Neighborhood Healthcare needed a digital diabetes prevention program that could meet the unique needs of those most in need.

How a safety net provider democratized health via email

A Case Study
**THE CHALLENGE**

Neighborhood Healthcare, a California health center, knew the Diabetes Prevention Program (DPP) was exactly what many of their patients needed. The flexibility of digital delivery would be key to engaging a population that was often transient, geographically isolated, and/or juggling family obligations with multiple, part-time jobs. But the first hurdle they had to clear was making eligible members aware of the program.

**THE STRATEGY**

With many patients whose phone numbers frequently get disconnected and addresses change, Neighborhood Healthcare knew that email was the one thing they could count on to consistently reach their patients. So they pushed hard to collect email addresses by urging all patients to use their patient portal to get lab results and communicate with their doctors. They hoped to leverage this rich database to educate and enroll their at-risk members in DPP via email.

**THE SOLUTION**

Neighborhood Health partnered with Omada to offer our digital DPP to their at-risk members for three reasons:

1. Omada’s outcomes are clinically supported.
2. We’ve created a version of our program that’s adapted for the safety net population, taking into account lower literacy levels, economic insecurity and access to healthy food.
3. Omada demonstrated its proven success with email enrollment marketing.

“Historically, it’s taken a lot of phone calls to get people enrolled in a given program. But with Omada, we were able to enroll a significant number of people in a shorter period of time over just email, which didn’t require a lot of bandwidth from our staff.”

RAKESH PATEL, MD
MEDICAL DIRECTOR
OF OPERATIONS
THE RESULTS

The 4-email enrollment campaign Omada created and implemented for Neighborhood Healthcare resulted in an enrollment rate six times higher than direct mail campaigns typically deliver for health plans. And the participants’ outcomes show that Omada’s adapted program was accessible, engaging, and had meaningful impact for many of these participants from the safety net population.

BY THE NUMBERS

638 INDIVIDUALS
Were identified as being at risk for type 2 diabetes or heart disease.

88% EMAILS DELIVERED
Almost all emails were delivered to active email addresses.

30 GRADUATES
86% of those who started the program, completed it.

36% MET OR SURPASSED THEIR GOAL
Over 1 in 3 graduates lost at least 4% of their body weight by week 16. Each percentage point of weight loss has been associated with a 10% reduction in the risk of type 2 diabetes.¹

2 WEEKS
How long it took to enroll 6% of emailed members.

“I think that the Omada modules and the continuous support gave participants a deeper understanding of their current health situation than we can provide in an office setting. Patients saw results, instead of getting frustrated very quickly. I think it gave them hope.”

RAKESH PATEL, MD
MEDICAL DIRECTOR OF OPERATIONS

ABOUT OMADA HEALTH

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

• Enrollment marketing campaigns
• Participant engagement reporting
• Outcomes-based pricing
• Easy-to-use tech

LET’S CHAT.

EMAIL
sales@omadahealth.com

PHONE
(415) 604-4417