

Virtual Diabetes Prevention - Powered by Omada

September 2018



Washington State
Health Care Authority

50% OF AMERICAN ADULTS HAVE OBESITY-RELATED CHRONIC DISEASE



HYPERTENSION ¹

86 million



PREDIABETES ¹

82 million



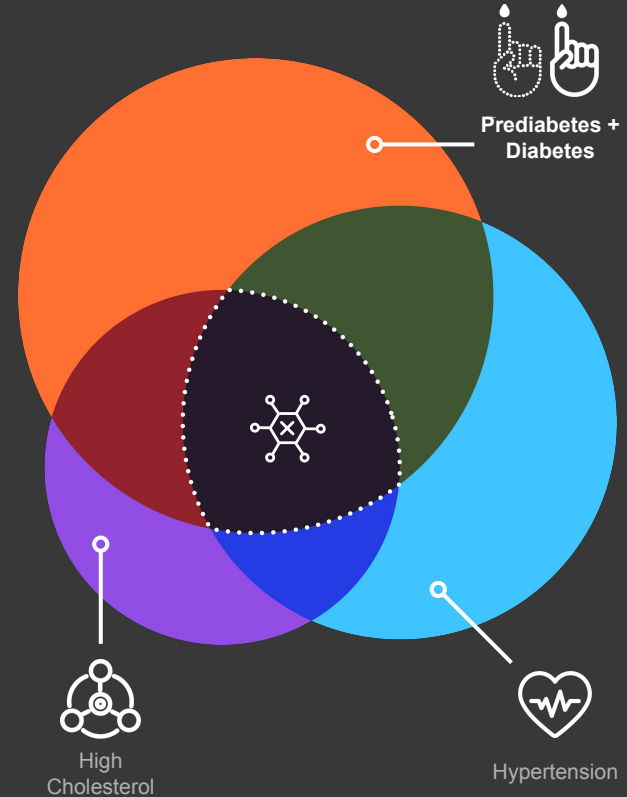
DIABETES ¹

31 million



HIGH CHOLESTEROL ¹

29 million



1. Benjamin EJ, Blaha MJ, Chiuve SE, Cushman M, Das SR, Deo R, et al. Heart Disease and Stroke Statistics-2017 Update: A Report From the American Heart Association. Circulation. 2017;135(10):e146-e603. Prevalence of conditions applies to adults age 20+ in the US.

ADDRESSING THE CAUSE

COMMON FOCUS AREAS

WEIGHT PROBLEMS

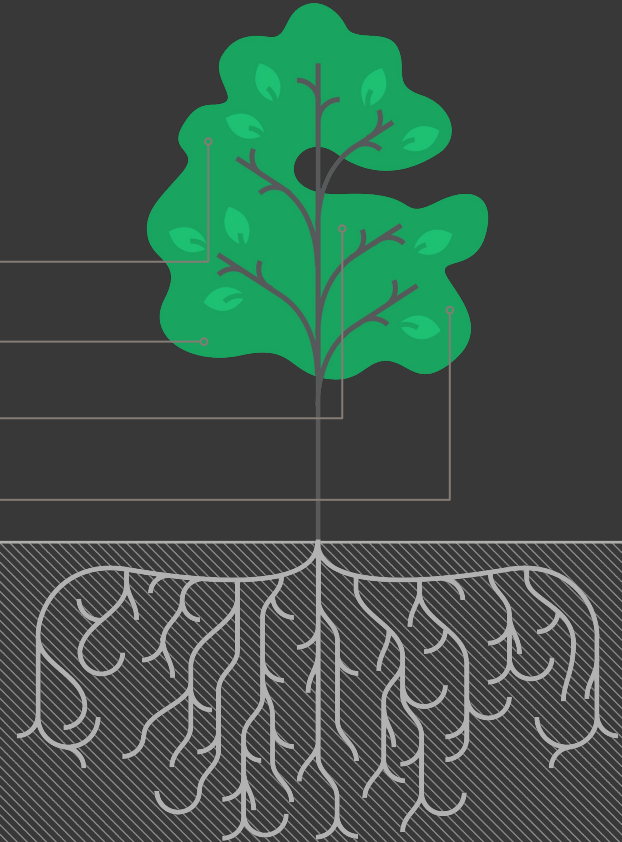
SLEEP DISORDERS

STRESS-RELATED DISORDERS

TYPE 2 DIABETES

WHAT REALLY NEEDS ATTENTION

LIFESTYLE & BEHAVIORS



The Solution

Changing behavior at scale



OMADA'S APPROACH IS THE STANDARD FOR ALL MAJOR OBESITY-RELATED CHRONIC DISEASES, INCLUDING DIABETES PREVENTION

CLINICAL INDICATIONS



Prediabetes /
Type 2 Diabetes



Hypertension



High
Cholesterol

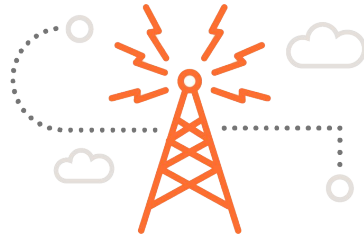


Overweight + Risk
Factors

STAKEHOLDER SUPPORT

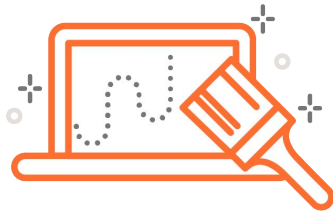


HOW OMADA IMPROVES TRADITIONAL DPP



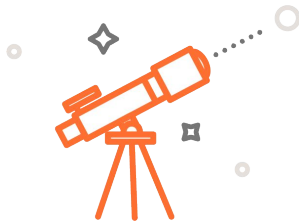
1 Scale

Traditional in-person DPP cannot effectively reach millions; Omada's remote, digital delivery can while maintaining efficacy.



2 Personalization

Effective DPP is highly personal; Omada tailors content, coaching, and tools to deliver an experience for a population of one.



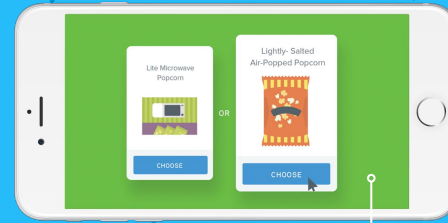
3 Meaningful Engagement

Omada delivers record-setting engagement that drives outcomes.

OMADA EMPOWERS PEOPLE TO BUILD HEALTHY BEHAVIORS THAT LAST

Omada is a digitally-delivered intensive behavioral counseling program for people with prediabetes or who are at risk of Type 2 Diabetes.

Participants learn how to apply meaningful changes around eating, activity, sleep, and stress, and then focus on sustaining those behaviors for a year and beyond.



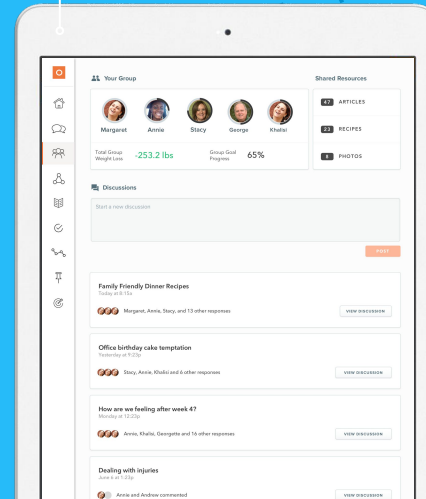
INTERACTIVE LESSONS

DATA SCIENCE



SMART TECHNOLOGY

PROFESSIONAL HEALTH COACH



SUPPORT GROUP



OMADA: THE LARGEST DPP PROVIDER WITH FULL RECOGNITION



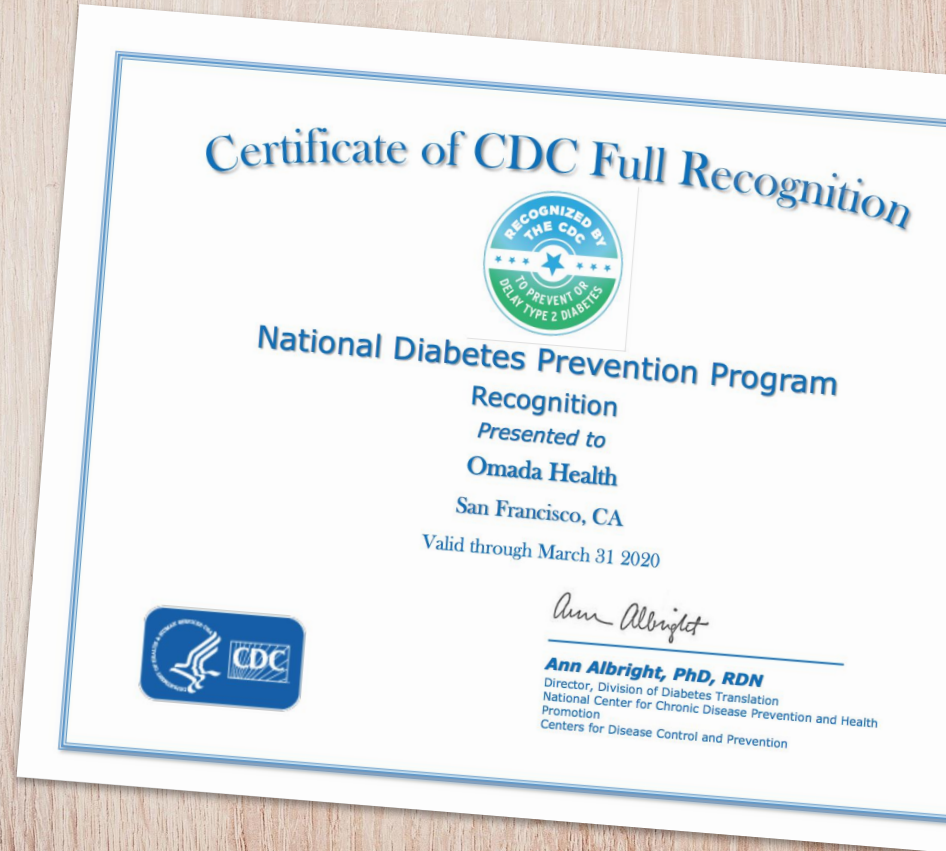
Omada currently has **full recognition** from the CDC



We are the **largest DPP provider** - in-person or digital - to achieve this recognition status



Omada's data will be **re-evaluated every 6 months** to maintain full recognition



A hand holding a smartphone in front of a blurred crowd of people.

The Experience

Personalized health benefits, at scale

Welcome to Omada

from Omada Health



01:59



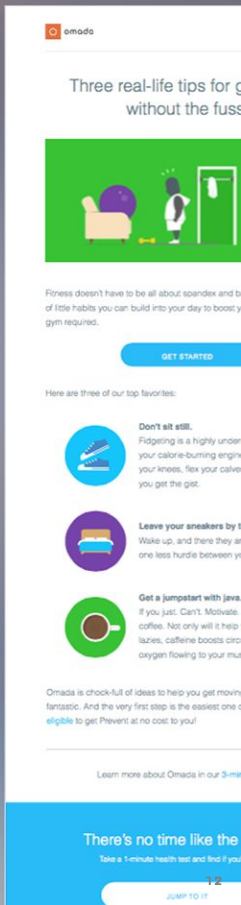
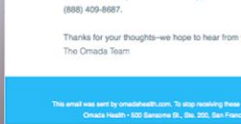
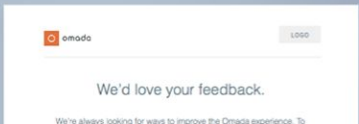
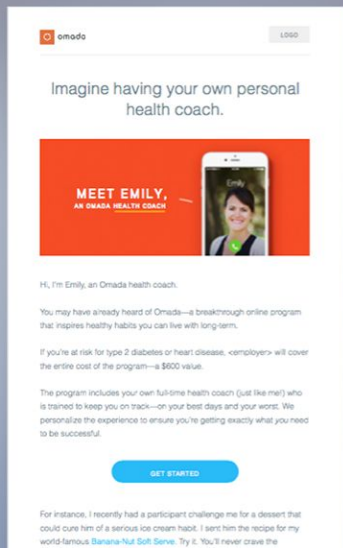
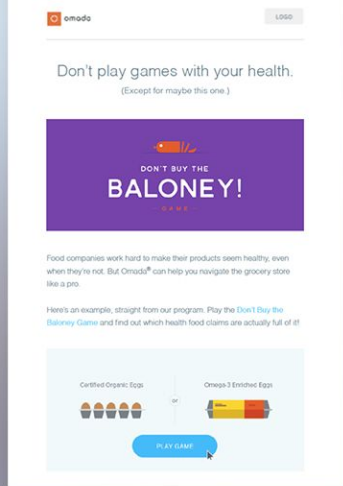
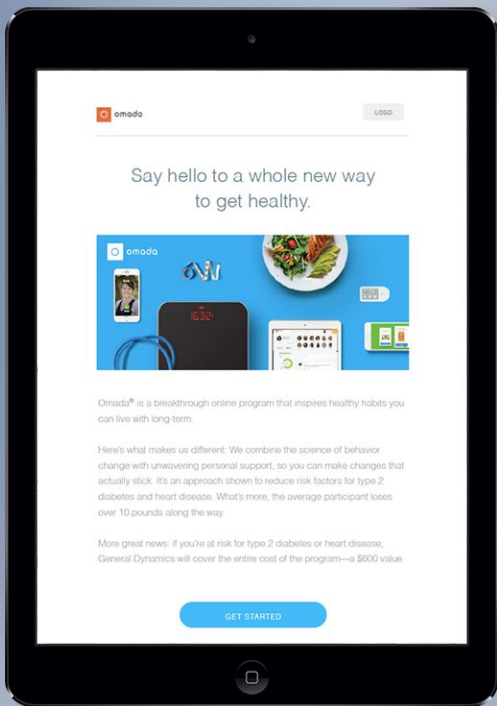
CLINICAL ENROLLMENT CRITERIA

DIABETES RELATED RISK FACTORS



COMMUNICATIONS

Communications proven to drive maximum interest and enrollment.



THE OMADA JOURNEY: KICKOFF

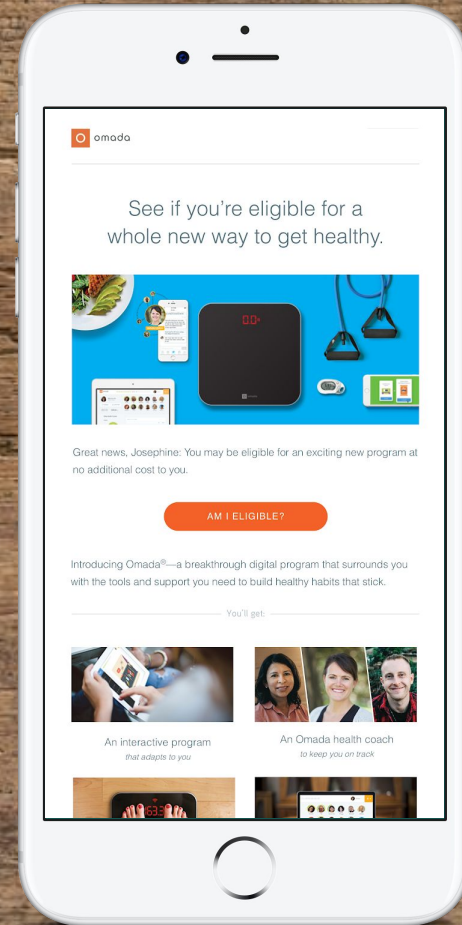
KICK-OFF
Preparation

AWARENESS
Clinical Enrollment & Marketing

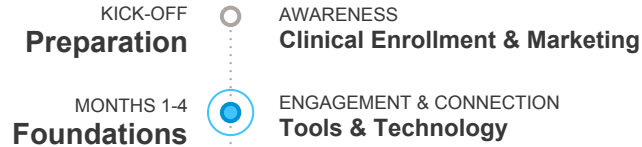
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One day I was going through my email and there was an invitation from the Omada program. That was the first day of the new me!

Brenda, 60



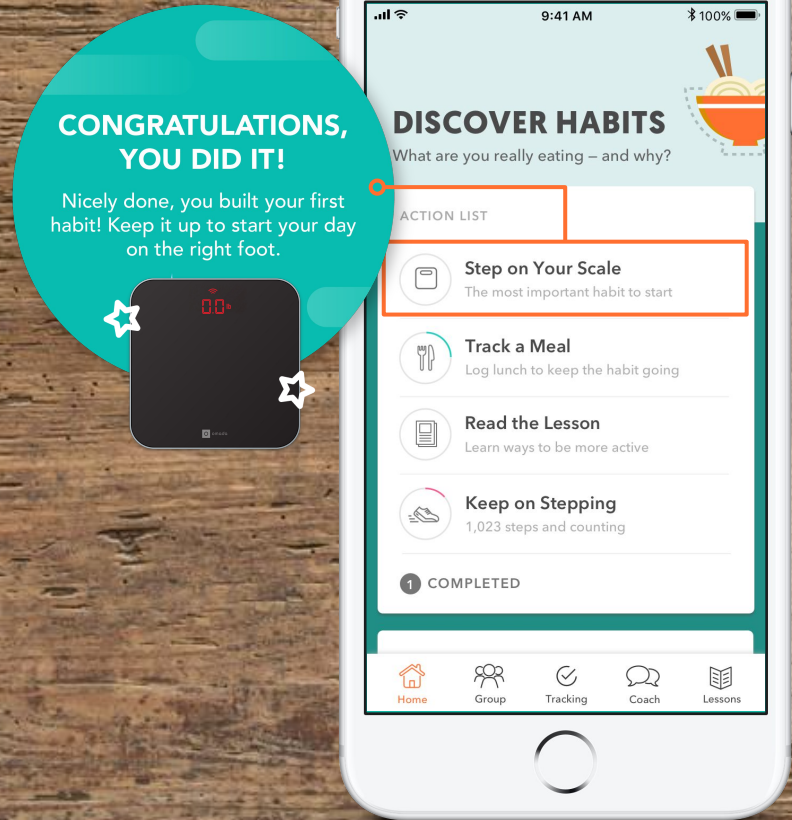
THE OMADA JOURNEY: TOOLS & TECH



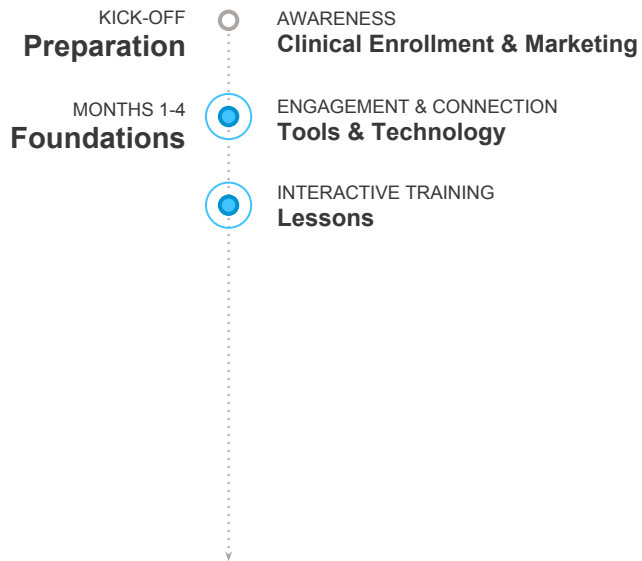
“

When I received my scale and saw how my daily activities would be tracked, I realized Omada was seriously invested in my wellbeing and if I stayed with the program, I would create and maintain healthy daily habits.

Anthony, 54

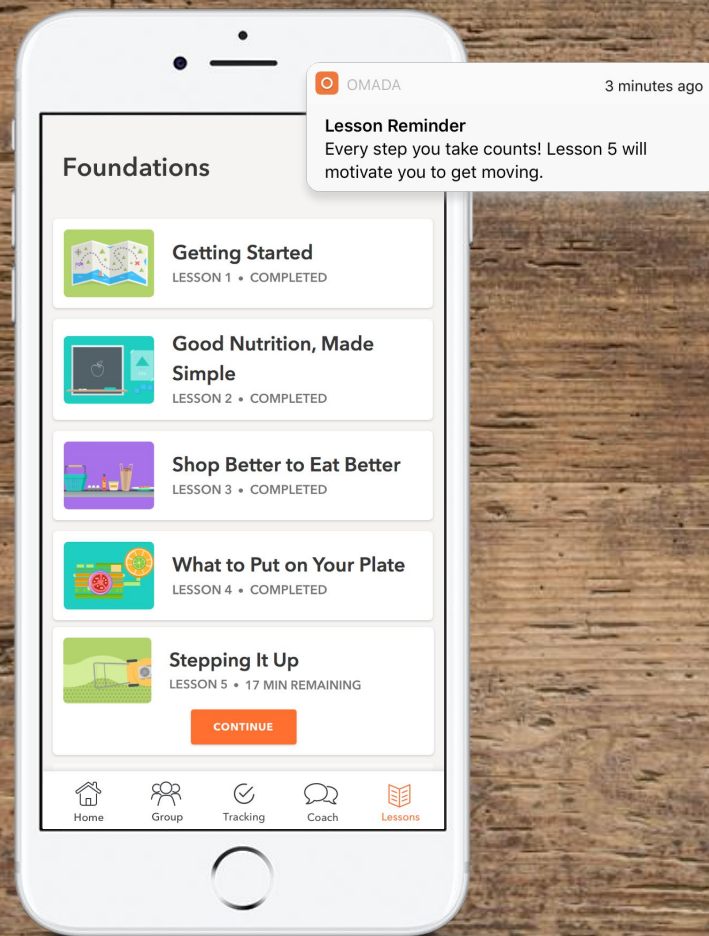


THE OMADA JOURNEY: LESSONS

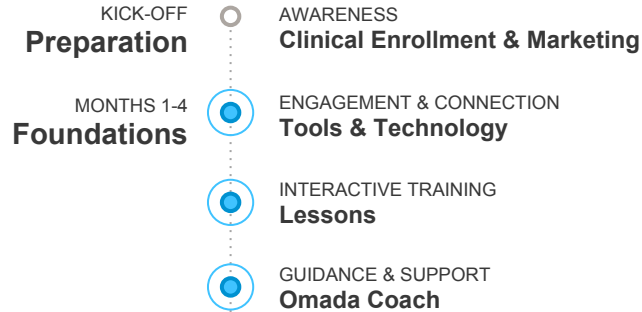


The bite sized education is masterfully delivered. I always look forward to my new Sunday morning lesson.

Mike, 58

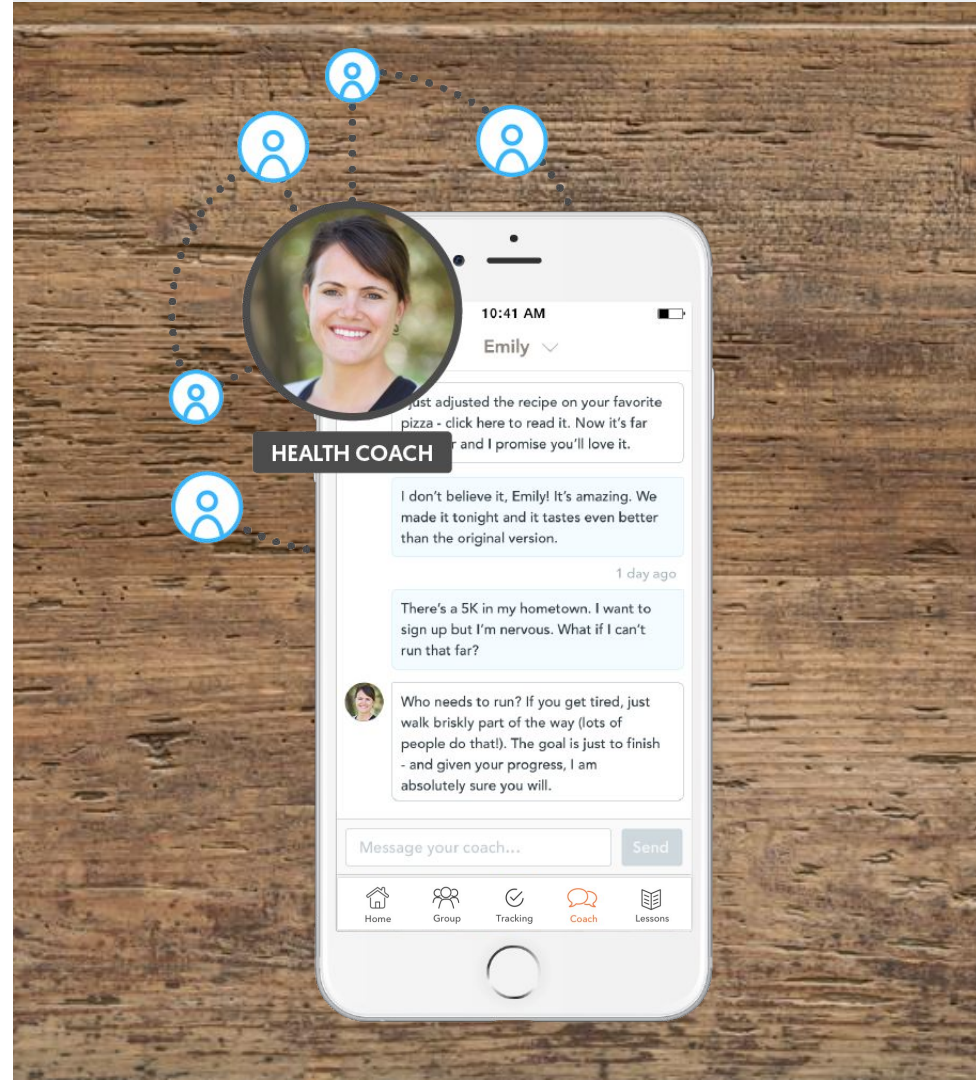


THE OMADA JOURNEY: HEALTH COACH

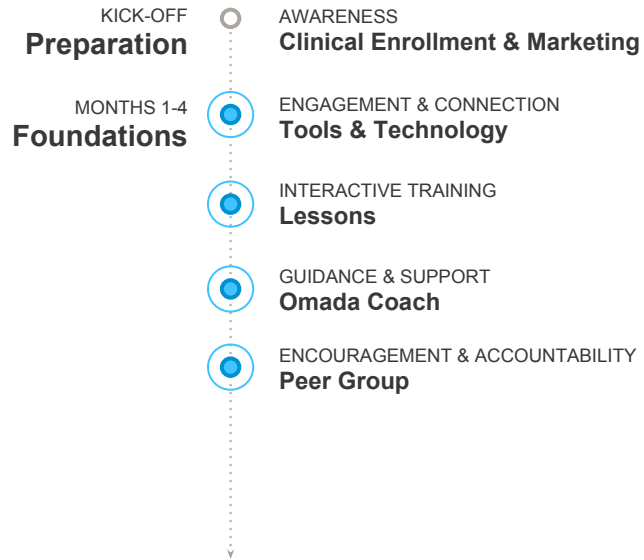


My coach has been wonderful. I didn't feel judged by her, but well-supported. She would cheer me on, offer suggestions, answer my questions, and helped me keep my head in the game.

RR, 46

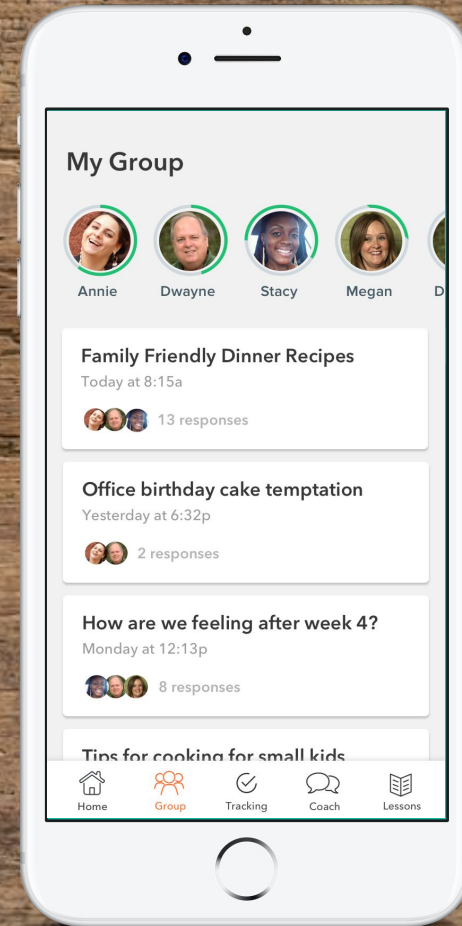


THE OMADA JOURNEY: PEER GROUP

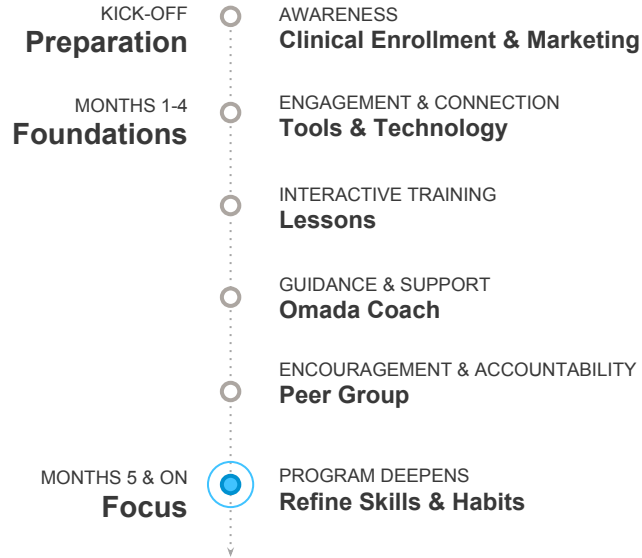


Being in a small group allowed interaction among the group as well as fostered friendships with others going through the same challenges.

Amy, 48

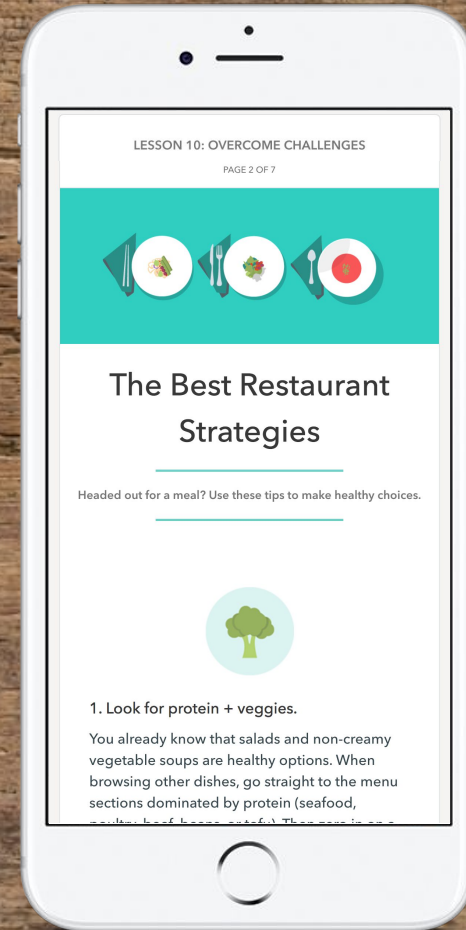


THE OMADA JOURNEY: FOCUS

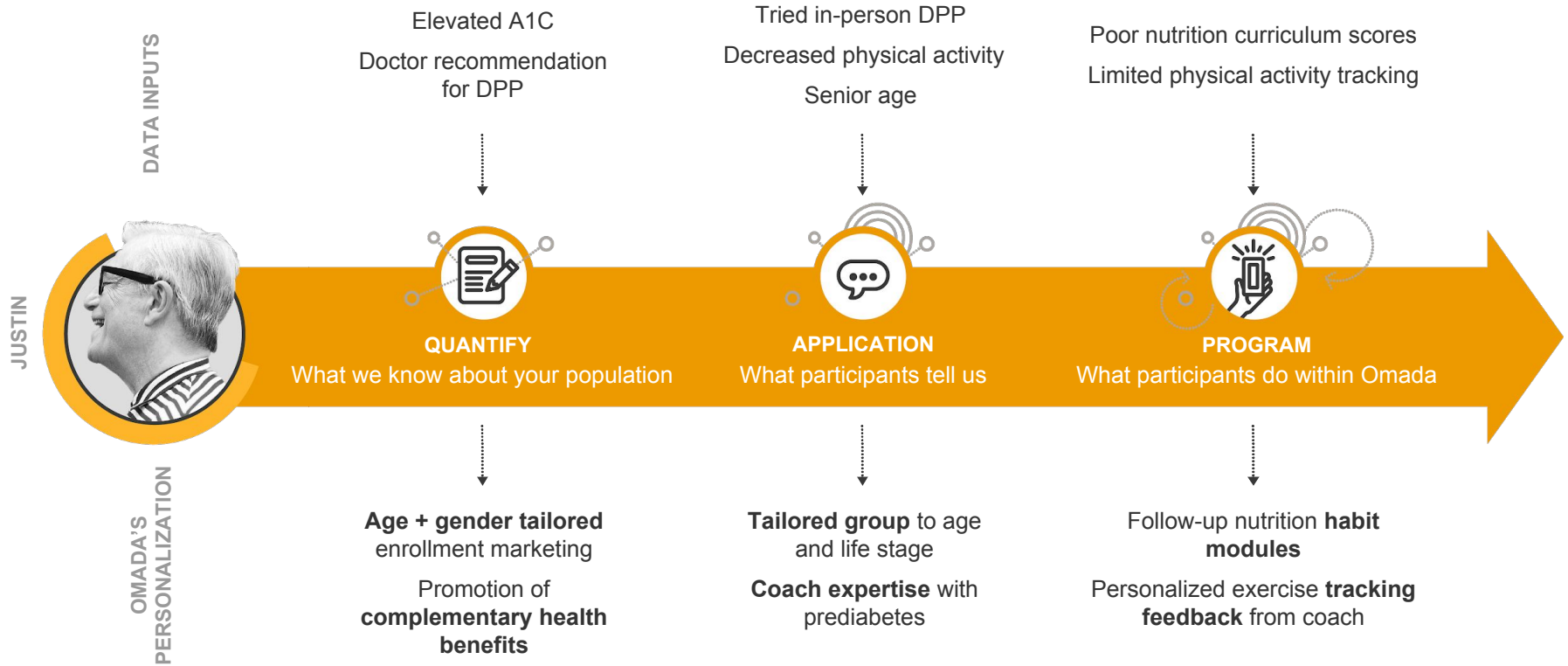


I feel confident that I can keep up the lifestyle changes I've made and enjoy a healthier, more joyful life. Omada has given me a new lease on life and has empowered me to make lasting, healthy changes.

Cassie, 36



OMADA PERSONALIZES EVERY STEP OF THE PARTICIPANT EXPERIENCE



Thank you



omada