

LEAN LINE

A Clinician-Designed GLP-1 Medication Companion

Designed in Korea, Ready for the World

Next-Gen GLP-1 Adherence & Safety Companion

Service Whitepaper

Version 3.1 (English Edition)

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Executive Summary

LEAN LINE is a medication management companion for individuals prescribed GLP-1 class anti-obesity therapies such as Wegovy, Mounjaro, and Saxenda. Designed by a practicing physician based on first-hand clinical experience, the service is built on Korean healthcare foundations with a multilingual, multi-market architecture designed for global readiness from day one.

The global GLP-1 market has grown explosively since 2024. In Korea alone, the cumulative prescription count of major GLP-1 products exceeded one million between late 2024 and mid-2025. Similar growth curves are being observed across the United States, Europe, and Japan. Yet underneath this growth, patients largely manage weekly injections, injection-site rotation, side-effect responses, and long-term motivation on their own, while prescribers struggle to capture real-world adherence and progress within short clinical encounters. These gaps are structural and cross-national.

LEAN LINE addresses both gaps simultaneously. It gives individual users a safe self-management toolkit, and it gives their prescribing clinicians a web-based, consent-based, time-limited, view-only screen of the patient's records during consultation. What sets LEAN LINE apart is its grounding in the everyday clinical details that large global platforms tend to miss, translated into product design by someone who has encountered these challenges firsthand in practice.

LEAN LINE is not a medical device. It does not provide medical diagnosis, prescription, or treatment, and does not replace consultation with a licensed healthcare professional. All medical decisions should be made in consultation with your physician.

1. Why LEAN LINE, Why Now

The clinical success of GLP-1 therapy has produced new management challenges. LEAN LINE begins at that exact point.

1-1. Five Common Challenges Patients Face

The following five points were first observed in Korean clinical practice but reflect structural issues that emerge across countries due to the nature of GLP-1 therapy itself.

① Complex Dosing Schedules

GLP-1 injectables are typically administered once per week on a fixed day and time, with a stepwise dose escalation every four weeks. Post-opening storage conditions and shelf life must also be tracked. Maintaining strict adherence inside a busy daily routine is harder than it appears.

② Skilled Injection-Site Management

Repeated injections in the same area can cause lipohypertrophy or lipoatrophy. Rotating between abdomen, thigh, and upper arm is necessary, yet most users rely on memory alone.

③ Daily Side-Effect Monitoring

Nausea, vomiting, constipation, headache, and fatigue are common among GLP-1 users. Most resolve on their own, but some require medical attention. Drawing that line is difficult for patients to do by themselves.

④ Sustaining Motivation Over the Long Term

GLP-1 therapy is often a multi-month or multi-year commitment. Weight-loss plateaus, accumulated side effects, and injection fatigue can prompt unilateral discontinuation, followed by rapid regain. Going it alone is hard.

⑤ Local Medical Context Mismatch

Large global platforms are generally built on US/EU guidelines and often fail to align with local regulatory positions, prescribing norms, body types, and dietary patterns. Conversely, purely local services are typically confined to a single country and break down for users living abroad. A service that respects local clinical realities while remaining portable is needed.

1-2. The Gap on the Clinician's Side

Clinicians face their own information gap. Consultation time is limited, and patient self-reports are often imprecise or selective. Weight readings are recalled from memory, side effects are summarized as "I'm fine," and actual injection timing remains effectively invisible. Opportunities for timely intervention are missed, and adherence runs below what clinicians expect.

1-3. LEAN LINE's Purpose and Market Approach

LEAN LINE closes both gaps simultaneously. For patients, it structures clinically validated management know-how into an app. For clinicians, it provides a consent-based, time-limited, view-only screen they can reference during consultation.

The service launches first in Korea—one of the fastest-growing GLP-1 markets in the world and the richest source of current clinical observation for the team. However, the product architecture, content model, and multilingual system were built from day one for global use, and staged expansion to adjacent major markets is an explicit part of the roadmap.

LEAN LINE is not a weight-logging app. It aspires to be a shared infrastructure between physicians and patients for the full GLP-1 journey.

2. Core Features

LEAN LINE's features are designed around safety and local coherence rather than pure convenience.

2-1. Smart Medication Management

- Weekly injection reminders on a user-defined day and time
- Injection-site rotation map across abdomen, thigh, and upper arm, with recent history visualized and the next recommended site suggested automatically
- Stepwise dose escalation guidance for each drug (e.g., 0.25 → 0.5 → 1.0 → 1.7 → 2.4 mg)
- Product-specific setup for Wegovy, Mounjaro, Saxenda, and others
- Pen opening date and expiration reminders

2-2. Smart Compliance Engine (AI-assisted guidance)

LEAN LINE's AI-based information layer operates under three strict principles.

Scope Limited to Information Only: The engine provides general health information and medication-related guidance only. It does not perform diagnosis, prescription, or treatment. Questions requiring specific clinical judgment are redirected to the user's physician.

Evidence-Based Design (RAG): Responses are grounded in verified clinical sources such as regulatory labeling, manufacturer inserts, and recognized professional guidelines. Free-form speculation is structurally minimized.

Built-in Safety Boundaries: When emergency symptom keywords (severe abdominal pain, persistent vomiting, respiratory distress, loss of consciousness, etc.) are detected, the engine immediately points the user to medical care or emergency services.

2-3. Intelligent Dashboard

- Weight trend visualization (daily, weekly, monthly)
- Injection history with missed-dose highlighting
- Condition and side-effect journal
- Early warnings for abnormal patterns, directing the user to seek clinical care

2-4. Clinic Bridge: View-Only Clinical Companion

The feature that most clearly distinguishes LEAN LINE from other services, and a full-release capability from day one.

With the user's explicit consent, the clinician at the user's current care facility can open a web dashboard during consultation and view—but not download, export, or copy—the patient's dosing history, weight trend, and self-reported side effects, for a time window the patient controls. Within a short consultation, the clinician can quickly grasp the real trajectory and provide more personalized guidance.

Data Handling: View Only, No Storage

Clinic Bridge does not transmit or store data at the clinic. Clinicians view the patient's records at the screen level, analogous to a patient showing their own health diary to their doctor in

person—reconstructed digitally. This design principle is central to LEAN LINE's commitment to user data sovereignty.

Key Characteristics

- Web-based access; no installation required on clinic PCs
- Per-clinic institutional accounts; clinics delegate access internally to authorized clinicians
- Explicit, granular user consent; withdrawable at any time, with immediate effect on the clinic's access
- Time-limited viewing; access expires automatically after the user-set duration
- No download, save, or copy paths; screen viewing only
- Transparent access logs available to the user
- Strictly framed as clinical decision support; never a substitute for professional judgment

Expected Benefits

- Patients: relief from the burden of "remembering and reporting," with personalized guidance based on actual records
- Clinicians: faster recognition of adherence patterns and side-effect trends, enabling earlier intervention
- Care overall: reduced information asymmetry between patient and physician, improving long-term continuity

2-5. Safe Community

- Anonymous peer spaces for verified GLP-1 users
- Automated filters against unverified dosing advice or risky misinformation
- Moderated to maintain a healthy communication environment

2-6. Multilingual and Multi-market Ready

LEAN LINE supports Korean, English, and Japanese from launch. Weight units (kg/lb), time zones, date formats, and localized product naming differences are reflected automatically. This is not a single-market service with translation bolted on, but a global-ready service starting with Korea.

3. Design Philosophy: Safety by Design

LEAN LINE places safety above convenience. In health-management apps, the greatest danger is not the absence of help, but false reassurance.

3-1. AI Strictly Framed as Information Provider

Under no circumstances does the AI diagnose, instruct the user to adjust doses on their own judgment, or suggest prescription changes. Whenever clinical judgment is required, the user is routed to their physician.

3-2. Evidence-Based Guidance (RAG)

Responses are grounded in verified clinical sources, with citations where appropriate—structurally reducing the risk of plausible-sounding but incorrect output.

3-3. Minimal Data Collection and User Sovereignty

Only information necessary for service provision is collected. User health data is never sold or shared with third parties for marketing. Deletion requests are honored promptly. Clinic Bridge access is enabled only by explicit consent and can be revoked at any time.

3-4. Abnormalities Point to Clinical Care First

When unusual patterns are detected, the dashboard and AI guidance direct the user to offline clinical care—not to an in-app "solution." The app positions itself as a bridge between patient and physician, not as an intermediary that stands between them.

4. About the Creator

LEAN LINE is a project born out of clinical observation, not outside capital.

The service was designed directly by a practicing physician who has prescribed and managed GLP-1 class therapies and who encountered the same patient challenges repeatedly in consultation. The questions most frequently asked, the management points most often overlooked, and the details not covered within consultation time have all been structured into the product.

This project is not a marketing effort for any particular clinic. It is an independent initiative aimed at improving the safety of self-management for GLP-1 users everywhere and supporting the clinicians who treat them.

5. Pricing

LEAN LINE keeps pricing transparent and fair.

Plan	Monthly	Annual	Notes
Early Bird (first 3 months)	KRW 3,300 / mo	KRW 9,900 / yr	Grandfathered for as long as subscribed
Standard	KRW 4,900 / mo	KRW 29,000 / yr	Approx. 50% off

Plan	Monthly	Annual	Notes
(thereafter)			with annual billing
Free Trial	7 days	7 days	Auto-converts after trial

Pricing Principles

- Early Bird users retain early-bird pricing for the duration of their continuous subscription
- All billing is processed via Apple App Store or Google Play in-app purchase; users can cancel anytime in store settings
- Refunds follow each store's policy
- No in-app advertising; no surcharges beyond the subscription
- Clinic Bridge does not incur additional fees for connected users

6. Privacy Principles

User health data belongs to the user. LEAN LINE treats this as foundational.

Principle 1. Minimal Collection

Only information strictly necessary for service provision is collected.

Principle 2. No Repurposing

Data is never used outside the scope to which the user has consented.

Principle 3. No Third-Party Sale or Sharing

Health data is never sold, shared, or monetized externally under any framing—including anonymized or statistically aggregated forms.

Principle 4. Clinic Bridge: View Only, Consent-Based

Access by clinics is strictly view-only, within a user-defined time window, and cannot be downloaded, saved, or copied. The clinic does not hold the data afterward. Users may terminate the connection at any time, with immediate revocation of access.

Principle 5. Right to Deletion

Users may request deletion of their data at any time, and LEAN LINE will act on such requests without delay.

Principle 6. Legal and International Compliance

LEAN LINE complies with applicable data protection law (beginning with Korea's Personal Information Protection Act) and progressively incorporates relevant requirements from other jurisdictions (such as GDPR in the EU, HIPAA where applicable in the U.S., and Japan's APPI) as the service expands. A detailed Privacy Policy is available in-app and on the website.

7. Safety Disclaimer

All LEAN LINE users must read and understand the following before use.

- LEAN LINE is not a medical device under applicable medical device regulations and is not intended to diagnose, treat, mitigate, prevent, or cure any disease.
- All information provided by the app is general health information and does not replace professional medical consultation or prescription.
- GLP-1 class medications must be used strictly under the supervision of a licensed clinician. Self-adjusting dose or discontinuing therapy without medical guidance can be dangerous.
- In case of severe adverse events (severe abdominal pain, persistent vomiting, respiratory distress, loss of consciousness, etc.), seek medical care or contact emergency services immediately.
- Pregnancy, breastfeeding, a family history of medullary thyroid carcinoma, or multiple endocrine neoplasia type 2 (MEN 2) require consultation with your physician before GLP-1 use.
- Responsibility for medical outcomes resulting from app-based information rests with the user; LEAN LINE is not a healthcare provider.
- Information shown via Clinic Bridge is reference material intended to support clinical judgment, not a substitute for professional diagnosis or prescription.

8. Roadmap

LEAN LINE prioritizes stable operation today while expanding deliberately.

Phase 1 (Current) — Integrated Medication Management

- Consumer app on iOS and Android
- Clinic Bridge web console for clinicians
- Korean, English, and Japanese support for global readiness
- Initial launch in Korea

Phase 2 — Personalized Analytics

- Cross-signal analysis of weight, dosing, and condition data
- Personalized lifestyle suggestions
- Auto-generated periodic reports shareable in consultation

Phase 3 — Automated Data Capture

To reduce manual entry, LEAN LINE plans to integrate with Bluetooth-compatible body composition scales and weight devices. Core principles are preserved:

- Auto-captured data is transmitted only to the user's own app, not directly to any clinic
- Clinic access continues to be consent-based, time-limited, and view-only
- Device-agnostic integration; no hardware lock-in

Phase 4 — Expanding Clinical Partnerships

- Gradual expansion of clinics using Clinic Bridge
- A curated reference library for clinicians managing GLP-1 patients
- Full adherence to local healthcare and privacy regulations

Phase 5 — Staged Entry into Adjacent Markets

- Japan: entry under the Pharmaceuticals and Medical Devices Act and APPI
- English-speaking markets (US, UK, etc.): entry subject to each jurisdiction's medical and privacy regulations
- Local clinical advisory before each market entry

9. Contact

Inquiries, partnerships, and feedback are welcomed through the following channels.

Official Website: leanline.app

Email: woojin@lwj78.com

In-app support: Settings > Support

This document is a general service introduction and does not constitute medical advice.

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