



Omada Health is a virtual-first, integrated care provider. We combine the latest clinical protocols with breakthrough behavior science to make it possible for people with chronic conditions to achieve long-term improvements in their health.

*Virtual first care is medical care for individuals or a community accessed through digital interactions where possible, guided by a clinician, and integrated into a person's everyday life.*

## THE BACKGROUND

- » [Omada](#) is a member of [IMPACT](#), a pre-competitive consortium dedicated to supporting virtual first care (V1C) companies and their commitment to patient-centric care.

## THE STORY

- » Omada, in partnership with DiMe and with insights from Rock Health, distributed an industry survey to understand how buyers view virtual care in 2022; the resulting [white paper](#), titled “The State of Virtual First Care,” uncovers how buyers view V1C and highlights key value propositions of the V1C model.
- » In the paper, Omada shares a case study (page 12; pictured left) about how a buyer improved engagement and outcomes by partnering with Omada and leveraging its fully integrated virtual first care model.
- » [Learn more about The State of Virtual First Care here](#)

**Case Study**

### Virtual-First Care in Action: How one Visionary Buyer Improved Employee Engagement and Outcomes

Omada's fully integrated V1C solution for diabetes prevention and management is characterized by collaborative care teams, personalized support systems, and high patient engagement. Omada has helped many Visionary Buyers achieve convincing results for their workforces' health and wellbeing.

When Minnesota-based Federated Mutual Insurance Company noted rising prescription and care costs associated with chronic conditions, including diabetes, their HR department became concerned that a large number of employees may be at-risk for suffering from a chronic condition. Federated Insurance is committed to employees' success and wellbeing, and leadership prioritizes investing in the long-term health of its workforce.

Federated Insurance has the characteristics of a Visionary Buyer: they sought a solution that went beyond supplementary wellness programs and instead offered personalized care in a manner that was engaging and personalized to individual employees. Leadership recognized that these features are key for improving patient outcomes—and at Federated, the efficiency and efficacy of a solution is top of mind when considering a new benefit.

Federated Insurance's health plan provider and benefit consultant company referred them to Omada. They cited Omada's proven reputation for incorporating behavioral science in digital care to drive patient engagement and long-term health outcomes. Upon implementation, more than 80% of Federated's workforce who enrolled in the program were appreciative toward their employer for choosing Omada. And leadership was pleased with solutions to enrollment, engagement, and the quality of care that Omada delivered.

Omada's health coaches and certified specialists reduced and improved Federated employees' weight gain volume

**2,300** pounds of total weight loss

Nearly **one-third** saw >5% total weight loss

**90%** Employee Satisfaction with Omada's Diabetes Management Program

Federated employees sent more than **1,000** messages to Omada health coaches

Patients engaged with Omada on average **26.3** times per week

Source: Page 12, [The State of Virtual First Care](#), Omada Health

