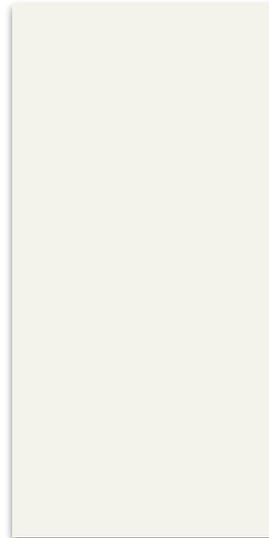
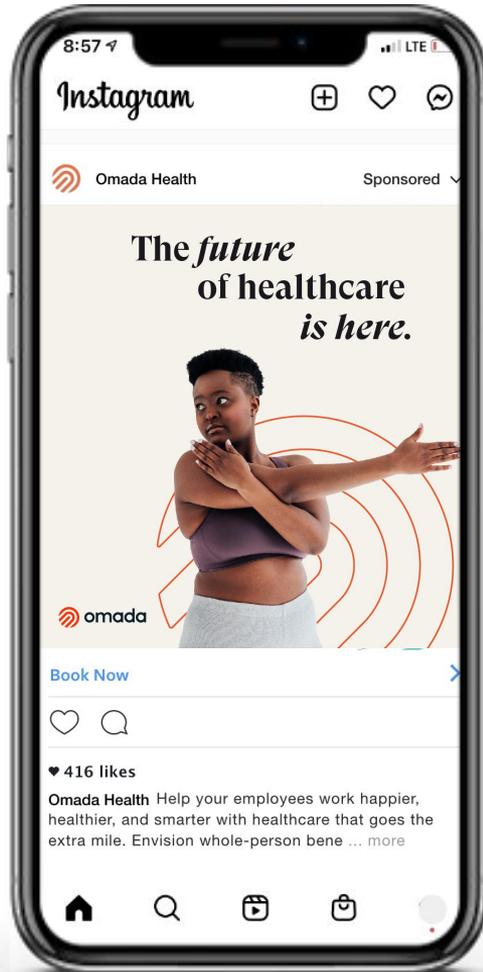
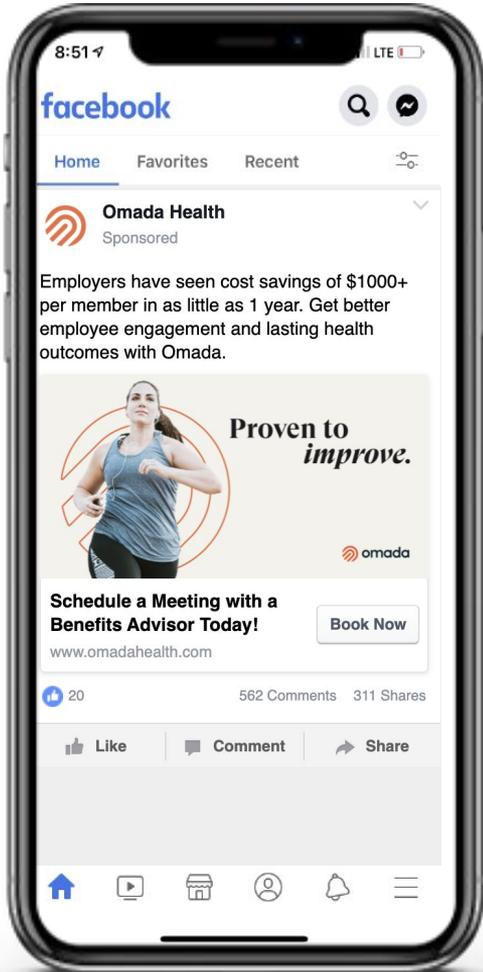




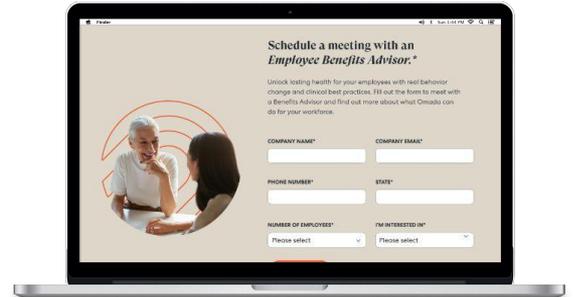
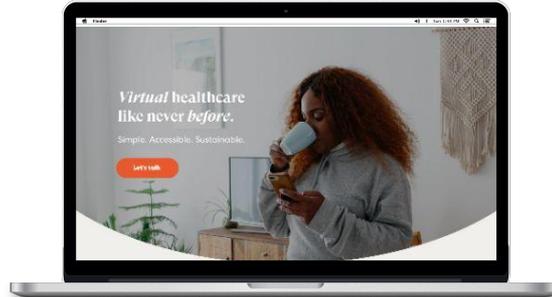
ONE OMADA CAMPAIGN

Q1 2022

Digital Ads



Landing Pages



Human-led. Data-driven.

Omada members know that real human support is just a tap away. Our expert Health Coaches turn data insights into incremental, actionable goals that empower employees to take control of their own health, one step at a time.

[Learn more →](#)



Activate your employees' health.

Depending on their program and condition, members can access get help with educational content and interactive learning, monitor medications, and track clinical metrics like blood pressure, glucose levels, and lab results.

[Learn more →](#)



2 in 5 adults

→ 2 in 5 US adults have 2 or more chronic conditions.



Five chronic care programs. One benefits package.



Diabetes

Omada's Diabetes Care Program is designed to help members manage their condition, reduce complications, and improve their overall health.



Hypertension

Omada's Hypertension Care Program is designed to help members manage their condition, reduce complications, and improve their overall health.



Prescription & Weight Management

Omada's Prescription & Weight Management Care Program is designed to help members manage their condition, reduce complications, and improve their overall health.



Fibromyalgia

Omada's Fibromyalgia Care Program is designed to help members manage their condition, reduce complications, and improve their overall health.



Behavioral Health

Omada's Behavioral Health Care Program is designed to help members manage their condition, reduce complications, and improve their overall health.

ROI that lasts.

We go beyond surface-level metrics to derive proven, long-term ROI for your organization.

[Learn more →](#)



Learn more about what Omada can do for your workforce.

Meet with a Benefits Advisor

[Learn more →](#)



Proven health outcomes. Lower healthcare spend.

We're here to help your employees take small steps toward better health with five chronic care programs in one benefits package, using an integrated approach that's proven designed to increase engagement and reduce long-term ROI.



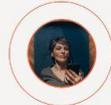
84% of Omada members

→ 84% of Omada members still want a human involved in their care, no matter how advanced technology becomes.

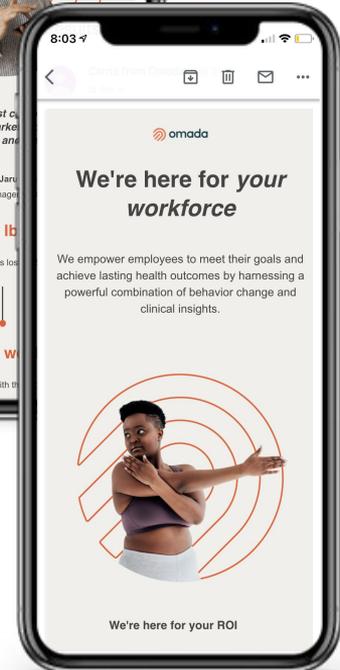
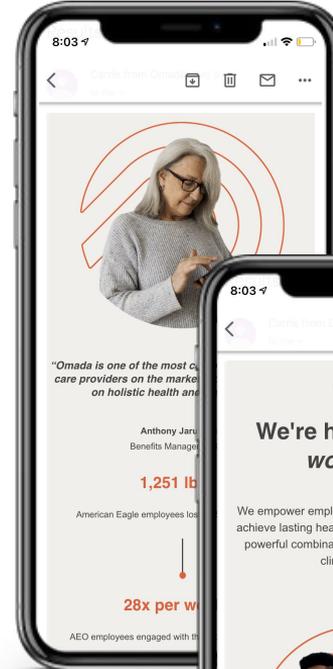
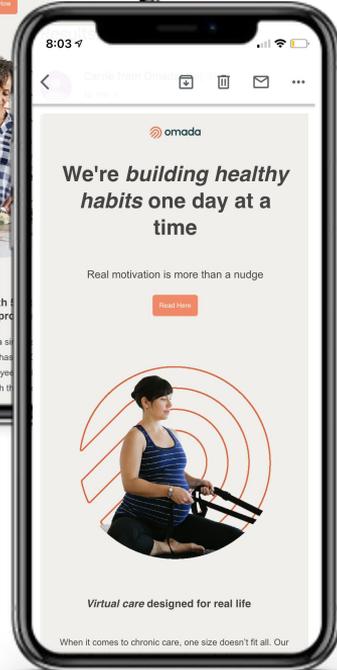
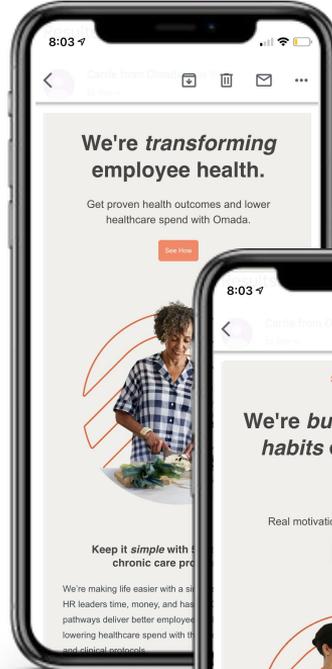
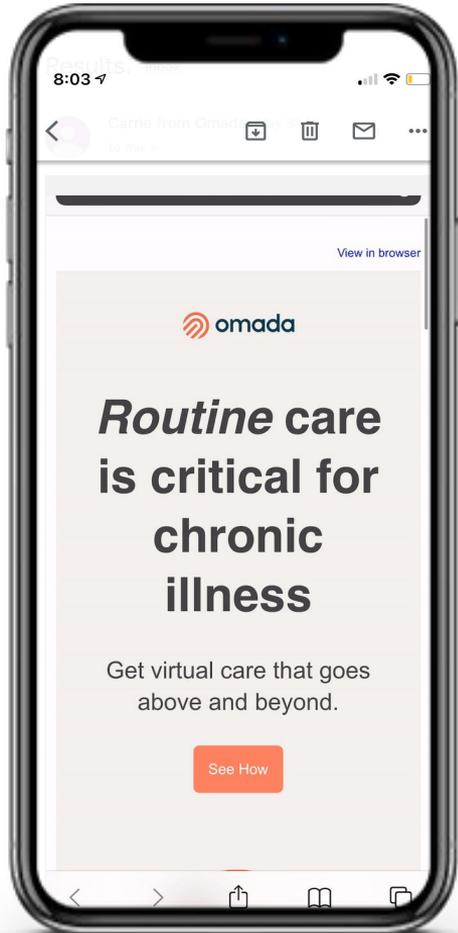


2x likely to meet goals

Members are twice as likely to meet their goals and achieve positive health outcomes when they message their coach.



Email Nurture Series



Downloadable Sales Assets

omada

ONE DIGITAL HEALTH PROVIDER

FOR THE FIVE MOST COSTLY CHRONIC CONDITIONS

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REAL PEOPLE.
REAL ENGAGEMENT.
REAL OUTCOMES.

omada

— SAVE TIME. SAVE MONEY.

Improve employee health.

omada

The Omada Insights Lab. Data meets expertise and innovation

When it comes to healthcare, data alone can only do so much. But data analyzed by experts and used to drive ongoing product innovation and improvements can be a game-changer.

The Omada Insights Lab leverages its five cross-functional teams—data science, clinical design, product design, behavior science, and care delivery—to analyze Omada's detailed member interactions across our book of business and turn them into actionable insights. Based on the analysis of 1B+ data points, the Omada Insights Lab informs what works—and what doesn't—leading to ongoing product innovation and better care for our members.

The Omada Insights Lab is improving both our program and the health of our members, long term.

10 years | **1 billion+** data points | **500K+** members

Thanks to data learnings from over a decade of research, the Omada Insights Lab has led to:

- ✓ Higher enrollment
- ✓ Better billing outcomes
- ✓ Improved engagement
- ✓ Improved ROI

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Diabetes | Musculoskeletal | Prescription & Weight Management | Hypertension | Behavioral Health

omada

The future of healthcare is here.

5 digital care paths. One solution.

Omada tackles the five most common and costly chronic conditions to improve employee health and drive sustainable ROI through the latest behavior science and clinical practices.

2/5 of adults have **2+** chronic conditions

90 percent of healthcare spend is the result of chronic & mental health conditions

5 most common & costly chronic conditions

- MSK: 1B+ adults affected, 50% incremental revenue
- Diabetes: 1B+ adults affected, 35% incremental revenue
- Prediabetes: 1B+ adults affected, 35% incremental revenue
- Hypertension: 1B+ adults affected, 45% incremental revenue
- Behavioral Health: 1B+ adults affected, 12% incremental revenue

Real-life coaching

We believe that virtual care should be personal, and that real motivation takes more than a nudge. Omada empowers employees to change their lifestyle and improve their health with a dedicated care team that combines data insights with actionable steps.

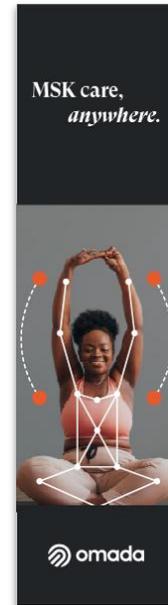
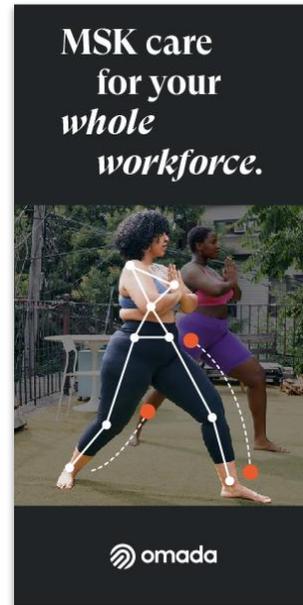
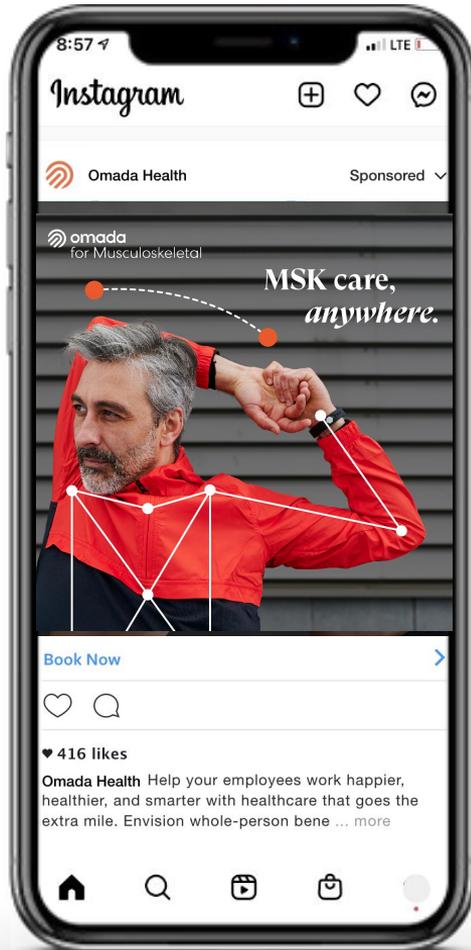
messages by omada



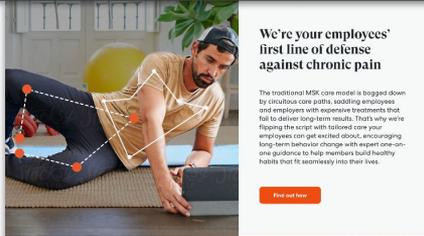
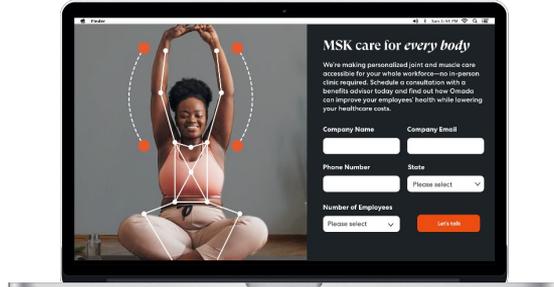
MSK CAMPAIGN

Q1 2022 Refresh

Digital Ads



Landing Pages



We're your employees' first line of defense against chronic pain

The traditional MSK care model is bogged down by circuitous care paths, saddling employees and employers with expensive treatments that fail to deliver long-term results. That's why we're flipping the script with tailored care your employees can get excited about, encouraging long-term behavior change with expert one-on-one guidance to help members build healthy habits that fit seamlessly into their lives.

[Find out how](#)

Higher quality care Lower long-term spend

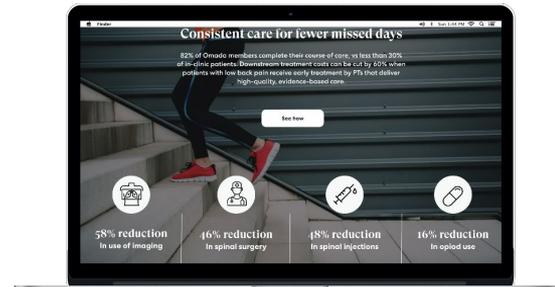
We pair our members with a physical therapist within 48 hours to treat MSK conditions quickly and efficiently, with customized care designed to reduce the need for treatments like surgery, injections, prescription medications, and MRI—available anytime, anywhere.

[Learn more](#)

Consistent care for fewer missed days

82% of Omada members complete their course of care, vs less than 30% of in-clinic patients. **Downstream treatment costs can be cut by 50%** when patients with low back pain receive early treatment by PTs that deliver high-quality, evidence-based care.

[See how](#)



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[See how](#)

58% reduction
In use of imaging

46% reduction
In spinal surgery

48% reduction
In spinal injections

16% reduction
In opioid use

Let's talk.

Company Name

Company Email

Phone Number

State

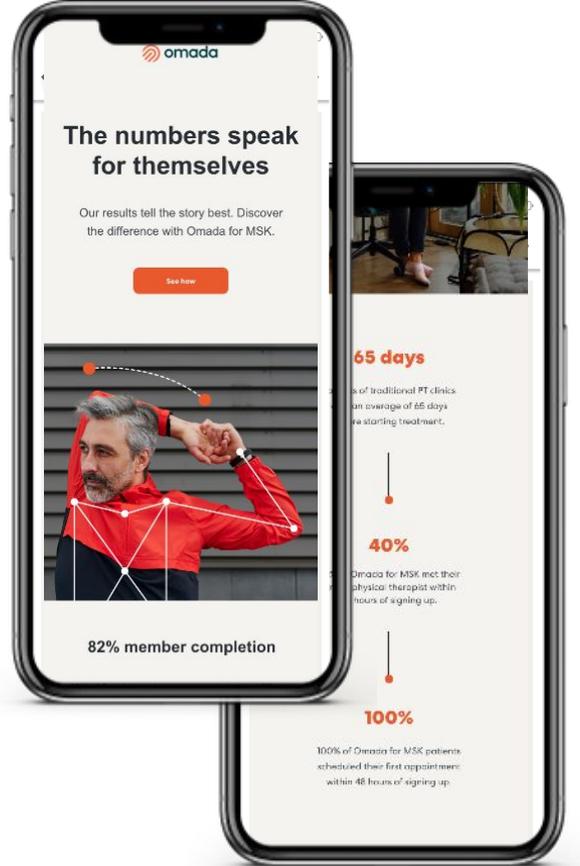
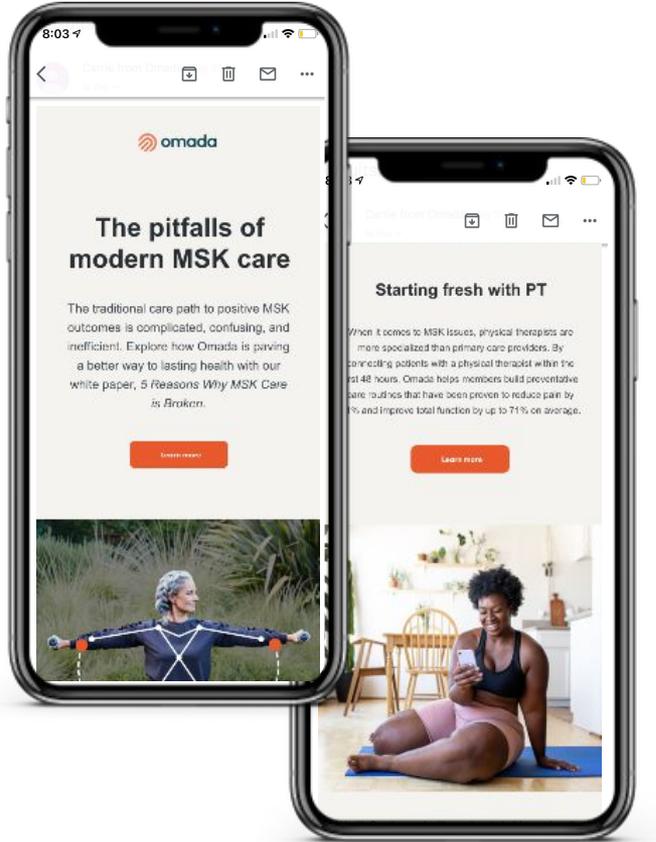
Please select

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Number of Employees

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Email Nurture Series



Email Nurture Series

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The pitfalls of modern MSK care

The traditional care path to positive MSK outcomes is complicated, confusing, and inefficient. Explore how Omada is paving a better way to lasting health with our white paper, *5 Reasons Why MSK Care is Broken*.

[Learn more](#)

Starting fresh with PT

When it comes to MSK issues, physical therapists are more specialized than primary care providers. By connecting patients with a physical therapist within the first 48 hours, Omada helps members build preventative care routines that have been proven to reduce pain by 51% and improve total function by up to 71% on average.

[Learn more](#)

82% member completion

82% of Omada's for MSK members complete their course of care, while only 50% of in-clinic patients reach the same milestone.

27% more saved

Omada patients have seen total cost savings on coverage up to 27% greater than non-Omada patients for MSK expenses.

51% pain reduction

Omada members demonstrate average pain by 51% and improved total function by 71% on average with Omada's evidence-based virtual physical therapy.

5 Reasons Why MSK Care is Broken

Download the white paper to find out more about how we're bridging the gaps in today's MSK care.

[Get it now](#)

Our Approach • Programs • Contact

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8:03

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[Learn more](#)

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The numbers speak for themselves

Our results tell the story best. Discover the difference with Omada for MSK.

[See how](#)

82% member completion

65 days

82% of Omada for MSK members complete their course of care, while only 50% of in-clinic patients reach the same milestone.

40%

Omada patients have seen total cost savings on coverage up to 27% greater than non-Omada patients for MSK expenses.

100%

100% of Omada for MSK patients scheduled their first appointment within 48 hours of signing up.

Downloadable Sales Assets



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5 Reasons Why MSK Care Is Broken



omada for Musculoskeletal

Treat pain more effectively with virtual physical therapy

Virtual physical therapy is on the rise because it works.

As employees demand virtual care at higher rates than ever before,¹ employers must embrace solutions that are evidence-based and effective.² Here are six reasons why virtual physical therapy is better for treating pain.

6 Reasons why virtual physical therapy is better for treating pain

1. **Virtual physical therapy—when delivered by licensed physical therapists—is as effective as in-person care**

Many employers wonder how physical therapy can take place without touch. When it's delivered by licensed physical therapists (PTs), virtual physical therapy actually improves adherence,³ decreases pain,⁴ and improves patient satisfaction over traditional approaches.⁵ Studies suggest that virtual physical therapy diagnoses and treatments are just as effective as those delivered in face-to-face therapy.^{6,7} A systematic review of 31 research studies found virtual diagnosis to have excellent reliability, validity, and technical feasibility for musculoskeletal (MSK) issues.⁸ Compared to in-person physical therapy, Omada for Musculoskeletal (MSK) members are 41% more likely to adhere to and finish their treatment plans, which leads to better clinical outcomes. In fact, 98% of Omada for MSK members show improvement in their area of concern⁹—and 98% of members are highly satisfied with their virtual physical therapy experience.¹⁰

MSK 1-2024



omada for Musculoskeletal

Raising the Bar for MSK Care

We make real results happen with virtual physical therapy that's engaging and cost-effective.

1 in 2 **\$482.5B**
US adults have an MSK condition. spent annual on MSK care.

MSK care is an essential facet of integrated health, and today's approach is deeply fractured. Learn how we're breaking barriers to achieve lasting outcomes with a combination of behavior science and technology, helmed by care teams who care.

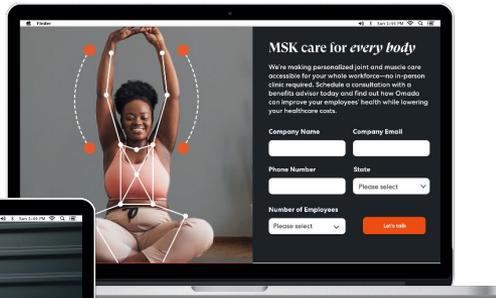
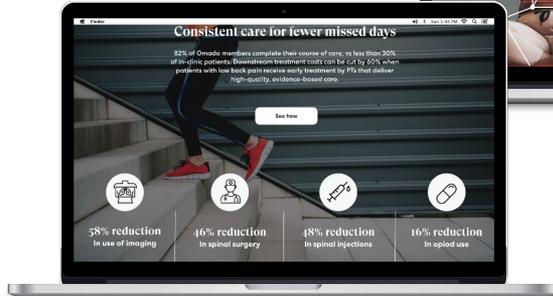
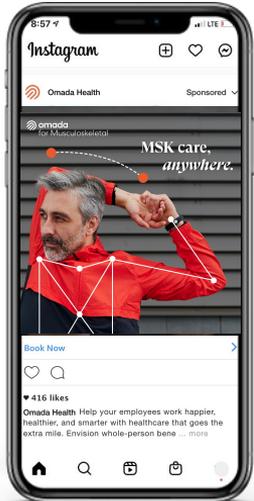


Traditional MSK Care is broken

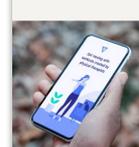
The challenges of MSK conditions touch every workforce, from desk jobs to production lines, driving insurance premium spending to the tune of **\$482.5B** annually—the second-largest largest source of healthcare expenditure—and growing by 7% each year. But standard care also can be costly and inefficient, and as the demand for virtual care rises, employers must explore more effective solutions driven by evidence that deliver real results for their workforce and their bottom line.



5 Reasons Why MSK Treatment Costs Are Rising



82% member completion



51% pain reduction, 71% improved function.

Members reduced pain by 51% and improved leg function by 71% on average after Omada's evidence-based virtual physical therapy.



98% member improvement and satisfaction

98% of Omada members have improvement in their area of concern, and were highly satisfied with their experience.

Get to know us

Find out how Omada for MSK can help improve your employees' quality of life and reduce your long-term care costs.

Let's talk

Our Approach Programs Content



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