁹ Proof that digital engagement consistently strengthens outcomes, right from the beginning of treatment.

These publications represent some of the largest and most comprehensive real-world analyses of GLP-1-based weight loss to date, helping to set a new standard for how effective, evidence-driven care can be delivered.



LIFE BEYOND THE SCALES

Weight loss is only one part of the story. We also look at how treatment shapes daily life, including energy, confidence, mental wellbeing and overall quality of life.

In 2025, we shared these broader health insights at five major global conferences on obesity and primary care, including WONCA, RCGP, ECO, Obesity Week, and UKCO. Our findings mirror our research recently accepted in *Cureus: Journal of Medical Science*.³ After one year, every patient reported an improvement in their quality of life. Many saw meaningful shifts in mental health, too:³

74%

experienced improved depression scores

94%

improved binge eating scores

GLP-1 users described feeling more energetic, more confident and more in control — with better sleep, clearer focus and less reliance on alcohol or emotional eating.

Progress isn't just about dropping a few kilos. It's about helping people feel better in their bodies so they can fully enjoy life.

“My thought process around food has changed. That cycle of self-hate and failure is gone.”

Voy weight loss member, September 2025



IMPROVING METABOLIC HEALTH

In this cohort, we also saw meaningful improvements across wider health markers, showing benefits beyond weight loss alone. Voy users showed significant reductions in blood pressure and cholesterol, alongside stronger blood sugar regulation:³

100%

of prediabetic HbA1c readings returned to a healthy range

72%

saw improvements in elevated LDL cholesterol, with more than 30% fully normalising

6.5%

drop in systolic blood pressure



SAFETY FIRST

Our latest publication in *Diabetes, Obesity & Metabolism* highlights the strength of our safety record. We observed a 0.16% safety-incident rate, with 86% of cases resulting in minor or no harm.¹⁸ Prescribing errors remained extremely low at 0.17%, compared with external benchmarks of 4.43% — a 96% relative error reduction.²⁰

GLP-1 medication can cause side effects such as nausea, fatigue and digestive discomfort. These can be difficult to manage, and they're one of the main reasons people stop treatment. Our approach is designed to support patients through these bumps in the road. With personalised dosing, proactive education, real-time behavioural support and 1:1 clinical guidance we help people stay comfortable, confident and on track.

60% reduction in reported side effects compared with external benchmarks²¹

In a survey of 2,700 Voy members, reported side effects were 60% lower relative to external studies (31% vs. 78%).²¹ Fewer side effects mean patients can stay consistent, leading to better long-term outcomes. This aligns with our findings accepted in *Cureus*, where we saw side effects decline steadily over time.

Reduction in side effects over 12 months:³

Nausea:

35% → 8%

Constipation:

33% → 10%

Headaches:

28% → 5%

SUMMARY

Voy helps turn the promise of GLP-1s into lasting results for hundreds of thousands of our members. By combining specialist care, behavioural science and 1:1 support, we help Voy members not just lose weight, but keep it off.

In one of the largest studies of its kind, engaged Voy members achieved an average 24% weight loss in just one year, outperforming landmark clinical trials. The impact goes beyond the scale, too. Voy members experience improved whole-body health, including metabolic and mental health.

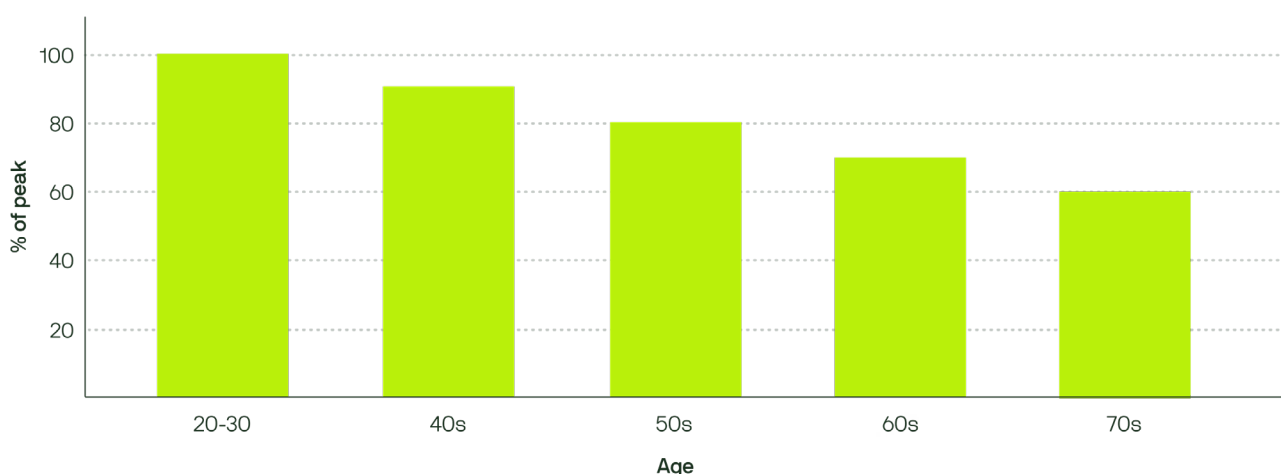
Changing the conversation: In our award-winning NAVIGATE study, conducted with Imperial College London and involving 1,300 UK adults, more than 9 in 10 GLP-1 users said they would recommend GLP-1 treatment, demonstrating strong real-world confidence in its benefits.²²

Testosterone



We are helping more men recognise the signs, get tested, and access world-class treatment

TESTOSTERONE DECLINES FROM PEAK WITH AGE ³⁸



Up to 25% of men over 30 will experience testosterone deficiency (TD) — yet, many never get diagnosed.²³⁻²⁵ That's years spent feeling “off,” without really knowing why.

TD doesn't usually arrive with a bang. It creeps in. Fatigue can feel like stress. Low mood can look like burnout. Reduced libido can easily be blamed on lifestyle. These signs are easy to dismiss, and men often put the symptoms down to ageing.

On top of that, Testosterone Replacement Therapy (TRT) still carries a stigma. Many associate it only with building muscle or lasting longer in bed. In reality, TD affects the whole body, from energy and mood to muscle, bone strength and even long-term heart health.

We're here to change that. As the UK's largest and highest-rated provider of TRT, we help men recognise the signs, get tested and start life-changing treatment. A simple blood test can reveal a lot about current health. From there, our clinicians combine blood results with lifestyle, nutrition, exercise and health history to create a personalised plan.

Our approach is carefully structured to support wellbeing, minimise side effects and bring long-term results. We offer guidance every step of the way, without pressure, and ensuring our members understand exactly what's happening in their body. It's about restoring balance, clarity and energy, so Voy members can feel like themselves again.

IN THE SPOTLIGHT: WHY DO SO MANY MEN GO UNDIAGNOSED?

In 2025, we partnered with researchers at Imperial College London to explore why so many men with TD go undiagnosed. The three-part study, published in *BMJ Open* and *Trends in Urology & Men's Health*, surveyed around 2,000 men and revealed that TD is common, under-recognised and often misunderstood.^{23, 26-27} Many men faced long delays, had to push for testing or were dismissed with “it’s just ageing” or “stress.” Some were refused tests or told results were “within range” even when they felt far from normal. Those who did access treatment reported significant improvements in energy, mood, confidence, relationships and quality of life.

Time to diagnosis:²³

86%

delayed treatment at least a year

1 in 4

waited over five years

Diagnosis rate:²⁷

26%

experienced 3+ classic TD symptoms

only 5%

received a formal diagnosis

Top barriers to diagnosis:²⁷

39%

experienced lack of awareness

35%

experienced concerns with cost

At Voy, we’re tackling this head-on. Through educational campaigns, expert podcasts and community support, we’re helping men recognise the signs, understand their options and access the right care. Our discreet, 24/7 digital consultations make it easier than ever to take the first step toward feeling like yourself again.

Restoring hormones to healthy levels

Testosterone research remains a hugely overlooked area, and we're committed to changing this. In November 2025, our landmark study of nearly 10,000 men on TRT, one of the largest known studies to date, was accepted in the *World Journal of Men's Health*.⁴

91%

of men had restored healthy testosterone levels vs 37% in standard care.⁵ These results were maintained over the full 12 month period.

World Journal of Men's Health study:

Study conducted in collaboration with Harvard's Dr Abraham Morgentaler, world-leading authority on testosterone research. Known for revolutionising TRT and credited with changing our understanding of the relationship between TRT and prostate cancer. Published over 200 scientific articles, authored several popular books and responsible for substantial advancements in clinical practice.

“Before TRT I just felt there was something off, just not feeling yourself — everything seemed more prolonged, a bit lethargic. When I started my TRT journey, it levelled out, the brain fog lifted — mental clarity, less anxious, more focus.”

Voy TRT member, 2025



GET BACK TO NORMAL

A TD diagnosis goes beyond numbers on a lab report; it signifies a vital shift from merely surviving to truly living. In the same study, we measured changes in wellbeing on a 1–5 scale (1 = terrible, 5 = no issues). Initially, most participants rated their symptoms as poor, but after 12 months, every score significantly improved.

These outcomes reflect real-life changes, not just statistics. Men reported waking up with energy, feeling steady and focused, reconnecting with their partners, and fully engaging in life again. Such powerful transformations highlight the profound impact of addressing TD on overall wellbeing.

Average % change at 12 months:⁴



+68% energy level



+50% strength & endurance



+41% erection strength



+65% libido



+41% work performance

A STRONGER DIAGNOSTIC PATHWAY

TD diagnosis in standard care is based on a single historical reference value. We now recognise that we are all different, and that diagnostic paradigms need to reflect this.

This study included a large cohort of men that presented with symptoms of TD, but with testosterone levels that were, although low, above the threshold for treatment in the UK's National Health Service.

What we saw was clear: by caring for the individual, not just a biomarker, we could drive significant hormonal and quality of life improvements. These men had their lives restored through TRT — they saw improvements in symptoms and blood testosterone and significantly, this was without any safety concern.

These findings are ground-breaking. It is the largest known study showing both effectiveness and safety in this group of patients. For the first time, we can demonstrate a significant impact on health outcomes for men who would normally struggle to access care through standard pathways.



SUPPORTING HEART HEALTH

Untreated TD can affect more than energy and mood. Men with TD often face higher risks of heart and metabolic disease. In a 12 month study of over 4,000 Voy members on TRT, we saw measurable improvements in key heart and metabolic markers, such as:⁶

20%

reduction in triglycerides
(2.25 to 1.79 mmol/L)

79%

reduction in lipid ratios
(Triglyceride: HDL ratios)

Published in *The Journal of Sexual Medicine* in September 2025 and conducted with Dr. Mohit Khera, this study highlights the broader, long-term health benefits of TRT.

The Journal of Sexual Medicine study:

Dr. Khera is an internationally-recognised testosterone expert from Baylor College of Medicine. His research drove a paradigm shift in our understanding regarding prostate and cardiovascular risk in the landmark TRAVERSE trial.



SAFETY AND FERTILITY

For years, there were concerns about whether TRT might increase the risk of prostate cancer or heart disease. Those worries were taken seriously, and rightly so. But the evidence has moved on. Today, those associations have been dismissed and TRT is even used as part of cancer care in certain settings.

In 2023, *The New England Journal of Medicine* published the TRAVERSE study, one of the most comprehensive trials to date confirming that TRT does not increase the risk of either condition.²⁸ This aligns with our own safety data, where reported incidents remain below 0.33%.²⁹

Fertility is equally important for many of the men we support. While TRT can have an impact, there are established TRT protocols in clinical practice to support fertility preservation. We've developed tailored protocols with such therapies, like hCG and clomiphene.

Evidence in this area has historically been limited, which is why real-world data matters. In an analysis of more than 2,000 men on a Voy testosterone-plus-hCG protocol, patients saw a 10% improvement in quality of life scores, meaningful hormonal changes and a strong safety profile. These findings, supported by our ENDO presentation on clomiphene therapy, add valuable insight to an area where many men are looking for clarity.³⁰

Together, this research suggests that it's possible to restore testosterone while supporting fertility, safety and overall wellbeing. Future research will need to investigate the exact impact these treatments have on sperm count and fertility to provide further clarity on these topics.

SUMMARY

In 2025, our research set a new benchmark for the field of men's health. We've been published in *The Journal of Sexual Medicine* and the *World Journal of Men's Health*, and our work has been shared on global stages, from the European Association of Urology to ENDO in San Francisco and the SMSNA in Texas.

Working alongside researchers from Harvard, Baylor and Imperial, our studies revealed something important: when TRT is delivered safely and thoughtfully, it works. In our data, 91% of men had healthy testosterone levels within two months, with meaningful improvements in energy, mood, libido and metabolic health.

This is the direction men's health is moving in — evidence-based, accessible and built around long-term wellbeing. By raising awareness, improving access and refining how TD is recognised and diagnosed, we're working to make sure more men get the care they need, when they need it.

Hair loss



We bring the best of clinical research to men's hair health, and make quality care genuinely accessible

Hair loss is far more common than you might think:³¹⁻³²

~1 in 6

men start noticing it in their 20s

~50%

of men are affected by it in their 50s



While it's often dismissed as “just cosmetic”, its impact rarely feels small.

We've seen how hair loss quietly chips away at confidence, mood and even identity. The tough part? Most men still struggle to access the right support in a market crowded with miracle claims and mixed messages.

At Voy, we're here to change that, steadily, safely and with real science. We're the largest clinic providing hair loss solutions in the UK and Brazil, and our focus is simple: to bring the best of clinical research to men's hair health, and make quality care genuinely accessible.

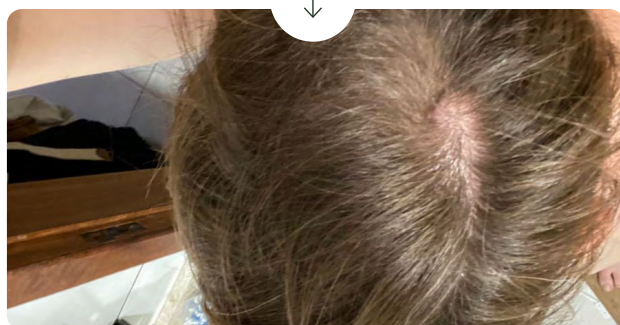
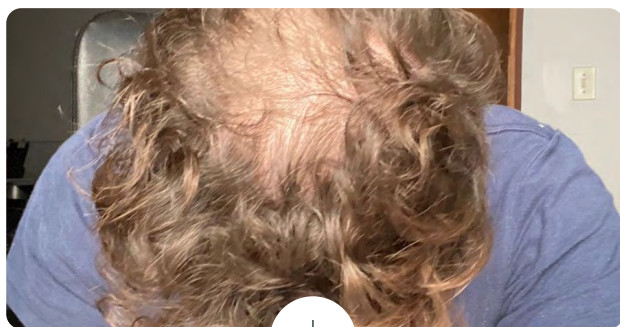
Our clinicians use only evidence-backed treatments, including exclusive Voy medicated formulations, combined with clear guidance and ongoing support.

No shortcuts, no empty promises — just effective, evidence-based care. Our wraparound approach means everything connects. Personalised medication plans, shampoos and supplements that work together, plus education, expectation-setting and tracking tools that help follow progress.

Safe, effective treatment that supports not just hair, but how our members feel in their day-to-day life. We're here to make sure our members always feel informed, supported and understood.

Here's to real progress.

Hair health that lasts



After 6 months of treatment

92% saw hair loss improve over 1 year on Voy - vs 50-60% using standard treatments⁸⁻⁹

Over 9 in 10 men experienced real, measurable results: hair loss stopped, regrowth began and hair density visibly improved. Presented at the Annual Meeting of the British Association of Dermatologists and published in both the *British Journal of Dermatology* and *Cureus: Journal of Medical Science*, our studies show what men already know: Voy works.^{7, 33}



REAL CHANGE, INSIDE AND OUT

Hair loss isn't just about appearance, it's about feeling like yourself again.

In an internal study of around 600 men using Voy's hair loss treatment, participants saw meaningful improvements in their quality of life after just six months. This research was conducted in collaboration with researchers from University College London.¹⁰

Quality of life was measured using a scientifically validated hair loss questionnaire, and the progress men reported touched several areas of wellbeing. The most notable shifts were emotional. They included a clear reduction in feelings of helplessness (an average 1.2-point decrease on a 7-point scale) and less anxiety about future hair loss (an average 1.05-point decrease). Men also shared that they felt more in control, more confident in how they look and more at ease in both social and professional settings.



CONSISTENCY IS KEY

In our research, one finding stood out: adherence to our hair loss plan was the strongest predictor of improvement — results take time and continuity of treatment is needed to maintain results. Men who stay fully engaged saw twice the quality of life gains of those who don't.

But we know sticking with treatment isn't always straightforward. Hair restoration takes time, progress can feel slow and some treatments come with practical frustrations, like irritated scalps or side effects that can affect mood, weight or sexual function. These challenges can chip away at motivation, leading some men to stop before the treatment has had a chance to work.

Standard care often leaves patients to figure this out alone. At Voy, we do things differently. From day one, we focus on matching each person to the right treatment, with optimised formulations and proactive clinical oversight that supports members to minimise side effects and enables adherence. When men feel informed, supported and confident in their treatment plan, they stick with it. And when they stick with it, it works.

Safety incidents
were reported at
<0.01% in 2025¹³

SUMMARY

Hair loss affects more than appearance. It impacts self-esteem, wellbeing and identity. Thanks to Voy's combination of evidence-backed treatments and ongoing clinical support, in just one year, most men maintained or improved their hair density while feeling more confident and in control of their health. Proof that when healthcare is handled well, you can get back to living life well.



“This brand has changed my life.
It's given me so much confidence,
I can't believe how much progress
has happened in such a short time.”

Voy Hair Loss Member, October 2025

IN THE SPOTLIGHT: ALL-IN-ONE-CAPSULE

Sticking to topical treatments can be tricky. Missed doses, inconsistent routines and side effects all occasionally get in the way of results. To make treatment simpler and more effective, we developed Voy All-in-One Capsules (AIOCs), single daily capsules that combine a powerful mix of active ingredients and vitamins. Designed to improve adherence, support long-term regrowth and make hair health easier to manage.

WHAT THE RESEARCH SHOWS

We looked at real-world outcomes from over 500 men who used our finasteride-minoxidil AIOC (finasteride, minoxidil and biotin). Three independent clinical experts assessed hair loss before treatment and after a year. Published in the *British Journal of Dermatology* and *Cureus* (2025), the results were clear:^{7,33}

92%

maintained or improved hair density

57%

achieved visible, marked improvements in coverage

Men with more advanced hair loss saw results comparable to — or in some cases better than — those in earlier stages, highlighting the AIOC as a potential option for an often underserved group.

WHY DOES THIS MATTER?

These findings show our finasteride-AIOC is a highly effective, evidence-backed treatment for multiple stages of hair loss. Future research will explore how our different AIOCs affect adherence, wellbeing and personalised care, helping us deliver better outcomes for every man we treat.

“I was sceptical at first but after 4 months I can’t believe that it has worked.”

Voy hair loss member, October 2025

Menopause



We offer affordable, personalised care from experts, so that every woman we treat feels truly listened to



13 million

women in the UK are currently peri- or post-menopausal.³⁴ Each experience is different, yet standard care treats everyone the same.

.....

Menopause is defined as 12 months since a person's last period and the time leading up to this is known as perimenopause.*

During this time, there is a gradual reduction in sex hormones, causing symptoms that significantly impact quality of life. These symptoms include hot flushes, poor sleep, fatigue, brain fog, mood fluctuations and low libido.

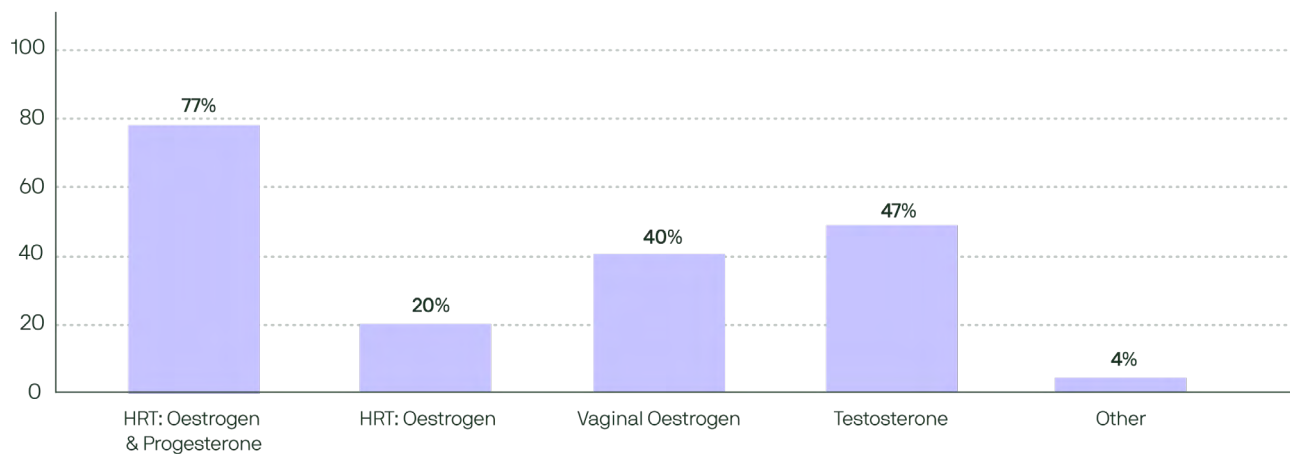
Despite advances in care, over 50% of women still report impaired quality of life.^{35, 36} Options are limited, from lengthy NHS waiting lists to costly private appointments and little in between. We launched our menopause service at the end of 2024 to tackle this. We offer affordable, personalised care from experts who understand the ups and downs of menopause, so that every woman we treat feels truly listened to.

We presented patient results at The Menopause Society 2025 meeting in Florida. These results will soon be published in *Climacteric*. In October 2025, we surveyed over 300 Voy members on treatment for at least three months. Here is what we found.¹¹

* In this report, menopause will be used to describe both the perimenopausal and menopausal phase.

Personalisation is the real differentiator

% OF USERS ON DIFFERENT MEDICATION TYPES ¹¹



When a woman comes to us for menopause support, she begins with an in-depth consultation. We review her full health history, symptom severity across physical, cognitive and emotional domains, lifestyle factors and treatment preferences.

From this, our clinicians build a personalised plan. Rather than defaulting to a standardised starting dose, we tailor the formulation, intensity and delivery method to her symptoms, goals and expected response.

Care is then continuously refined through structured check-ins, symptom tracking and great access to clinicians. As symptoms change, we adjust doses, switch formulations or add non-hormonal options to keep treatment safe, effective and personalised.

88%

of Voy members felt more hormonally balanced after 3 months of treatment¹¹, compared to the 62% of women in standard care who report negative experiences with menopause management¹²

93%

of Voy members reported improved quality of life after just 3 months¹¹

.....

Our members describe getting their lives back, feeling like themselves again: energised, focused, emotionally steady. Many see relationships strengthen as mood stabilises, and confidence returns at work as brain fog reduces.

Brain fog, poor sleep, difficulty concentrating, mood instability. We're constantly hearing how these symptoms can be the most disruptive part of menopause, yet they frequently go unaddressed.



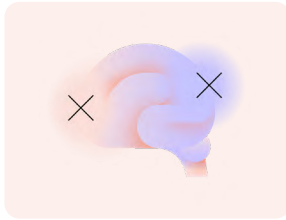
A 2020 survey found that 42% adults knew little or nothing about the cognitive impact of menopause, even though these symptoms are among the most common and life-altering.³⁵

“The level of care and attention has been phenomenal. For the first time, my symptoms and feelings were understood. I'm back to myself again after years of feeling a shell of my former self.”

Voy menopause member, October 2025

Voy recognises menopause as much more than a physical transition. Our specialists are trained to treat the whole picture, addressing mental and emotional wellbeing alongside physical symptoms, to help women get the care they deserve.

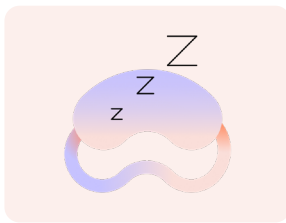
After 3+ months on the Voy programme:¹¹



73% improved brain fog



83% improved mood



71% improved sleep

SUMMARY

Menopause can be an isolating, debilitating experience, and every woman's journey will look a little different. Care offered by the NHS can be slow and ineffective, and women deserve better.

At Voy, every woman's plan is built around her biology, her symptoms, her lifestyle and her goals. We combine hormonal and non-hormonal therapies, together with lifestyle support, to restore balance and confidence.

Within just three months, 9 in 10 women reported feeling more hormonally balanced, and 93% said their quality of life had improved. But the impact runs deeper — we help women think clearer, steady their moods, sleep better and get their energy back.

IN THE SPOTLIGHT: A NEW APPROACH TO MENOPAUSE CARE

Our approach combines education and peer support: In January 2025, we launched a care programme that blends clinical treatment with structured education and peer support. Members have access to monthly expert-led webinars, 1:1 peer mentoring and clinician messaging, giving them the kind of guidance that fits into their busy lives. We analysed feedback from over 850 members and presented the results at The Menopause Society 2025 meeting in Orlando, Florida.³⁷

EDUCATIONAL WEBINARS

Engagement was strong across a broad range of topics — from neurodiversity and sexual health to alternative treatments. Women wanted to understand the full spectrum of menopause, beyond the usual focus on hot flushes. Participation shifted noticeably from traditional topics like *HRT Safety* (31% participation), to emerging subjects such as *HRT & Testosterone* (53%) and *ADHD & Menopause* (93%).

PEER SUPPORT

Peer support was described as “transformational,” and a vital complement to medical care. Feedback revealed recurring themes of emotional reassurance, symptom normalisation and a sense of solidarity. It works because it changes how women engage with their health. When they can connect with someone that makes them feel understood and supported, they lean in, ask better questions, advocate for themselves and actually stay the course.

4.9/5

satisfaction rating on our 1:1
peer mentor programme³⁸

Better health powered by four pillars



We've built a system that learns, adapts and delivers care that's as personal as it gets — at scale. At Voy, personalisation isn't a feature, it's the foundation of everything we do. Each of the following principles strengthens the others, creating a loop of insight, action and improvement, designed to drive meaningful outcomes for people everywhere.

PILLAR 1:

Tailored treatment plans

No two bodies are the same, and no two lives are either. Treatment works best when it's tailored to your biology, lifestyle and lived experience. We take into account not just the present, but the past and the future. Our specialist-led, data-driven plans adapt in real time to maximise outcomes for every single member.

PILLAR 2:

Intelligent behaviour change

Medication alone won't get the job done. Long-term health comes from giving people the tools, habits and confidence to take control. We combine specialist support with smart technology to personalise education, guidance and goals, helping members build sustainable habits that last a lifetime.

PILLAR 3:

Accessible on-demand care

Health doesn't stick to a 9-to-5 schedule, so neither should healthcare. Our combination of digital and human support means Voy members can get fast, informed help when they need it, keeping them safe, confident and on track. No waiting rooms. No endless hold music. Just answers when they matter most.

PILLAR 4:

World-class operations

Our smooth experience might look like magic, but it's the result of a meticulous operational set-up. Our in-house operations power personalisation, safety and speed at scale, while our tech enables rapid innovation. The result? Members get great care, reliably, now and into the future.

Pillar 1: Tailored treatment plans

At Voy, one size fits one. Not everyone, not your “average Joe”, just you. Every member receives a treatment plan built entirely around their unique health profile.

Our plans are powered by our health dataset, one of the largest private health datasets in the UK, and crafted by our specialist clinicians.

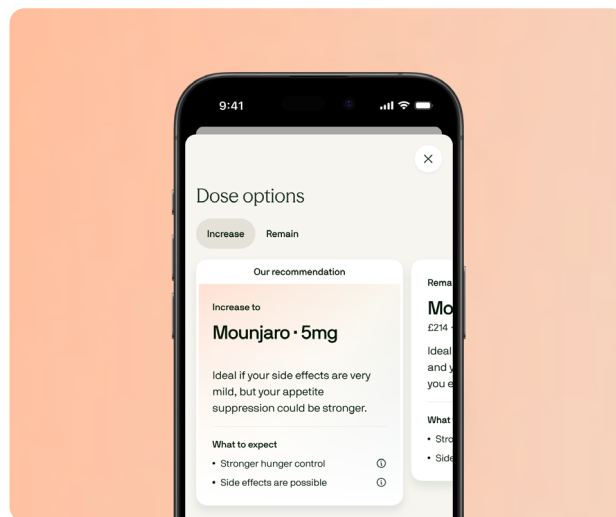
We start by understanding the full picture: your health history, biomarkers, symptoms, lifestyle and personal preferences. Then we design a care journey that works for you, not the average.

We know that life changes, and so do we. As your health and lifestyle evolve, your plan evolves too. Through regular check-ins, in-app feedback and clinical reviews, we constantly tweak, optimise and refine care, so you're always getting what works, not what's "typical".

9 in 10 told us
their care felt
truly theirs,
personalised and
made for them.¹¹

SMART, SIMPLE DOSING

Our in-app "Dosing Guide" helps members make safe, data-informed decisions when it comes to their medication.



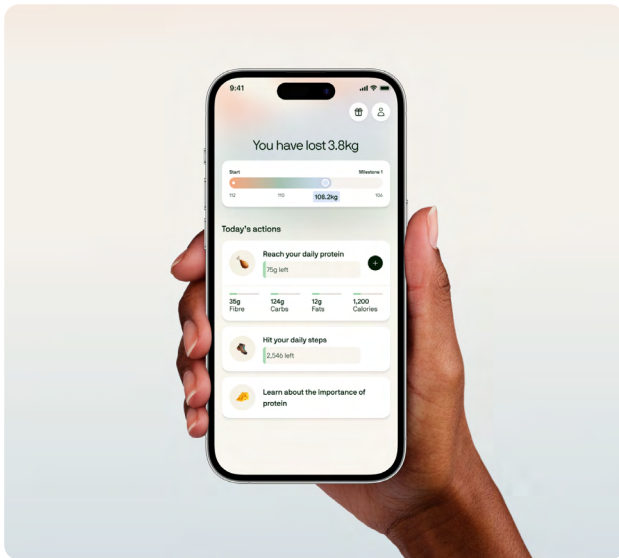
For weight loss, each week members check-in on key factors, like appetite control, weight change and side effects, to understand how their body is responding. Two weeks before a potential dose change, the guide prompts a tailored review: "Am I losing weight too quickly or too slowly? Are these side effects normal? What should I expect if I stay, pause, or move up in dose?"

Behind the scenes, our clinically-validated algorithm analyses these inputs and recommends the next best step for clinician review. This is personalisation in action, giving members clarity, control and confidence at every stage of their health journey.

In an analysis of more than 40,000 Voy weight loss members, we found that 88% followed a bespoke, non-standard plan, meaning their care went beyond what a typical online pharmacy or standard care would be able to provide. Across our weight loss programme, we've identified over 3,500 distinct plan variations, demonstrating the depth of personalisation in our care.

Pillar 2: Intelligent behaviour change

We don't just treat conditions, we help people get healthy and stay healthy for life. Medication alone won't cut it. Lasting change comes from building sustainable habits.



OUR MOST ADVANCED BEHAVIOUR CHANGE PROGRAMME YET

In 2025, we launched our most advanced digital experience for GLP-1 users: a fully app-based, AI-plus-human weight loss programme built to deliver lasting results. At its heart is a simple idea: human expertise and cutting-edge AI, working together. The result? A seamless, personalised journey that keeps people engaged and motivated.

Our behaviour change programmes are science-backed, data-driven and deeply personal. We use each member's progress and input to refine goals, content and support, keeping people engaged and helping them build habits that stick.

That means treating the whole picture: sleep, nutrition, movement and mindset all come into play. We meet people where they are, pairing menopause care with better sleep routines, combining GLP-1 therapy with practical meal planning and support for emotional eating, reinforcing hair loss treatment with confidence-boosting tools, and baking stress management into testosterone plans.

We stay ahead by listening to our community and the latest research. From trending chat topics and reported side effects to social conversations and emerging myths, we track what members are asking — and respond fast, with fresh guidance, evidence and clarity. Our care isn't just prescribed, it's continuous, responsive and built around you.

90%

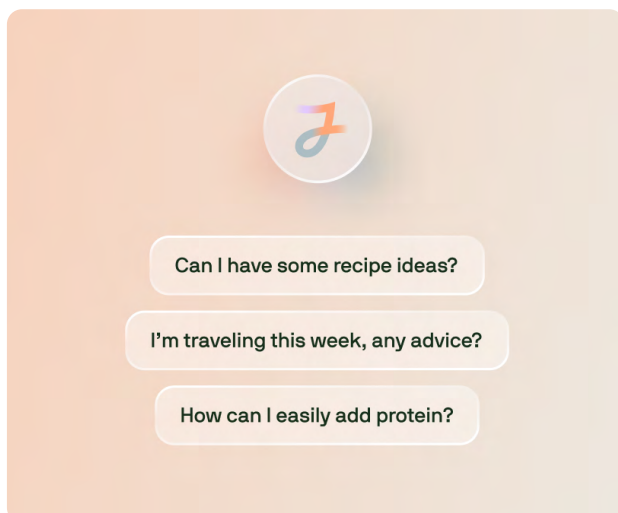
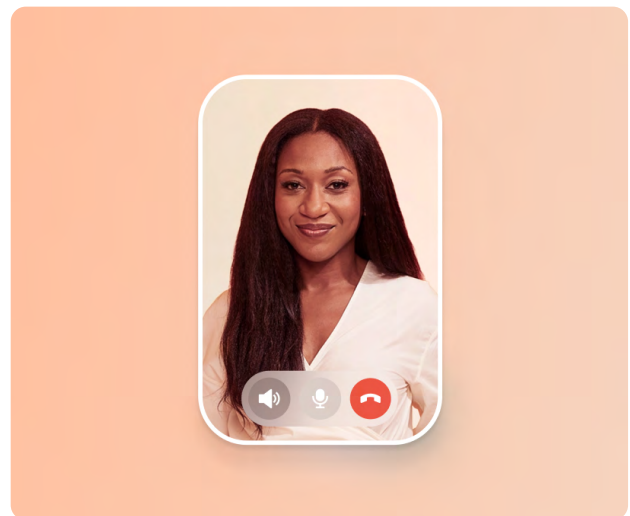
of our weight loss members activate app coaching

60%

of our weight loss members continue daily engagement after two months

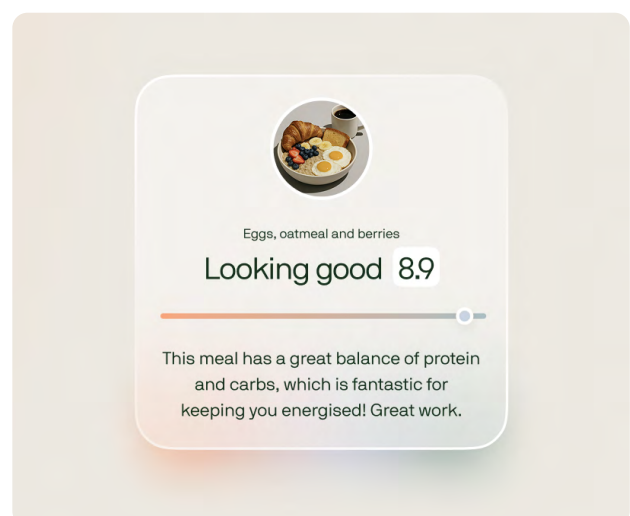
OUR LATEST GLP-1 WEIGHT LOSS PROGRAMME

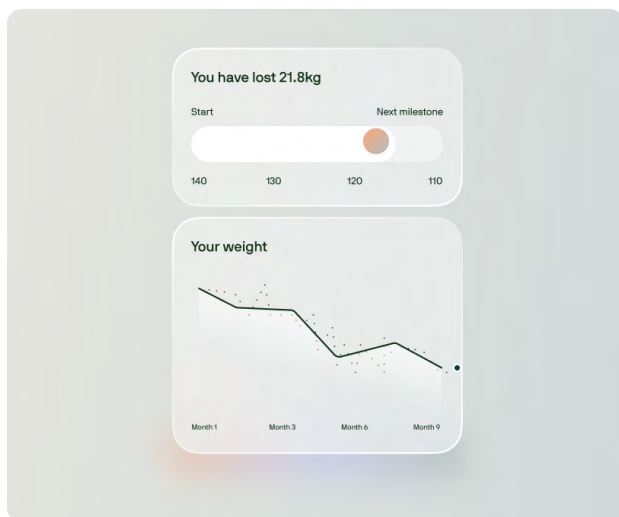
Expert coaches: Every journey begins with a human consultation. Our specialist coaches help members uncover their deeper motivations — their personal “why” — and then stay available for 1:1 guidance and proactive check-ins. They work alongside our AI assistant to create a joined-up, always-on experience.



AI-driven coaching: Meet Joy, our AI assistant. Joy provides continuous, personalised support, delivering goals, prompts and content tailored to each user’s behaviour, progress and history. Designed to feel friendly, relatable, and human, Joy keeps members motivated, and connected. All while freeing time for human coaches to provide targeted, high-impact support.

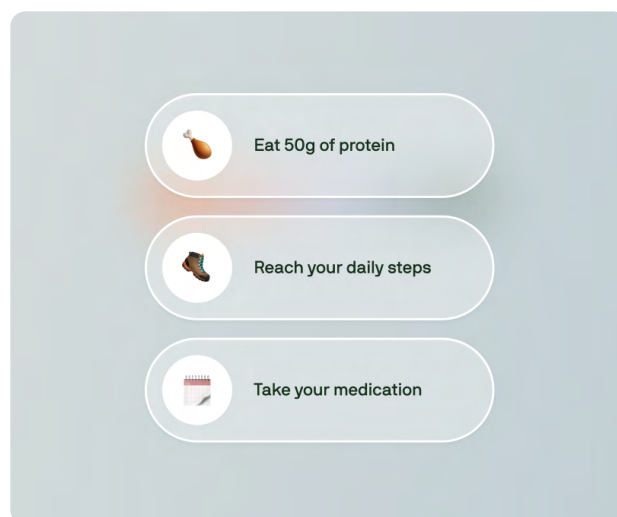
Lifestyle analysis: Members track meals, steps and injections as well as symptoms such as mood and energy for automatic feedback. Our AI assistant and human coaches then use this rich data to tailor guidance and provide meaningful support.





Multi-level adaptation: Support evolves with each member. Whether someone is starting out, adjusting their dose, or chasing new milestones, the programme adapts at both macro and micro levels, ensuring guidance is relevant, timely and motivating.

Engagement-focused design: Every part of the app is designed to keep our members engaged. Clear goals, visible progress and timely prompts make it simple to start, easy to stay on track and rewarding to keep going.



This programme was crafted by a cross-functional team of behavioural scientists, dieticians and psychologists, working hand-in-hand with world-class AI and design engineers. Together, they've created a programme to be proud of, one that is smart, personal and relentlessly focused on better outcomes.

Digitally engaged Voy members are 3x more likely to achieve $\geq 20\%$ body weight and >2x more likely to stay on the programme for 12 months

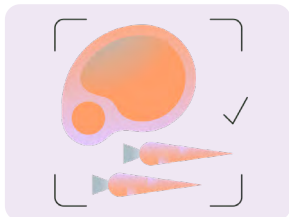
“It's a brilliant mash-up of guided coaching (think actual, supportive human beings!), cutting-edge AI (that somehow knows what I need before I do), and for me, the incredible support of Mounjaro. For the first time in what feels like years, I've found something that clicks.”

Voy weight loss member, October 2025

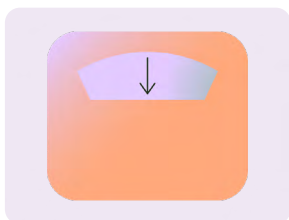


2025 IN NUMBERS

We're learning from our members every day, continuously refining and improving the programme experience. In 2025, members engaged with our app more than 115 million times:



2M+ meals analysed



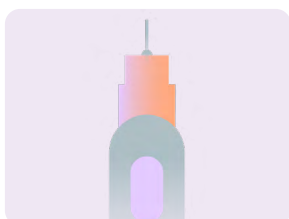
1.6M+ weight readings recorded



700K+ tasks completed



500K+ AI-led conversations



500K+ injections logged



4.8/5 app rating

Pillar 3: Accessible on-demand care

Healthcare is complex, and the difference between good care and great care often comes down to access. That's why Voy offers on-demand, around-the-clock 1:1 support.

Our members can get help when it actually matters, not when the calendar allows it. Whether it's a question about a side effect after dinner or a refill worry on a Sunday morning, support is there. Fast, private, always accessible.

On-demand, unlimited clinical support isn't an add-on for us, it's the core of our model. Members connect with a clinician in under 3 minutes, which is virtually unheard of in healthcare. And crucially, every clinician they speak to has their context. No retelling your story. No bouncing between departments. Our in-house record system means whoever you need to speak with, they already know you, so the conversation can start where you last left off.

The result is a seamless experience — across app chat, phone and email — that keeps members safe, reassured and confident. And when people feel supported in real time, they're far more likely to stay on track and stick with their treatment.



+50%

of all Voy queries are outside standard 9-5 hours, including ~90% of clinical queries

<3 minutes

to reach a human clinician

+90%

of chat and phone inquiries fully resolved within 24 hours

92%

member satisfaction (CSAT)

4.7+

Trustpilot rating

In a thematic analysis of our 2025 Trustpilot reviews, Over 50% of members mentioned our support system as a key value-add at Voy:

“There is someone there for me whenever I need them, so I don't feel alone”

Voy member, October 2025

In 2025, we invested heavily in expanding our support, combining AI and human teams to scale responsiveness without sacrificing quality. Our AI assistant, Joy, became an AI tool for non-clinical queries, handling a large volume of routine questions:

Scalable support: Joy handled 100,000+ routine non-clinical queries each month, with 98%+ human-routing accuracy

Deep conversations: Members sent an average of 12 messages per conversation with Joy, reflecting the depth and nuance of these interactions

What's on people's minds?

46%

of conversations focused on deep behavioural coaching, such as mindset, motivation, goal setting, setbacks and habits

32%

centred on nutrition and diet, including dietary advice, meal planning, food tracking, portion sizes and nutritional information

10%

covered exercise and activity, from tailored recommendations to overcoming barriers and tracking progress

SUPPORT FOR SIDE EFFECTS

Managing side effects shouldn't feel like trial and error. Our app-based guide gives members expert, practical advice that evolves with their journey, helping them prepare for, minimise and often prevent the most common medication-related issues.

And when something does come up, we make it simple. Members can log what they're feeling, rate the severity and get instant, personalised guidance from a clinician. Every entry feeds directly into our triage system, so support is fast, relevant and grounded in their health history.

We pride ourselves on being proactive. We go one step further by including side effect remedy packs in members' orders. Those at high risk of side effects are identified during onboarding, and they receive a tailored pack with their first prescription

This includes medication (e.g., for nausea or constipation), guidance and prompts on when to reach out to us. By addressing side effects before they start, we've seen a 35% relative drop in treatment discontinuation.

Pillar 4: World-class operations

Without reliable behind-the-scenes operations, the best care falls apart, so we've built a fully integrated healthcare system that brings everything under one roof.

Great care doesn't happen by accident. That's why we've built a fully integrated healthcare operating system that brings everything under one roof, from our pharmacy and supply management, to delivery logistics and member records.

This gives us complete visibility across the entire care journey — from prescription to doorstep. We know when a member's last order shipped, why their plan changed last month and which side effects they've flagged in the app. It means every interaction is informed, personalised and consistent.

And we've cut out the friction. You can go from sign-up to treatment in as little as 24 hours. What powers this:

7-day

in-house pharmacy operations for rapid, reliable turnaround

100+

qualified healthcare professionals supporting safe, personalised medication use

95%

of orders delivered on time, ensuring treatment is never interrupted

88%

of prescriptions approved within 3 hours, so members never wait

Behind our care is an operating system designed for speed, efficiency, and adaptability. By reducing third-party dependencies, we minimise delays, cut costs, and stay agile, whether we're launching a new treatment, responding to market changes or adjusting an individual's plan in real time. It ensures our members get what they need, when they need it. No friction, no delays, no disruption.

Zero stock shortages in 2025, even during the UK GLP-1 market turbulence, which disrupted ~80% of competitors.

2025 set the standard



2025 set the standard

This year, our care model delivered clinical results that consistently outperformed traditional benchmarks. Weight loss members lost an average 24% of their body weight in a year — beyond even leading clinical trials. In hair loss, 92% of men maintained or improved density after 12 months, compared with 50–60% on standard treatments.

Our testosterone programme saw 91% of men return to healthy levels within two months, and in our newly launched menopause programme, 9 in 10 women reported more balanced hormones after just three months. These aren't isolated wins, they're sustainable improvements at scale, grounded in rigorous data. When care is truly personalised, members thrive.

We reached 1.5M+ members in 2025, but our personal touch never slipped. Satisfaction stayed exceptionally high, with an NPS of +64 and 4.7 on Trustpilot. Whether it was quick reassurance from a clinician or a next-day dose adjustment, our AI-plus-human model helped every person feel heard, supported and safe. We have proven that a high-tech, high-touch approach can deliver world-class outcomes and an intimate patient experience, all at once.

WHAT'S IN STORE FOR 2026?

As we look to 2026, Voy will evolve into a unified health hub, enabling people to manage multiple conditions and their full care journey in one place.

And as next-generation weight loss drugs and hormone therapies emerge, our clinical and operational systems are ready to deliver them safely and seamlessly. We're deepening our research partnerships — from AI-driven dosing models with Harvard to genetics-informed testosterone therapy with Cambridge — we're pushing care from personalised to precision.

Voy's vision is bold but grounded: personalised, data-driven healthcare for everyone, at scale. The results presented in this report — achieved across thousands of members — demonstrate that this vision is not just aspirational, but operational. In 2025, we proved that high-quality, personalised care can be delivered at population scale. In 2026 and beyond, we will continue advancing the science, operations and technology that make this possible, ensuring that more people can access the healthcare they need to thrive.

Authors



**DR EARIM CHAUDRY, MBBS BSC
MRCGP DRCOG DFSRH**

Dr Earim Chaudry is Chief Medical Officer at Voy. Dr Chaudry is a founding member of Voy, with over 20 years of experience in healthcare across Europe's most innovative digital and AI healthcare organisations. He is a GP and runs a leading, nationally recognised NHS practice in London. His expertise lies in bridging the gap between traditional healthcare and technology-driven medical solutions.

GMC reference no: 6149111



**DR DAVID HUANG, MBBS
BSC DRCOG**

Dr David Huang is Director of Clinical Innovation at Voy, bringing over a decade of experience in digital health and clinical innovation. He launched telemedicine healthcare networks within the UK prison system and built the first menopause clinic to be commissioned by the NHS. His research has been featured in prominent publications like USA Today, The Independent, and Women's Health, and won national recognition with awards from the Royal College of GPs.

GMC reference no: 7517199



CATHERINE BROWN

Catherine leads Strategy and Operations across Clinical Research and Innovation at Voy. She is responsible for deriving qualitative and quantitative insights on Voy programmes and using this data, in conjunction with the latest clinical science, to advance healthcare innovation. Catherine has spent the last decade working at the forefront of healthcare innovation across the pharmaceutical, microbiome and longevity sectors in the UK and Singapore.

Our research: Translating research into care

Our research is guided by one clear purpose: to make a real difference in how we care for patients. We believe research should do more than observe and report - it should shape how we act, how we learn, and what we build.

As we grow, our measure of success remains the same: quality. For us, quality means safety and effectiveness — two principles that must scale with everything we do. Our ambition extends beyond our own products to healthcare as a whole - we are beginning to influence regulations and guidelines globally, as well as the clinical science itself.

Our research portfolio now includes a scale rarely seen, including multiple studies with over 100,000 Voy members. And we don't sit on the data. We publish, present and share, because we believe that without sharing, it would be a failure. We believe we have a duty to move care forwards and among digital health brands, we stand for one thing above all: a deep commitment to rigorous and clinically-meaningful research.

2025 SUMMARY

28

peer-reviewed publications

58

conference presentations

4

conference awards

10+

academic partnerships

Collaborating with researchers at:



Featured in:



Our methodology: Data collection and analysis

This report focuses on data collected from Voy UK and Brazil members as part of their routine care and during university-affiliated research.

STRUCTURED CLINICAL CHECK-INS

We analysed rich clinical data collected during structured check-ins. Clinical check-ins begin at a patient's initial onboarding and typically repeat on a 3–6 month cycle thereafter. Data includes health biomarkers — such as blood data on hormonal profiles, and body composition changes, such as weight and BMI — as well as symptom changes, side effects and medication use. These clinical check-ins provide the backbone of structured data from our patients.

REAL-WORLD SERVICE DATA

We combined data from these structured clinical check-ins with a wealth of real-world behavioural data from our App, patient order history and from our 1:1 support conversations. App data includes insights on how our patients engage with behaviour change features such as educational content, wellness reports, tracking — e.g., injections, steps, meals and goal adherence. Order history provides a structured account of each treatment plan. Coaching and patient support team conversations provide real-world insights into the challenges that patients face. Layering this data on the clinical check-in data provides a real-time view of a patient's experience.

PATIENT-REPORTED STUDIES

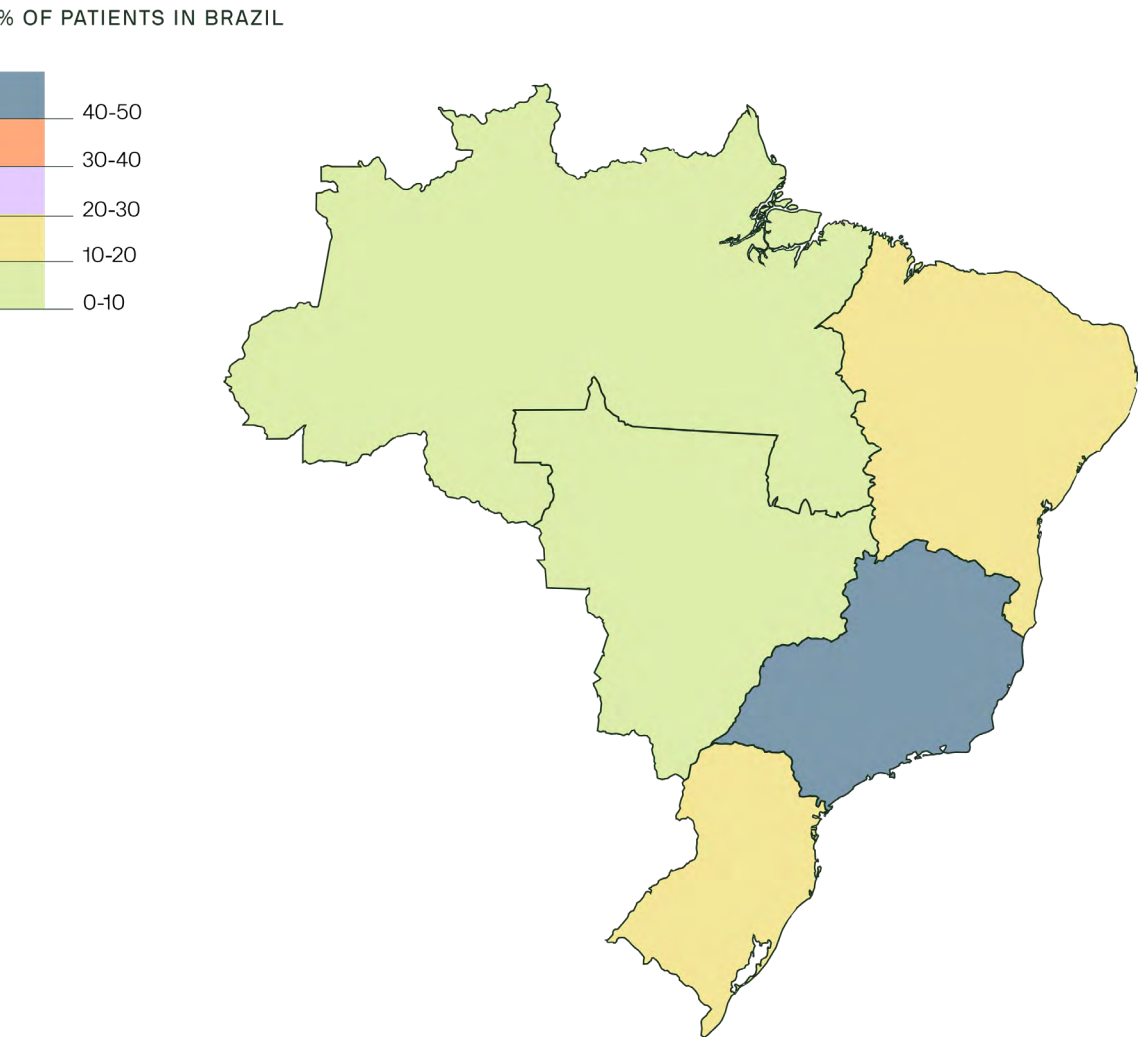
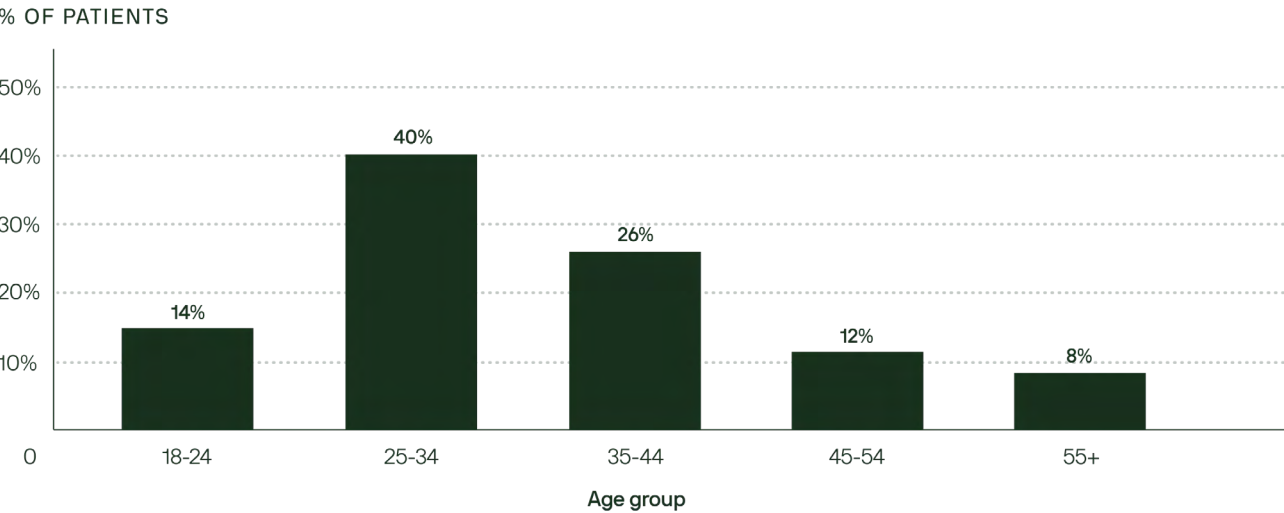
In addition to this routinely collected data, we conducted additional research surveys and interviews through 2025. More than 8,000 patients have contributed additional survey data in 2025, including collaborations with University College London and Imperial College London and Lusíada University Center and the Beneficência Portuguesa de São Paulo Clinical Research Centre, Brazil. This rich dataset includes validated questionnaires on symptoms, quality of life and wellbeing, as well as qualitative and quantitative research into patient and clinical perceptions across the different treatment areas.

GOVERNANCE AND PRIVACY

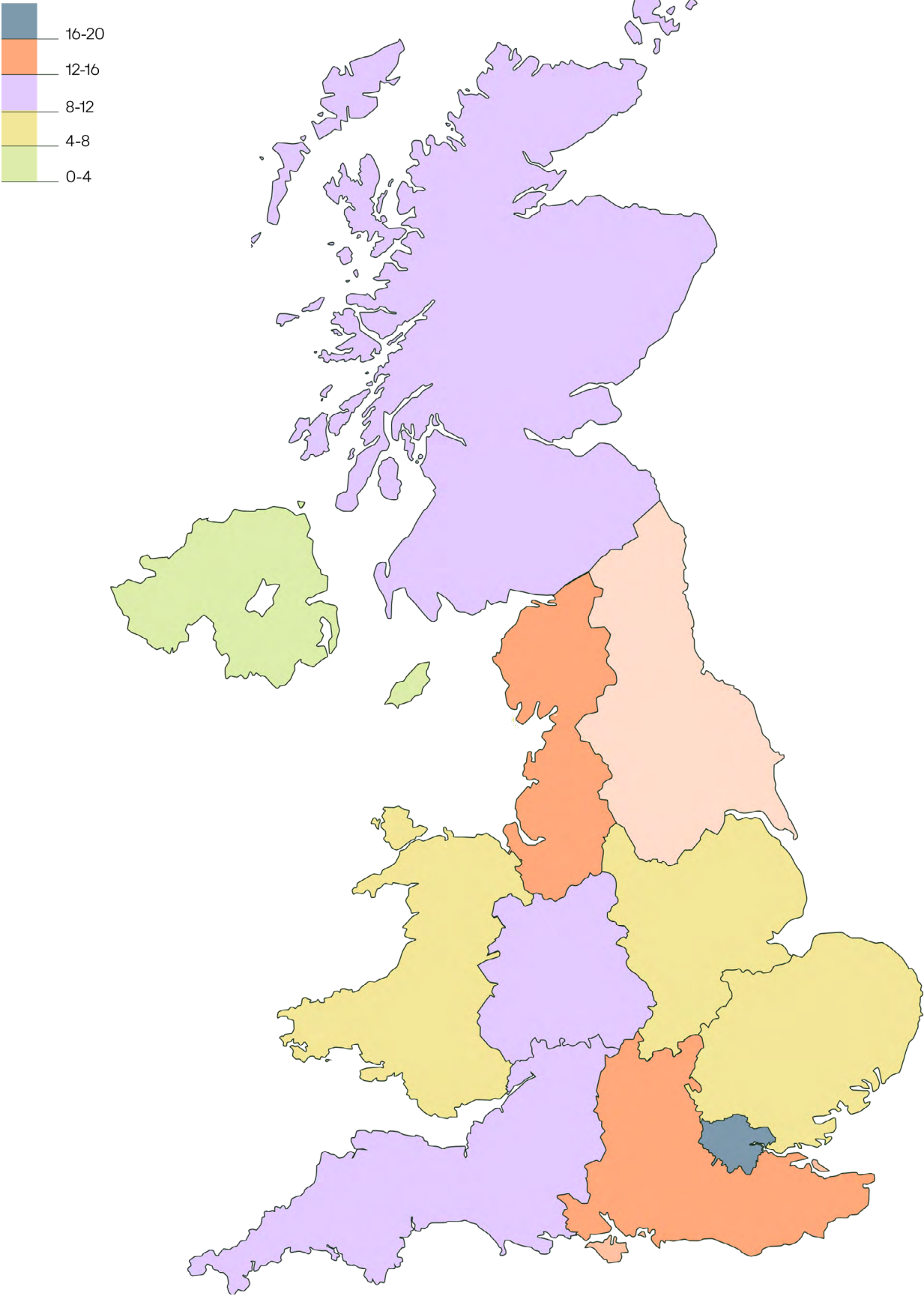
Voy follows strict governance to protect patient privacy and data integrity. Data was de-identified, aggregated where appropriate, and analysed within approved ethical and data-protection frameworks.

Demographics: Patients who trust Voy

Our patients represent a diverse set of age groups and ethnicities from across the UK and Brazil:



% OF PATIENTS IN THE UK



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