

BRENDA ROGERS

LIVED EXPERIENCE VOICE IN MEDICAL WEIGHT MANAGEMENT



BRENDA ROGERS
SPEAKER

WHAT HAPPENS WHEN WE WAIT

The Real Cost of Delayed Intervention in Obesity Care

Most systems are designed to intervene later, when risk is higher, cost is higher, and people are more complex to treat.

Brenda walks audiences through what that actually looks like in practice - not just on paper. She connects delayed access to increased system load, fragmented care, and rising costs that are harder to manage over time.

Drawing from her own experience navigating access to care, she brings a grounded perspective to how these decisions play out in real life - and what becomes possible when timing changes.

“ *Brenda is exactly the kind of voice this conversation needs.*

She is refreshingly unfiltered, honest about her journey, the real barriers she has faced around access and affordability, and what it has actually taken to reach her current position. ”

What Makes Brenda Different?

Brenda doesn't speak about the system - she's navigated it.

She brings a real-world perspective that is often missing from policy and coverage decisions, helping connect how those decisions are made to how they are experienced.

She understands both sides and translates between them

FEATURED IN NATIONAL MEDIA

Brenda Rogers helps decision-makers understand what their coverage choices actually create.

Her work starts with one question:
what happens to the people who don't make it through the system as it's designed today?



She brings a grounded perspective to obesity care, GLP-1 medications, and the cost of delayed intervention - connecting system design to real-world impact.



With over a decade supporting senior leaders at McDonald's Restaurants of Canada, Brenda understands how decisions are made **and how they play out beyond the spreadsheet.**



Recently invited to speak at a national conference for insurers and healthcare leaders, she brings a perspective that is both relevant and hard to ignore.

She also brings 30+ years of front-of-house experience with Canucks Sports & Entertainment, supporting crowds of up to 20,000 and developing a sharp ability to read people in real-world environments.