## Virtual Diabetes Prevention - Powered by Omada

September 2018





## 50% OF AMERICAN ADULTS HAVE OBESITY-RELATED CHRONIC DISEASE

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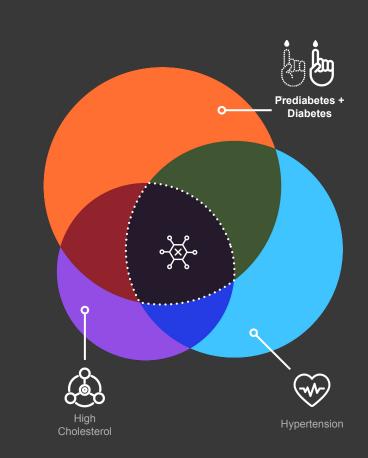
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**86 million** 

**82 million** 

**31 million** 

HIGH CHOLESTEROL<sup>1</sup>



 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

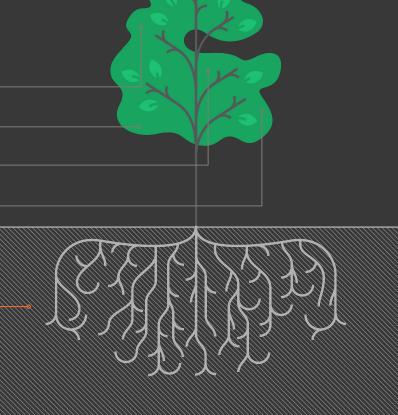
SLEEP DISORDERS

STRESS-RELATED DISORDERS

**TYPE 2 DIABETES** 

WHAT REALLY NEEDS ATTENTION

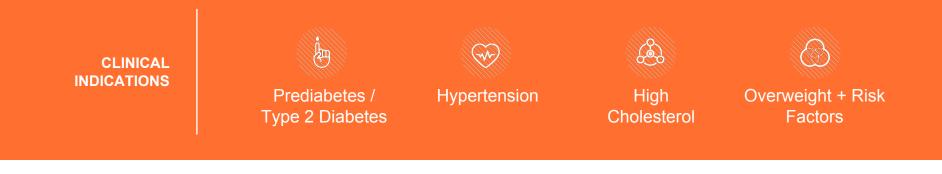
LIFESTYLE & BEHAVIORS



# **The Solution**

Changing behavior at scale

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





## 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.



## OMADA: THE LARGEST DPP PROVIDER WITH FULL RECOGNITION



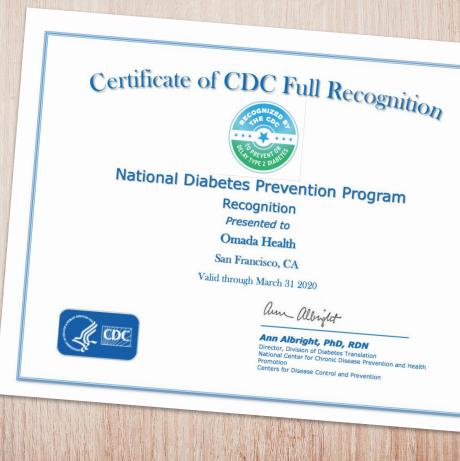
Omada currently has **full recognition** from the CDC



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

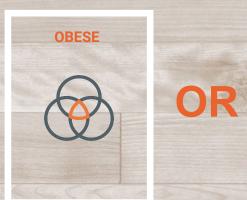
## Welcome to Omada

from Omada Health



### **CLINICAL ENROLLMENT CRITERIA**

## DIABETES RELATED RISK FACTORS

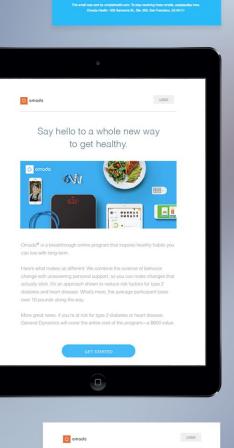




OMADA HEALTH

#### COMMUNICATIONS

## Communications proven to drive maximum interest and



We'd love your feedback.

Wa've always indian for wave to improve the Omeria synariance. To

FIND OUT NOW

Don't play games with your health. (Except for maybe this one.) **BALONEY!** o omodo Three real-life tips for g Food companies work hard to make their products seem healthy, even when they're not. But Ornada® can help you navigate the grocery store like a pro. Here's an example, straight from our program. Play the Don't Buy the Omega-3 Enriched Eggs 0000 Fitness doesn't have to be all about spandex and b of little habits you can build into your day to boost y gym required. o omada 1050 Here are three of our top favorites: Imagine having your own personal health coach. MEET EMILY, AN ONADA HEALTH CO H, I'm Emily, an Omada health coach. You may have already heard of Omada-a breakthrough online program that inspires healthy habits you can live with long-term. Ornada is chock-full of ideas to help you get movin If you're at risk for type 2 diabetes or heart disease, <employer> will cover fantastic. And the very first step is the easiest one eligible to get Prevent at no cost to you! the entire cost of the program-a \$600 value. The program includes your own full-time health coach (just like met) who is trained to keep you on track-on your best days and your worst. We personalize the experience to ensure you're getting exactly what you need to be successful.

> For instance, I recently had a participant challenge me for a dessert that could cure him of a serious ice cream habit. I sent him the recipe for my

world-famous Banana-Nut Soft Serve. Try it. You'll never crave the

1050

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(888) 409-8687

The Ornada Team

Thanks for your thoughts-we hope to hear from

without the fuse

Don't sit still. Fidgeting is a highly under

your calorie-burning engin

your knees, flex your calve you get the gist. Leave your sneakers by Wake up, and there they a

one less hurdie between y

Get a jumpstart with java If you just. Can't. Motivate. coffee. Not only will it help lazies, caffeine boosts circ

axygen flowing to your mu

Learn more about Omada in our 3-mi

There's no time like the

JUMP TO IT

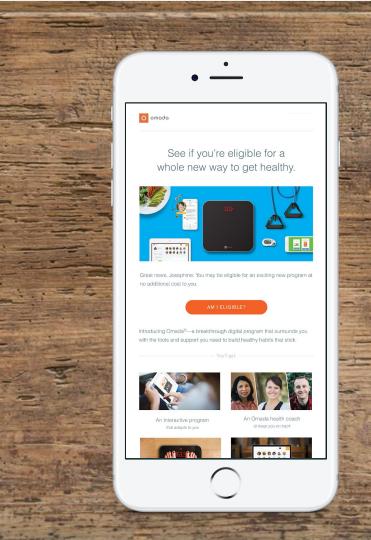
## THE OMADA JOURNEY: KICKOFF

KICK-OFF **Preparation**  AWARENESS Clinical Enrollment & Marketing



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

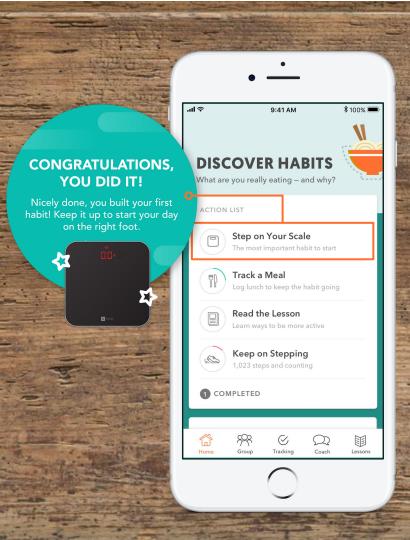
RICK-OFF Preparation

MONTHS 1-4 Foundations AWARENESS Clinical Enrollment & Marketing

ENGAGEMENT & CONNECTION Tools & Technology

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

KICK-OFF **Preparation** 

MONTHS 1-4 Foundations AWARENESS Clinical Enrollment & Marketing

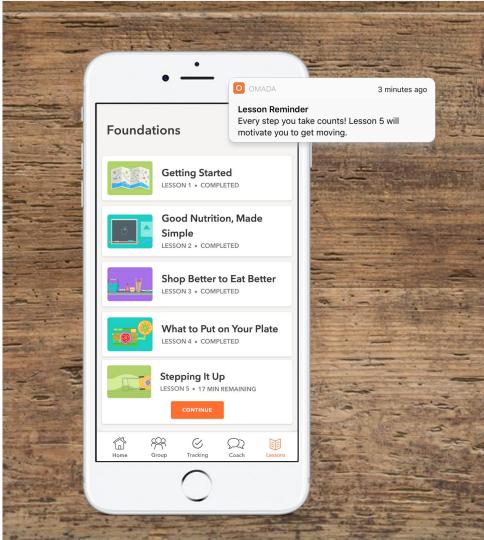
ENGAGEMENT & CONNECTION Tools & Technology

INTERACTIVE TRAINING Lessons

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

Mike, 58

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## THE OMADA JOURNEY: HEALTH COACH

Preparation MONTHS 1-4 Foundations

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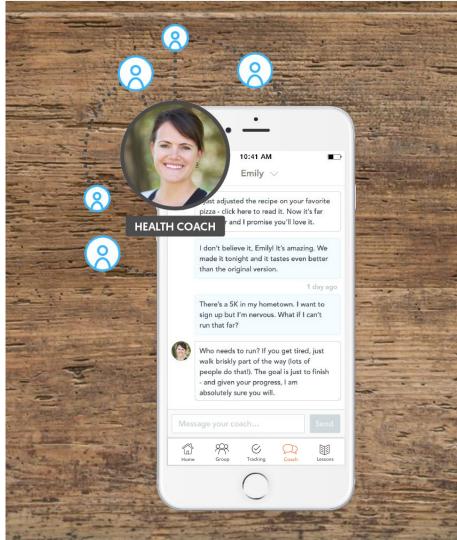
KICK-OFF



INTERACTIVE TRAINING Lessons

GUIDANCE & SUPPORT Omada 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.



## THE OMADA JOURNEY: PEER GROUP

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Preparation MONTHS 1-4

KICK-OFF



ENGAGEMENT & CONNECT Tools & Technology

INTERACTIVE TRAINING Lessons

GUIDANCE & SUPPORT Omada Coach

ENCOURAGEMENT & ACCOUNTABILITY 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

KICK-OFF AWARENESS Preparation **Clinical Enrollment & Marketing ENGAGEMENT & CONNECTION** MONTHS 1-4 **Tools & Technology** Foundations INTERACTIVE TRAINING Lessons **GUIDANCE & SUPPORT Omada Coach ENCOURAGEMENT & ACCOUNTABILITY Peer Group** PROGRAM DEEPENS MONTHS 5 & ON **Refine Skills & Habits** Focus

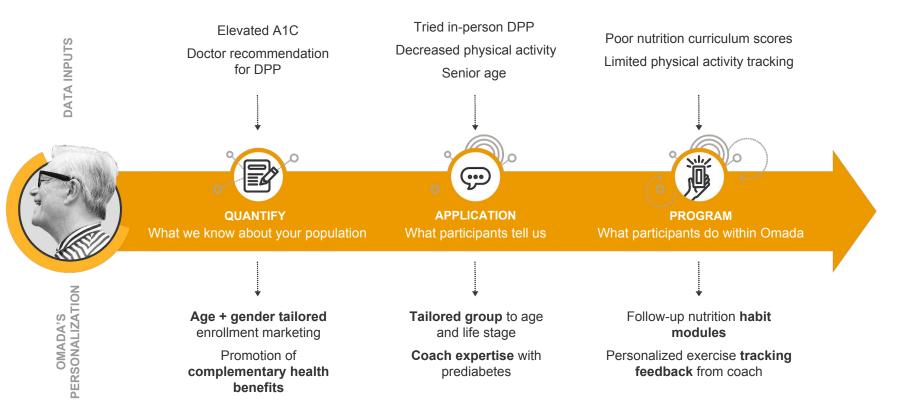


I feel confident that I can keep up the lifestyle changes I've made and enjoy a healthier, more joyful life. Omada has given me a new lease on life and has empowered me to make lasting, healthy changes.

Cassie, 36



## OMADA PERSONALIZES EVERY STEP OF THE PARTICIPANT EXPERIENCE



# Thank you

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