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

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

- American Diabetes Association®
- U.S. Preventive Services Task Force
- American Heart Association®
- CDC
- AAFP
-AMA
-NIH
-National Heart, Lung, and Blood Institute
-Obsesity Society
-American College of Cardiology
-Endocrine Society
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 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.
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
The Experience

Personalized health benefits, at scale
CLINICAL ENROLLMENT CRITERIA

DIABETES RELATED RISK FACTORS

- OBSESE
- OR
- PREDIABETES
- OR
- OVERWEIGHT
COMMUNICATIONS

Communications proven to drive maximum interest and enrollment.
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
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
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
Being in a small group allowed interaction among the group as well as fostered friendships with others going through the same challenges.

Amy, 48
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

DATA INPUTS
- Elevated A1C
  - Doctor recommendation for DPP
- Tried in-person DPP
  - Decreased physical activity
  - Senior age
- Poor nutrition curriculum scores
  - Limited physical activity tracking

OMADA'S PERSONALIZATION

QUANTIFY
- What we know about your population
  - Age + gender tailored enrollment marketing
  - Promotion of complementary health benefits

APPLICATION
- What participants tell us
  - Tailored group to age and life stage
  - Coach expertise with prediabetes

PROGRAM
- What participants do within Omada
  - Follow-up nutrition habit modules
  - Personalized exercise tracking feedback from coach
Thank you