



Omada[®] FAQ

Thanks for helping get the word out about Omada. This document is designed to help you answer common questions, and you're welcome to email support@omadahealth.com for more information.

What is Omada?

Omada is a digital lifestyle change program that helps people at risk for type 2 diabetes or heart disease build sustainable habits that improve their health. Learn more and watch the two-minute video at omadahealth.com/WMHIP

What is the application process?

Individuals interested in Omada can visit omadahealth.com/WMHIP to find out if they meet the clinical enrollment criteria to participate in the program. Those who complete the health screener and are eligible to enroll will receive an email invitation to join the Omada program.

Are family members eligible for Omada?

Yes, adult family members who are covered under the same health plan and meet the clinical enrollment criteria are eligible for Omada.

How much does it cost?

There's no additional cost for eligible participants. Western Michigan Health Insurance Pool members receive the program at no additional cost—a \$650 value—if you or your adult dependents are enrolled in the company medical plan offered through Blue Cross Blue Shield of Michigan and are at risk for type 2 diabetes or heart disease.

Why is the Western Michigan Health Insurance Pool offering this program?

Conditions like prediabetes, type 2 diabetes, and high cholesterol are on the rise. By partnering with Omada, the Western Michigan Health Insurance Pool can offer at-risk individuals the help they need to proactively manage their health and work towards positive outcomes.

How does the Omada program work?

Omada's approach combines proven science with personalized support to help participants build healthy habits that last—whether that's around eating, activity, sleep, or stress. The program includes:

- A professional health coach for one-on-one guidance. The coaches keep participants on track, on their best days and their worst.
- A wireless scale to monitor progress. Participants will receive this ready-to-use device in the mail, already synced their private account.
- Weekly online lessons to educate and inspire. Participants are guided through online lessons that tackle physical, social, and psychological components of healthy living. Interactive games reinforce learning and help participants make connections to real-world scenarios.
- A small peer group for real-time support. Participants are matched with like-minded participants for added encouragement and accountability.

How long does the Omada program last?

One year or more.

How is the Omada program structured?

Omada starts with a core 16-week Foundations phase, organized into four areas:

- Changing Food Habits
- Increasing Activity Levels
- Preparing for Challenges
- Reinforcing Healthy Choices

Participants then enter the Focus phase for the remainder of the first year (and thereafter, if applicable) to continue building healthy habits.

How is Omada different than other weight loss programs?

Losing weight can be incredibly difficult. Omada's human-centered design, empathetic health coaches, and smart technology work together to ensure members stay committed over time. As such, engagement rates far exceed those of typical weight-loss programs.

Do participants get to keep the tools after the Omada program ends?

Yes, all the tools that are provided by Omada during the program are meant for participants to keep.

What privacy measures are in place?

As a healthcare company, Omada takes security and participant privacy very seriously, and operates in accordance with all applicable privacy and data protection laws. The company employs best-in-class physical, technical and administrative controls to protect personal information. You can learn more about Omada's use and protection of personal information by reading the [Privacy Policy](#) and [Terms of Use](#).

What personal information will be shared with a participant's group?

Group members can see each other's photo, first name, hometown, and introduction note. Concerning progress through the program, others in the group can see when a participant last logged in, their lesson completion progress, and a progress bar that measures weight loss as a percentage without sharing actual weight. No one in the group will be able to see a participant's private information such as weight or last name.

What are the specific steps involved in getting started?

Here's what interested individuals can expect.

1. Visit omadahealth.com/WMHIP
2. Click the button to take the health screener.
3. Based on initial results, participants may be invited to complete a brief online application.
4. Individuals will receive an email from support@omadahealth.com letting them know if they're accepted. If accepted, the email will provide instructions on setting up their Omada account online.
5. Participants can set up their account on their own time. No strict deadline, but the sooner they set up, the sooner they can start.
6. Within a few weeks of completing account setup, participants receive a welcome kit in the mail with their scale.
7. Groups kick off each Sunday. This entails an introductory online message from the coach, the first lesson being "unlocked," and access to the group message board. (Please be advised that Omada may choose not to kick off new groups on the Sundays before or after major U.S. holidays when those holidays may interfere significantly with shipping or group momentum.)

What if individuals have questions?

If at any point in the process someone has questions about the status of their application or account, they can email support@omadahealth.com, call [888] 409-8687, or check out our help center articles at support.omadahealth.com.

The most common cause of confusion is that people have not seen their emails from Omada, so they may want to start by checking their inbox and spam folder for emails from the @omadahealth.com domain.

To learn more about the program, visit omadahealth.com/WMHIP