Employers called on their health plan for a solution to their employees’ escalating diabetes rates.

That health plan called on Omada.

How Blue Cross ® and Blue Shield ® of Minnesota and Omada created a new model for delivering better health.

A Case Study
THE CHALLENGE

A number of large employers working with Blue Cross and Blue Shield of Minnesota asked the insurer for help managing their employees’ growing rates of diabetes and heart disease. Blue Cross had experience offering in-person Diabetes Prevention Programs (DPPs). But with this volume of employee members, dispersed throughout the country, they knew that in-person programs wouldn’t be a viable option.

THE STRATEGY

Blue Cross expanded on its success with the Diabetes Prevention Program (DPP) to make it available:
1) at scale,
2) across expansive geographies,
3) in a way that would be easy for their customers to implement, and
4) while maintaining strong clinical integrity and meaningful outcomes.

THE SOLUTION

Blue Cross worked with Omada Health to deliver Omada’s digital DPP in a way that was different from anything the insurer had tried before. Blue Cross added Omada—a healthcare provider—to their provider network. So their customers can simply include Omada in their portfolio of covered benefits, no separate contracting, tech integration, or procurement process required. As a result, the program can launch within weeks and billing is done through claims.

“IT PROVIDES A TURN-KEY IMPLEMENTATION FOR OUR CLIENTS. WE HAVE DONE THE HEAVY LIFTING AHEAD OF TIME SO THERE IS NO NEED FOR CUSTOMERS TO CONTRACT WITH OMADA SEPARATELY. THEY SIMPLY ADD THE BENEFIT.”

BARBARA HAAGENSTAD
PRINCIPAL PRODUCT MANAGER
BLUE CROSS AND BLUE SHIELD OF MINNESOTA
As of February 2017, 18 employer customers have accessed Omada through Blue Cross and Blue Shield of Minnesota. This innovative delivery model is creating meaningful impact for customers and members alike.

**THE RESULTS**

8800 PARTICIPANTS ENROLLED
An average of nearly 500 employees and dependants per employer.

5.5 WEIGH-INS/WEEK
The average participant stepped on their scale almost every day.

21 POINTS OF ENGAGEMENT/WEEK
Participants engaged with Omada 3x/day on average.

4.4% BODY WEIGHT
Average weight-loss across all demographics at week 16.

38% MET GOAL
More than 3000 participants met or surpassed the 5% weight loss goal.

54% RISK REDUCTION
5% weight loss has been associated with 54% reduction in the risk of type 2 diabetes.¹

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LET’S CHAT.

We’ve pioneered digital behavioral medicine: a new approach to tackling the growing epidemic of type 2 diabetes, heart disease, and obesity. Our online program combines world-class science, technology, and design to inspire and enable people everywhere to live free of chronic disease.

WORK WITH US

We work with risk-bearing entities including employers, providers, and health plans to help reduce the enormous cost burden of chronic disease. Every deployment is tailored to our customers’ needs to achieve optimal enrollment, clinical outcomes, and financial impact.

WHAT WE OFFER

- Ongoing sales training and support
- Enrollment marketing campaigns
- Participant engagement reporting
- Outcomes-based pricing

MELISSA VAUGHN
DIRECTOR OF
EMPLOYEE HEALTH AND WELLNESS
THE SCHWAN FOOD COMPANY

“...We talked with Blue Cross about Omada. And I have to say it was the one of the easiest implementations that we’ve rolled out. And we have had really good success.”

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ABOUT OMADA HEALTH

Blue Cross® and Blue Shield® of Minnesota and Blue Plus® are nonprofit independent licensees of the Blue Cross and Blue Shield Association.