



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 (VIC) 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 VIC and highlights key value propositions of the VIC model.
- » In the white paper, Omada highlights the shift from virtual care to virtual-first care, why visionary buyers are keen to implement this patient-centric model, and how they are prioritizing this shift.
- » [Learn more about The State of Virtual First Care here](#)

From Virtual Care to Virtual-First Care

Visionary Buyers' priorities align closely with the developing model of virtual-first care (VIC), —yes, another term to grasp in this intricate paradigm. Stick with us here.

So what's the difference between virtual care and VIC? And why is knowing the difference important? First, a little background:

DiMe's IMPACT group, a consortium of investors, payers, patients, actuaries and VIC providers like Omada Health, is dedicated to defining VIC across the healthcare industry, creating standards in a currently open-ended industry, and expanding access to patients, healthcare providers, and payers to improve clinical and economic outcomes.

“Virtual-first practices optimize care team workflows for efficient, effective remote care, and don't require reverse-engineering into existing workflows.”

Jennifer Goldsack
CEO
Digital Medicine Society

Virtual-First Care: Patient-centered care, where and when they need it.

- Delivered through asynchronous digital communication channels
- Seamless data collection and sharing
- Care team collaborates on personalized care plans for each patient
- The right combination of virtual and in-person care

With VIC, patients are empowered to be an active participant in their care plan, with the aim of achieving the best possible clinical outcomes. Patients can initiate care anytime, anywhere, intentionally selecting the care setting matched to their clinical needs and preferences. Their data is ethically shared, and protected under all applicable standards of care, safety, security, privacy, and data rights.

79% of Visionaries say the ability to initiate care from anywhere at any time via digital technology is the most valuable aspect of VIC (vs. 33% of more traditional buyers).

80% of Visionaries think integration of information through digital platforms and tools so that an individual's data can be viewed, analyzed, and discussed collaboratively by their healthcare providers is the most valuable (vs. 39% of more traditional buyers).

56% of Visionaries believe that VIC will play a significant role in impacting patient care in the next 5 years (compared to 37% of more traditional buyers).

Source: Page 9, [The State of Virtual First Care](#), Omada Health

