



WHITE PAPER

Early GLP-1 Care Outcomes:

Setting the Stage for Long-Term Weight Health



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Demand for GLP-1s remains sky high. But what is the demand for programs that support the lifestyle modifications that need to accompany anti-obesity medications? More specifically, is there a demand for a virtual care program created specifically for people taking GLP-1s for weight health? You can't answer these questions unless you create a program with these members and their unique needs in mind.

Here, the Omada Insights Lab analyzed member engagement, behavior, and outcomes in a specifically designed Enhanced GLP-1 Care Track. When looking at members taking a GLP-1 for weight health or cardiovascular risk reduction these findings indicate that:



Members taking GLP-1s wanted support and took advantage of a companion program



A specifically designed program can build belief and self-efficacy



A GLP-1 focused program can affect health behavior



Members in a GLP-1 program experienced early indicators of healthy weight loss

The Untapped Potential of Virtual Care Companion Programs

Incretin mimetics—commonly referred to as GLP-1s—are often hailed as ‘miracle’ drugs in this day and age, so it’s easy to overlook the **cornerstone of obesity management**: lifestyle intervention. Still, **FDA labels** indicate that anti-obesity medications should be used in combination with a reduced-calorie diet and increased physical activity.

What FDA labels don’t cover is how patients taking GLP-1s can adopt and implement healthier behaviors into their everyday lives. Virtual care companion programs for chronic disease are practically ubiquitous today, but what’s less common are programs designed specifically to accompany GLP-1 treatment. But do individuals taking GLP-1s even want such a program? And would participating in such a program translate to a meaningful impact on health behavior and outcomes?



GLP-1s and Weight Health at Omada

Earlier this year, the **Omada Insights Lab** established the **ANSWERS** (ANalyzing Success of WEight medication with Real-world evidence and Stats) Initiative, which examines real-world data from our weight health programs and shares insights. In an initial analysis, we found that highly engaged members taking GLP-1 medications in our standard Omada for Prevention program lost **1.7x the weight** at month 12 in the program compared to members taking GLP-1 medications who were less engaged. Significant as these findings are, we emerged from that analysis believing we could support our members even better with a more specialized program offering.

An estimated 60,000 of our current hypertension and prevention members with elevated BMIs are taking GLP-1s. Given that volume, we are committed to continuous quality improvement with the aim of supporting our members throughout their entire experience with GLP-1 treatment. That's why we surveyed 159 of our Omada for Prevention and Hypertension members with a history of GLP-1 use and conducted focus groups with members' respective Omada care teams to find **meaningful insights** about the GLP-1 patient journey.

Omada members with chronic conditions have benefitted from program support to improve **medication self-management** and implement lifestyle modifications to promote long-term weight health outcomes. For GLP-1 therapy specifically, additional support can help members understand their prescribed dose titration schedule, learn proper injection techniques, manage side effects, and set the right expectations for healthy, sustainable weight loss.

Omada's experiences with GLP-1s and weight health have informed our creation of an Enhanced GLP-1 Care Track, which is designed specifically to support members through every stage of their GLP-1 treatment journey—from initiation through discontinuation. To understand the early impact of this offering, we evaluated early indicators of program interest, engagement, and outcomes with enhanced support for members indicating they were new to GLP-1 therapy.

February 2024

ANSWERS Initiative

Press release **published** about Omada's ANSWERS (ANalyzing Success of WEight medication with Real-world evidence and Stats) initiative as part of the expansion of the Omada Insights Lab to examine real-world data from our members along their GLP-1 journey.

March 2024

GLP-1 White paper Published

White paper **published** on clinical and behavioral outcomes among members taking GLP-1s who were participating in the Omada for Prevention program as part of the Evernorth SafeGuardRx's Weight Management Care Value® program.



Omada for Prevention

Omada for Prevention is our virtual care program developed to help members with increased cardiometabolic risk, such as overweight/obesity and pre-diabetes, by providing personalized lifestyle support through health coaching, nutrition education, peer groups, topic-based communities, and a cellularly connected digital scale for weight tracking.



Omada for Hypertension

Omada for Hypertension is our virtual care program designed to help members manage their high blood pressure with the support of dedicated health coaches, hypertension education specialists, a hypertension-focused curriculum, peer groups, topic-based communities, and continuous monitoring using cellularly connected devices (e.g., blood pressure cuff and body weight scale).



November 2024

GLP-1 Discontinuation White Paper

White paper published on the real-world perspectives of members who've stopped taking a GLP-1.



The Makings of an Enhanced GLP-1 Care Track

Designing the right enhancements to our initial program offering required setting up a specific framework. The first step involved tasking the Omada Insights Lab with exploring weight loss and behavioral outcomes of members taking GLP-1 medications in our new Enhanced GLP-1 Care Track.

From June through early August 2024, a total of 2183 members were offered the opportunity to participate in the Enhanced GLP-1 Care Track to receive a tailored program experience designed to address concerns related to GLP-1s and weight health, such as:

- + Implementing new lifestyle changes
- + Managing medication side effects
- + Navigating emotional eating

As a result, 1,624 members—74% of those asked—accepted the offer of additional GLP-1 support through our specifically designed companion program. Members who opted in had to meet the following criteria in order to participate in the Enhanced GLP-1 Care Track:

- + **Enrollment date:** Started in the Omada for Prevention or Omada for Hypertension program by August 4, 2024
- + **No Diabetes diagnosis:** No diabetes diagnosis upon enrollment (per self-report at the time of program application)
- + **GLP-1 Use:** Taking a GLP-1 medication for weight loss (per self-report at the time of program application)
- + **GLP-1 Treatment Phase:** In the “initiation” or “titration” phase of GLP-1 treatment, i.e. within the first 8 weeks or taking the lowest or second lowest dose of a GLP-1



Features of the GLP-1 Focused Companion Program

The precise aim of Omada's Enhanced GLP-1 Care Track is to support members through their most common challenges such as medication tolerability, accessibility issues, behavioral health concerns, and implementing changes to diet and physical activity.

The Enhanced GLP-1 Care Track incorporated GLP-1-specific behavior change strategies, addressing motivation and readiness along with action planning in collaboration with a dedicated health coach. It also included frequent assessments of depression and anxiety symptoms to identify opportunities for additional behavioral health support. As with all Omada programs, behavioral health specialists consulted with other members of the care team to ensure that all members had appropriate guidance when needed.

Care Team

Members who participated in the Enhanced GLP-1 Care Track had access to a multidisciplinary care team that offered tailored strategies and coping mechanisms.



● Health Coach

Each member in our cardiometabolic programs is paired with a dedicated health coach. All Omada health coaches complete the Diabetes Prevention Program (DPP) Lifestyle Coach Training Certification program led by a Master Trainer.

● Exercise Specialist

Exclusive to the Enhanced GLP-1 Care Track, these coaches must possess a bachelor's degree in a health-related field from an accredited institution as well as an active certified personal trainer certification (CPT) or Certified Strength and Conditioning Specialist (CSCS).

● Cardiometabolic Specialist

Certified Diabetes Care and Education Specialists (CDCES) with prior experience as Registered Dietitians or Registered Nurses provide direct member care as clinical specialists for members in our Diabetes and/or Hypertension programs and in the Enhanced GLP-1 Care Track.

● Behavioral Health Specialist

Licensed clinical social workers (LCSWs) are available to consult with health coaches on issues related to elevated PHQ-4 scores or other behavioral health challenges.

GLP-1 Care Track: Program Details



Care Team Support

CORE

- Dedicated health coach
- Initial PHQ-4 screening to assess behavioral health
- Emphasis on GLP-1 side effect management

ENHANCED

Includes Core elements plus:

Higher-touch care team support

- + Additional care team support may include CDCES for medication-related topics
- + More frequent PHQ-4 self-assessments
- + More coaching on mental health, mood, and self-efficacy
- + Health coach guidance on medication persistence beyond side effect management



Exercise & Nutrition

- Food and activity coaching

Enhanced exercise programming

- + Enhanced exercise programming founded in MSK expertise
- + Practical guidance on protein and fiber intake, managing changes in hunger, and food tracking



Learning Curriculum

- CDCES-moderated GLP-1 peer support communities
- Basic education on GLP-1s, how they work, and potential side effects

12-weeks of specialized GLP-1 curriculum

- + In-depth education on the lifestyle implications of GLP-1s, including overcoming barriers to weight loss, exercise motivation, and mindset
- + Interactive learning paths to support self-education
- + New goals to support medication persistence



Data Insights

- No additional

Deeper data insights

- + Expanded medication tracking for PVN members
- + Customer reporting on GLP-1 Care Track member engagement, outcomes, and satisfaction





Enhanced GLP-1 Care Track (ECT) Population*

ECT MEMBERS (N=1,624)

CHARACTERISTIC

Mean baseline weight (lbs)	232
Mean baseline BMI (kg/m ²)	37.7
% female	83.7%
% white	69.4%
Mean age (years)	45

GLP-1 MEDICATION REPORTED AT BASELINE

Semaglutide (Wegovy®, Ozempic®, Rybelsus®)	44.1%
Tirzepatide (Zepbound®, Mounjaro®)	54.1%
All other	1.8%

OMADA PROGRAM

Omada for Prevention	88.5%
Omada for Hypertension	11.5%

*As of Aug. 4, 2024

How Members in an Enhanced GLP-1 Care Track are Faring

The big question: how are members in the GLP-1 companion program doing in this early stage of their GLP-1 journey? Our findings can be summarized in four key takeaways.



1

Members Taking GLP-1s Wanted Additional Support and Took Advantage of it

A critical success metric of a companion program is engagement. Is there demand from members taking GLP-1s for our companion program? According to Omada members, the answer is YES. The vast majority (74%) of eligible members who had the opportunity to participate in the Enhanced GLP-1 Care Track opted into the program.

Moreover, their interest in our program then translated into action. Members in the Enhanced GLP-1 Care Track were approximately 22% more engaged than members who met similar eligibility criteria but enrolled prior to availability of the Enhanced Care Track and received Omada's standard care. Through the first four months of the program, we found that the members in the Enhanced GLP-1 Care Track had:



+ **75% higher social engagement**

sending messages, interacting with peers



+ **19% higher tracking engagement**

meal, physical activity, and weight tracking



+ **17% higher core engagement**

goal setting and lesson completion

These notable and statistically significant differences ($p < 0.01$) demonstrate that members who received additional support were very invested in the program as a supportive tool during their GLP-1 treatment journey.

2

A GLP-1 Focused Program Can Affect Health Behavior

The aforementioned **cornerstone of obesity management**—lifestyle intervention—was a key element of our analysis, as new health behaviors are the building blocks of sustainable weight loss, with or without medication therapy. Our members showed statistically significant ($p < 0.05$) improvements in engagement with health-promoting behaviors over their first four months in the Enhanced GLP-1 Care Track. Compared to members on GLP-1s participating in Omada's standard care, members in our Enhanced GLP-1 Care Track, on average:



+ **Weighed in 12% more**



+ **Recorded 22% more healthy meals**



+ **Engaged in physical activity 27% more days**

For additional context, health-promoting behaviors (i.e. **food tracking**) are an important component of significant, sustained weight loss. The unique behavioral health features of the Enhanced GLP-1 Care Track were designed with deepening this type of engagement in mind. By integrating GLP-1-specific content, behavior change strategies, and action planning resources, members demonstrated more motivation to engage with—and benefit from—the program.



3

A GLP-1 Specifically Designed Program Can Build Belief

When starting a weight loss journey, many people question their ability to achieve and maintain their weight loss goals. However, believing in one's own ability to accomplish a goal—also known as self-efficacy—**has long been found** to correlate with greater success, especially when it comes to weight loss. Members in the Enhanced GLP-1 Care Track completed a survey using a **validated measurement scale** to evaluate the impact of our program on members' self-efficacy.

Four months in, self-efficacy increased by an average of 12% from baseline, indicating a significant improvement ($p=0.01$). Additionally, Enhanced GLP-1 Care Track members expressed increased confidence in their ability to lose weight.

Clearly, the support of a GLP-1 focused companion program has the potential to leverage the expertise of between-visit virtual care and behavioral health tools and help drive improved self-efficacy. The predictive impact this can have on health behavior is worth noting too. **Increases in self-efficacy** tied to certain health behaviors during the active phase of an intervention can be predictive of future dietary intake, physical activity and weight loss at later points.

4

Members in a GLP-1 specifically designed program experienced early indicators of healthy weight loss

We heard interest in receiving GLP-1 specific support from members, and we observed this interest in their actions as well. They engaged more with program features and tracked more healthy behaviors when compared to members in Omada's standard care, and reported increased confidence in achieving weight loss goals. These markers are leading indicators of **sustainable weight health**, and our findings confirmed that our members are displaying promising early weight loss success. **We found that members in the Enhanced GLP-1 Care Track achieved a statistically significant ($p<0.001$) 28% greater weight loss at Week 16** compared with members on GLP-1s who met similar eligibility criteria and received Omada's standard care.



28% greater weight loss at Week 16

These findings highlight the effectiveness of a companion program in setting the stage for long-term weight loss success for individuals taking GLP-1s. **Real world evidence** has shown that weight loss with GLP-1s is significant and meaningful, even if marginally lower than under the optimal conditions of a clinical trial (i.e. when facing challenges like drug shortages and affordability). Our early findings suggest similar clinically meaningful weight loss, along with the potential to get additional benefit by helping our members build the skills needed for sustainable progress. Hence, a tailored GLP-1 companion program can be an effective and forward-thinking approach for long-term weight health in the real-world setting.

Omada's Journey with GLP-1s: Set Up for Long-Term Success

In the age of highly effective anti-obesity medications, some people may question the need for lifestyle interventions for weight health. After all, it's natural to think that individuals taking GLP-1s just want to rely on the medication to lose weight and aren't interested in companion programs like the one we've built at Omada. However, our members indicate that's far from true when they enroll in our weight health programs. Not only do our members want support on their weight health journey, but they desire programs personalized to meet their needs when starting a new medication therapy. In the first four months of starting the care track, members were highly engaged with the program and experienced more weight loss than members who did not have this tailored support.

While these early outcomes are very encouraging, we know that our work isn't done. Omada members using GLP-1 medications have told us that they are eager

to engage with a companion program that is personalized to meet their unique needs; and we recognize the importance of meeting the moment, particularly in the context of the rapidly evolving GLP-1 landscape.

At Omada, we are committed to helping our members navigate their healthcare when they need support most: between doctor visits. As part of the ANSWERS Initiative, we will continue to evaluate factors associated with medication usage and the relationship between lifestyle program participation and weight health at a population level.

We're fully committed to supporting members through all stages of their GLP-1 treatment journey. That includes setting them up for success after discontinuing GLP-1 therapy when weight loss maintenance is particularly **challenging**. We recently published a white paper focused on the perspective of members who have discontinued GLP-1 use, and are currently evaluating support for these members. We look forward to sharing more findings from our ANSWERS initiative in the near future. ●



Learn more about Omada's Enhanced GLP-1 Care Track

omadahealth.com/glp-1-care-track

