



Yazen





Fredrik Meurling,
Co-Founder and CEO

Yazen

Turning Weight-Loss Care into Everyday Support

Yazen’s approach transforms episodic care into a responsive system that enables patients to proactively adjust their treatments and feel supported through every milestone and setback.

“We have a very personal relationship with our patients. You can ask a question at any time of day and get a response within hours,” says Fredrik Meurling, co-founder and CEO. “That continuous connection, along with a structured platform that helps patients follow their progress, is why 70 percent of our patients remain in treatment after a year and 60 percent after two. That level of engagement says everything about our work.”

Breaking the Cycle of Relapse

Every sustainable transformation begins with evidence. For Yazen, the proof lies in scale. More than 40,000 patients across Europe have joined its digital clinic and over 35,000 remain in active treatment to this day. In total, they have lost more than 360 tonnes, validated by real-world data presented at the European Congress on Obesity (ECO).

That data tells a consistent story of sustained improvement. Across a cohort of 30,000 patients, average weight reduction reached eight percent after three months, 13 percent after six and more than 16 percent after one year. For patients who remained in the program for more than a year, weight loss was maintained at 18 months, indicating sustained clinical benefit over time. The results aren’t limited to the scale either. Blood pressure, glucose, cholesterol and liver enzymes all improved, indicating systemic metabolic recovery rather than temporary weight loss.

Consider the story of 64-year-old Elisabeth, who had lived with obesity and diabetes for decades. After joining Yazen, she lost 57 kilograms and kept it off. Her story, echoed across thousands of patients, illustrates what happens when evidence-based medicine meets daily human support.

Behind these outcomes lies a clinical framework built on three, integrated pillars.

Modern medication resets the body’s appetite signals through GLP-1 therapy. Each plan begins with a structured

phenotyping process that includes a comprehensive medical history, identification of comorbidities and detailed laboratory panels. These diagnostics guide physicians in tailoring both the GLP-1 molecule and dose schedule to a patient’s physiology.

Structured lifestyle guidance support for nutrition, physical activity and behaviour change.

Behavioural coaching strengthens psychological resilience to prevent relapse. The approach addresses the biology and the behaviour behind obesity, because lasting results depend on changing both. Each element reinforces the other, turning weight loss into a sustained rebalancing of the body and mind.

We have proven that effective obesity care can be delivered safely, responsibly and at scale. Now our focus is on access, ensuring anyone who needs treatment can receive it. Because when care truly reaches everyone, it’s meant to serve, we don’t just manage disease; we care for the whole person. We change lives.

This integration of medical, behavioural and psychological care forms what Yazen calls The Yazen Model, a structured method for lifelong, sustained weight loss that helps patients regain control of their health. Within this framework, patients follow Commit, an educational program that cultivates lasting habits around satiety awareness, emotional regulation and physical activity. Progress is tracked through both behavioural and metabolic indicators, measuring weight change, as well as adherence, activity and satiety patterns that reflect true lifestyle adaptation.

Safety at the Core of Every Treatment

Digital medicine raises one question above all others. Is it as safe as in-person care?

Yazen’s digital obesity clinic was designed with the same safety architecture that underpins traditional medicine, developed in accordance with Swedish health authorities to meet national digital health standards. Its quality management framework spans every stage of care, from data protection to follow-up, ensuring accountability at every step.

Patient identity is verified through secure, national e-identification systems such as BankID, complemented by a video-based 3D scan that creates a baseline body profile. Continuous app-based reporting enables the care team to monitor side effects and vital data in real time, ensuring early intervention when needed.

Every program operates under physician leadership, with prescriptions, diagnostics and consultations documented in real-time through secure, GDPR-compliant systems. This approach keeps every clinical decision transparent and traceable while maintaining the agility of digital delivery.

That rigour extends to Yazen’s individualised dosing strategy. Physicians continuously monitor patient responses to identify the lowest effective maintenance dose, reducing side effects and medication costs while maintaining stable outcomes. During dose escalation, physicians, dietitians and health coaches work collaboratively to manage tolerance. Real-time symptom tracking allows clinicians to adjust the dosage proactively, maintaining patient comfort and adherence throughout treatment.

Changing the Economics of Obesity Care

Obesity has become one of the largest and fastest-growing costs to public health in Europe. More than funding the treatment, the real challenge is sustaining it. Most systems are built around short-term interventions rather than the ongoing management that chronic diseases demand.

Yazen represents a different model of value creation. Keeping patients continuously connected to their care teams transforms obesity treatment from a series of clinical events into a managed continuum of health. Efficiency is redefined by turning prevention, early intervention and data-led follow-up into economic levers for national health systems.

Yazen’s approach aligns with global clinical findings from programs such as STEP and SURMOUNT, where sustained behavioural engagement alongside medication leads to longer-term weight maintenance. The company is also preparing for dual and triple incretin therapies, updating its protocols to integrate new evidence as approvals emerge.

Its recognition in the Sifted 250 list of Europe’s most innovative health-tech scaleups, along with ranking among the fastest-growing companies in the Nordics and Benelux, reinforces its leadership in responsible digital healthcare.

As the model expands, its benefits compound. Following its acquisition of Medstart in Denmark and Norway, Yazen operates across several European markets under unified clinical protocols. Each market contributes new insights into patient behaviour, treatment optimisation and cost reduction, further evidencing that digital infrastructure can strengthen, not strain, public healthcare.

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