

**Horizon Consulting**  
(Asper School of Business, University of Manitoba)

| <b><u>Team Member</u></b> | <b><u>Graduation Year</u></b> | <b><u>Area of Concentration</u></b> |
|---------------------------|-------------------------------|-------------------------------------|
| Geoffrey Hurd             | 2025                          | Leadership & Entrepreneurship       |
| Priyanji Mediwake         | 2025                          | Leadership & Organizations          |
| Shubhansh Bansal          | 2025                          | Leadership & Organizations          |
| Zohreh Gervais            | 2025                          | Leadership & Innovation             |

Advisors: Judy Jayasuriya, Arly Akerstream

Topic: A dose of disclosure: Rethinking transparency to win trust at Hims & Hers

Audience: Hims & Hers Health, Inc. board of directors

**Executive Summary**

Telehealth is a \$43 billion industry in the U.S. and is projected to grow at an annual rate of 23.8% through 2030. Hims & Hers has emerged as a significant player in this sector by providing affordable, direct-to-consumer healthcare for conditions that are often stigmatized, such as obesity, sexual health, hair loss, and mental health. Their digital-first, subscription-based model effectively removes traditional barriers to care, particularly attracting younger, tech-savvy consumers and driving rapid growth. However, this success raises several ethical, legal, and operational concerns.

Hims & Hers employs a system that utilizes pre-set treatments, asynchronous consultations, and automated prescription workflows. In this structure, physicians primarily function as regulatory gatekeepers, signing off on prescriptions based on AI recommendations rather than engaging in direct consultations with patients. While many medical conditions can be effectively managed through lifestyle changes, the subscription-based model may incentivize doctors to advocate for long-term medication use, prioritizing profits over patient health.

The main ethical issues associated with Hims & Hers' business model stems from a lack of transparency regarding the risks of prescribed medications. This lack of disclosure affects patients' ability to provide informed consent and understand the insufficient oversight in physician reviews, which can lead to suboptimal patient safety and outcomes. There is also a lack of disclosure in the company's marketing practices, which have compounded this problem.

To avoid costly lawsuits and maintain their competitive edge while mitigating risks, Hims & Hers needs to enhance transparency regarding product safety, provider involvement, and treatment risks. Our group will explore recommendations for improving transparency and disclosures to better support patient safety. By balancing regulatory compliance, patient well-being, and business competitiveness, Hims & Hers can uphold their ethical integrity while continuing to grow sustainably.