

While Telehealth Giants Face Federal Scrutiny, One Compliant Weight Management Platform Has Been Quietly Getting It Right

Ivia Health, a LegitScript-certified telehealth platform operating across 40+ states, offers both compounded and branded GLP-1 medications and is now bringing medically supervised weight management to the workplace through Ivia Health Benefits, an employer benefit program built on a certified, compliant foundation.

DEARBORN, Mich., June 9, 2026 — The weight management telehealth boom created overnight giants and an oversight crisis. As the FDA cracks down on unlicensed compounders, the FTC investigates deceptive subscription practices, and major platforms face mounting legal and regulatory exposure, a quieter story is unfolding out of Metro Detroit: a telehealth company that was built compliant from day one.

Ivia Health (getivia.com) launched in 2025 as a weight management telehealth platform purpose-built around the rules, not around them. The company holds LegitScript certification - an independent, third-party credential that verifies a healthcare platform meets pharmacy and prescribing standards and operates in full HIPAA compliance across more than 40 U.S. states. Its clinical network has served over 50,000 patients.

What makes Ivia unusual isn't just what it has. It's what it refused to do.

During the height of the compounded semaglutide and tirzepatide gold rush, many platforms prioritized speed and volume over safety infrastructure. Some operated without proper prescribing oversight. Others sourced medications outside FDA-approved channels. The result has been a wave of enforcement actions, class action suits, and platform shutdowns that have left patients stranded mid-treatment, sometimes without refunds, sometimes without medical records.

Ivia took a different path. The company partners exclusively with a licensed 503A compounding pharmacy, requires clinical provider review for every prescription, and built its compliance architecture before acquiring its first patient. Its LegitScript certification, the same standard used to vet platforms by major ad networks including Google and Meta, is publicly verifiable.

Unlike many platforms that operate exclusively in the compounding space, Ivia offers both compounded and branded GLP-1 medications. Compounded semaglutide starts at \$149 per month and tirzepatide at \$249 per month, with a microdose tirzepatide option available at \$299 bimonthly for patients earlier in their treatment journey. For patients who prefer FDA-approved branded medications — Wegovy® or Zepbound®, Ivia offers a \$99 per month branded access membership. Ivia operates on a straightforward cash-pay model, and patients are increasingly finding it easier than navigating insurance

with transparent, affordable pricing that puts weight management treatment within reach without the complexity of claims or prior authorizations. Every path includes licensed provider consultations, dose adjustments, and ongoing clinical monitoring.

“The companies that cut corners didn’t just break rules, they broke trust with patients who were trying to access legitimate medical care. We built Ivia to show that accessible and compliant are not opposites.”

— Sera Ismail, Founder, Ivia Health

The timing is notable. The FDA’s removal of semaglutide and tirzepatide from its drug shortage list triggered a compliance deadline that exposed how many telehealth platforms had been operating in a legal gray zone or outside it entirely. Industry analysts estimate dozens of platforms are now at risk of enforcement or shutdown.

For patients, the fallout has been disorienting. Those who relied on non-compliant platforms are now seeking alternatives and increasingly, compliance credentials are becoming the deciding factor in where they choose to continue their care.

Now Ivia is taking its compliance-first model into the workplace. The company is launching Ivia Health Benefits, an employer GLP-1 benefit program designed for companies with 100 or more employees. At its core is a \$15 per-employee-per-month platform fee that covers portal setup, HR reporting, onboarding support, and a HIPAA Business Associate Agreement. Employers then choose their subsidy level: 25%, 50%, or 75% of each enrolled employee’s medication cost and pay only for employees who actually enroll.

The model is designed to solve the core problem blocking GLP-1 access at the employer level: cost unpredictability. A 120-person company at a standard 50% subsidy tier, for example, would pay approximately \$3,582 per month assuming typical 10% employee uptake with no changes required to existing health insurance plans, no minimum enrollment requirements, and a 30-day cancellation policy.

“Employers are watching their health insurance premiums climb every year with no end in sight. GLP-1 treatment isn’t just a weight loss benefit, it’s a strategy for getting ahead of the claims that are driving those costs up. With Ivia Health Benefits, companies can invest in their employees’ metabolic health today and see it reflected in their renewal rates tomorrow.”

— Sera Ismail, Founder, Ivia Health

Ivia was founded and is operated by Sera Ismail, a Michigan-based entrepreneur and mother, who built the platform as a solo founder. That lean structure, she says, is part of what allowed Ivia to prioritize compliance over growth hacking.

“When you’re not optimizing for a quick exit or a Series A, you can actually build the right way,” Ismail said. “Every decision we made, the pharmacy partnership, the clinical infrastructure, the LegitScript process was about being a platform patients could trust five years from now.”

About Ivia Health

Ivia Health is a LegitScript-certified, HIPAA-compliant weight management telehealth platform operating across 40+ U.S. states. Founded in 2025 and headquartered in Metro Detroit, Ivia provides medically supervised compounded and branded semaglutide and tirzepatide treatment through licensed providers and a licensed 503A compounding pharmacy partner. Compounded plans start at \$149. Branded medication access is available from \$99 per month. Its clinical network has served over 50,000 patients. Ivia Health Benefits, the company’s employer channel, is now available to companies with 100+ employees nationwide. Learn more at getivia.com or contact the benefits team at hello@getivia.com.

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