

Diabetes Prevention

Cigna Healthcare Diabetes Prevention Program with Omada



9912495 b 04/24 Offered by Cigna Health and Life Insurance Company.

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A snapshot of prediabetes today

Normal

Prediabetes

Type 2 Diabetes

What is prediabetes?

When blood sugar level is higher than normal, but not high enough yet to be diagnosed as type 2 diabetes

98 million

Americans adults have prediabetes – more than 1 out of 3¹

8 in 10

adults with prediabetes don't know they have it¹

\$413 billion

Is spent annually on diabetes in the United States¹

The consequences of not intervening early



Disease progression

Many Americans with prediabetes will develop type 2 diabetes within 5 years, without targeted, meaningful and relevant intervention¹



Diagnosis

38.4 million people have diabetes—that's 11.6% of the US population²



Cost of diabetes

People diagnosed with diabetes incur on average \$19,700 annually in medical expenses. That's about 2.6 times the medical expenses of a person without diabetes¹



Risk of other serious health complications¹

- Stroke
- Heart attack
- Blindness
- Kidney failure
- Loss of toes, feet or legs

1. Centers for Disease Control. [About Prediabetes and Type 2 Diabetes](#). August 2023.
2. Centers for Disease Control and Prevention. [National Diabetes Statistics Report, 2023](#).



Why a different approach is needed

Most solutions address the symptoms

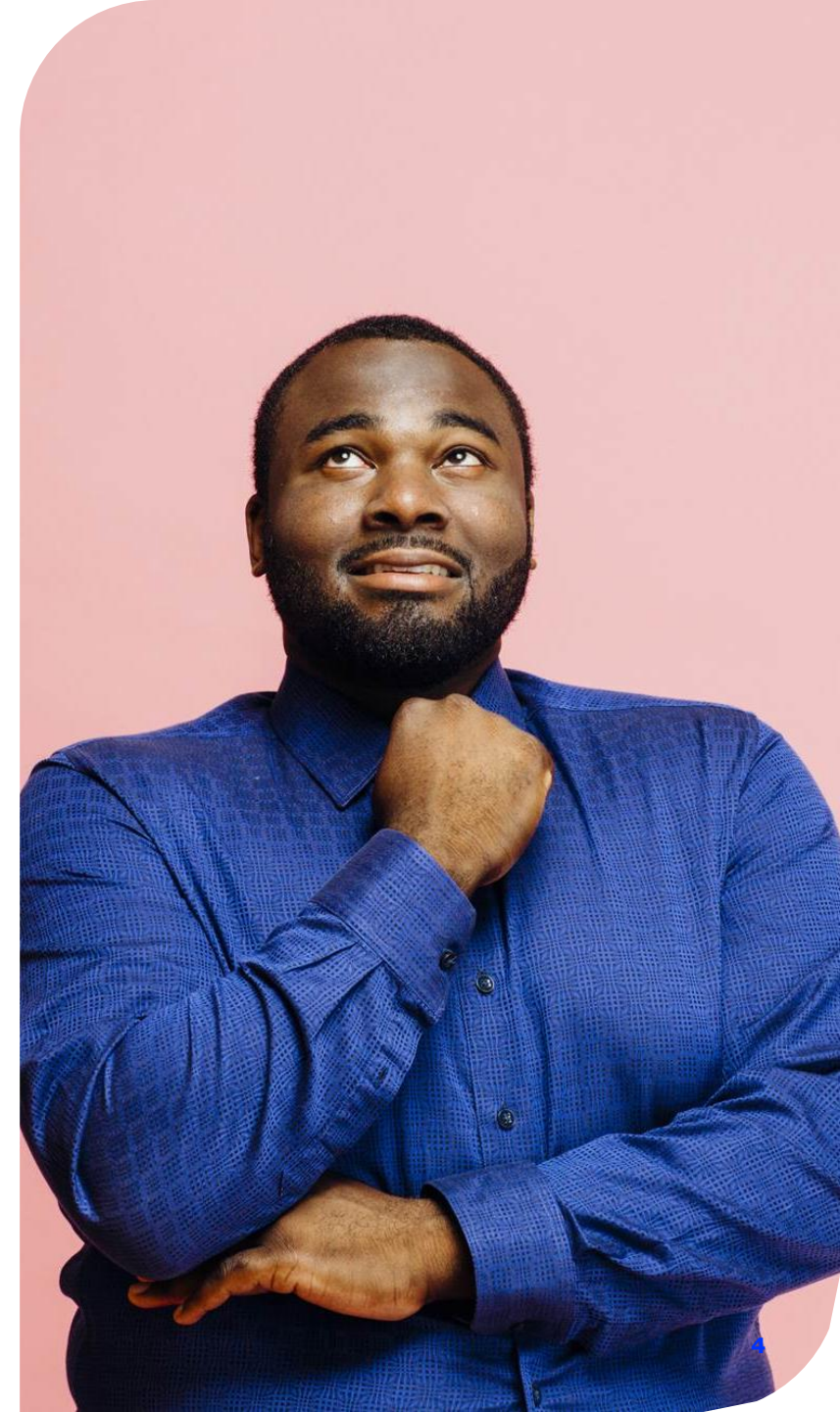
Many employers use 10+ different digital health point solutions¹

Less than 2% see clinically meaningful improvements in outcomes²

What really needs attention is the cause

Lifestyle and behaviors

1. Paralkar, Sadhna, MD and Kaplan, Edward. "The Current and Future State of Digital Health.", May, 2022. Accessed March 4, 2023. 2. Mathews, Simon C et al. "Digital health: a path to validation." NPJ digital medicine vol. 2 38. 13 May. 2019. Accessed March 4, 2023.



Personalized behavioral change. The new standard.

Clinical indications



Prediabetes



Hypertension



High cholesterol



Overweight + risk factors

Stakeholder support

American
Diabetes
Association®

U.S.
Preventive
Services
Task Force

American
Heart
Association®

Centers for
Disease
Control and
Prevention

American
Academy of
Family
Physicians

American
Medical
Association®

National
Heart, Lung
and Blood
Institute

The Obesity
Society

American
College of
Cardiology

Endocrine
Society

The Cigna HealthcareSM Diabetes Prevention Program in Collaboration with Omada

Sustain behavior change with data empowered care at scale

Lifestyle and behavior change program for up to two years

Address barriers to change with human-led, tech-enabled teams

Reach desired outcomes with an evidence-based clinical approach

Fully recognized by the Centers for Disease Control and Prevention¹



1. Adam Brickman, "Digital Therapeutics Pioneer Becomes Largest Diabetes Prevention Program Provider to Achieve Milestone", May 30, 2018. <https://www.omadahealth.com/press/press-release-omada-health-achieves-full-cdc-approval--may>

The Cigna Diabetes Prevention Program is offered through Omada Health, Inc., an independent company/entity.

Targeting those who may benefit most

Inclusion criteria

Age 18+ and BMI of 25 or higher (23 or higher for Asian population)

Plus, one or more:

- Prediabetes diagnosis
- High triglycerides
- Low HDL
- High blood pressure
- High blood sugar

Exclusion criteria

- Type 1 or 2 diabetes diagnosis
- Pregnancy
- Serious health condition
- Any of the following within the past six months:
 - Cancer treatment
 - Transplant
 - Catastrophic case management
- Maternity leave
- Eating disorder within the last 12 months
- Customer opt-out

Committed to excellence

Cigna Healthcare and Omada Clinical leaders are committed to keeping up with the latest evidence-based research, and evolving the program's clinical criteria, as needed.



An easy, personalized participant experience.



Easy enrollment

- 1 Online enrollment and tech support.



Personalized virtual support

- 2 Participants get:
 - An Omada professional health coach and care team
 - Connected scale
 - Social support groups and interest-based communities
 - Interactive online training lessons on healthy eating, physical activity, sleep and stress



Added value and integration

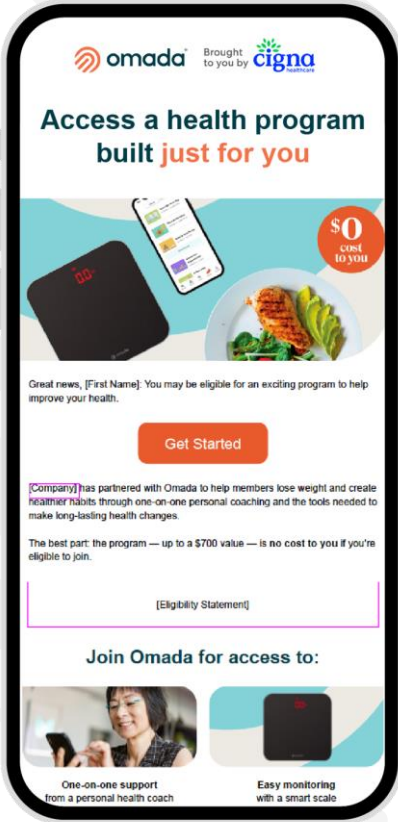
- 3 Discount fitness membership access with the Active&Fit Direct™ program*
 - Waived \$28 enrollment fee
 - \$28 monthly fee to access one or more gyms in national network of 9,000+ fitness facilities**Optional integrated incentives through Cigna Healthcare MotivateMe® Program
Seamless referrals from Cigna Healthcare coaches
Claims decrement***

***This is a discount program and is NOT insurance.** Customers are required to pay the entire discounted charge. The Active&Fit Direct program is provided by American Specialty Health Fitness, Inc. (ASH), an independent company/entity and a subsidiary of American Specialty Health Incorporated. Active&Fit Direct is a trademark of American Specialty Health, Incorporated. Monthly fee excludes applicable taxes which are the responsibility of the member. **Network information based on ASH data as of March 2024, subject to change. ***0.25 claim decrement applied to total medical and pharmacy claims.

The participant experience in action: Kick-off.

Kick-off
Preparation

Awareness
Clinical enrollment and marketing



All pictures are used for illustrative purposes only.

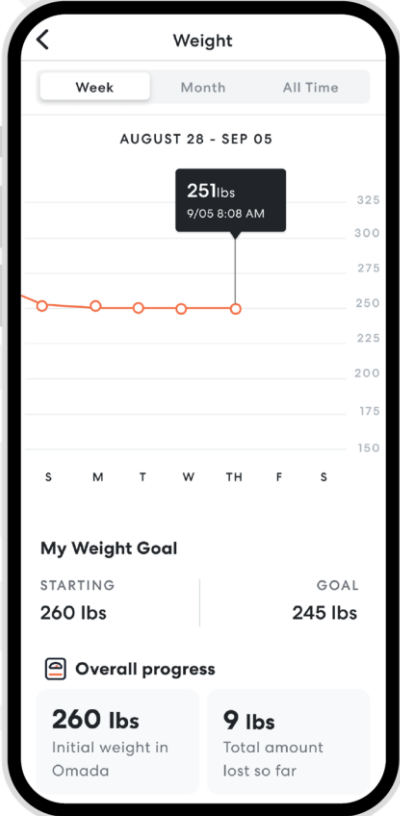
The participant experience in action: Tools and technology.

Kick-off
Preparation

Awareness
Clinical enrollment and marketing

Months 1-4
Foundations

Engagement and connection
Tools and technology

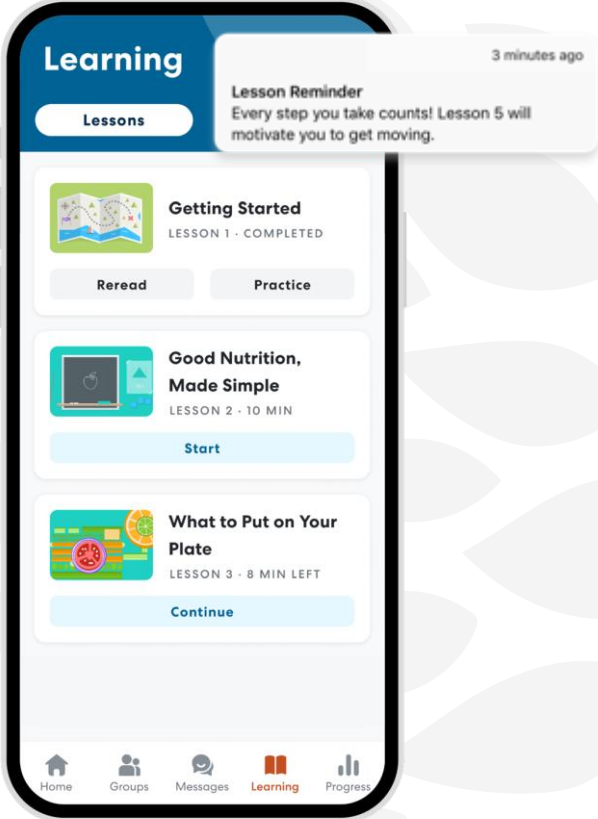


All pictures are used for illustrative purposes only.



The participant experience in action: Lessons.

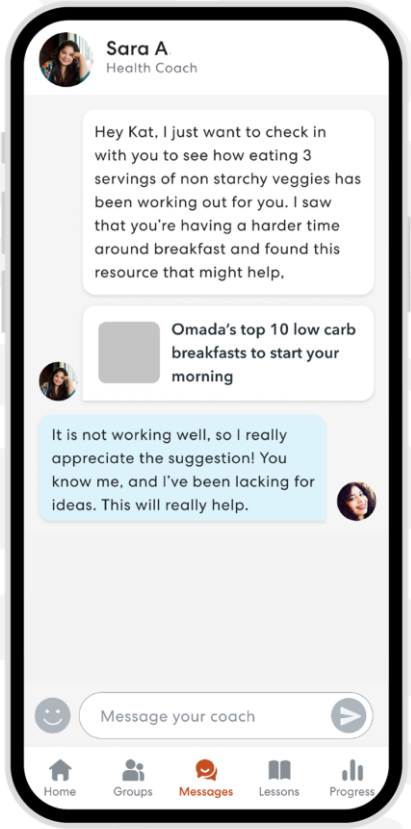
Kick-off Preparation	Awareness Clinical enrollment and marketing
Months 1-4 Foundations	Engagement and connection Tools and technology
Months 1-4 Foundations	Interactive training Lessons



All pictures are used for illustrative purposes only.

The participant experience in action: Health coach.

Kick-off Preparation	Awareness Clinical enrollment and marketing
Months 1-4 Foundations	Engagement and connection Tools and technology
Months 1-4 Foundations	Interactive training Lessons
Months 1-4 Foundations	Guidance and support Omada coach

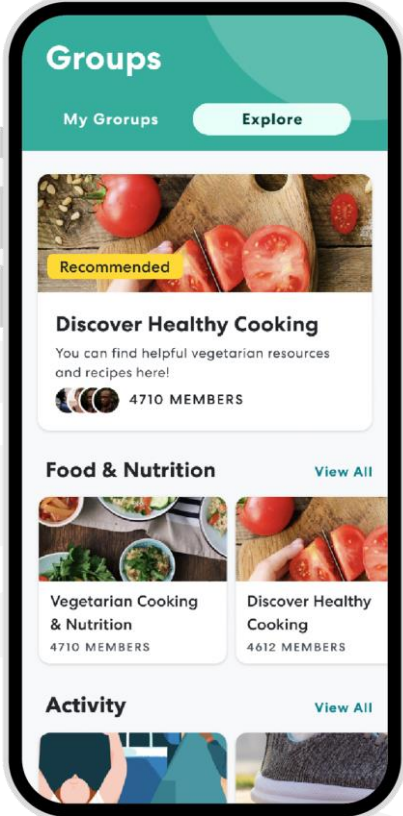


All pictures are used for illustrative purposes only.



The participant experience in action: Peer group.

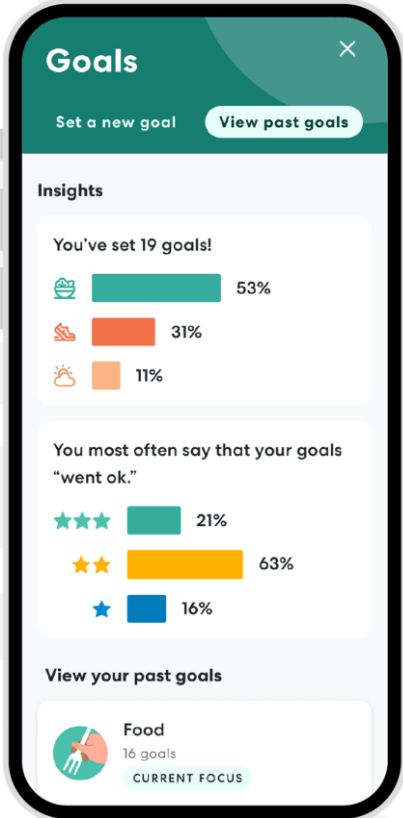
Kick-off Preparation	Awareness Clinical enrollment and marketing
Months 1-4 Foundations	Engagement and connection Tools and technology
Months 1-4 Foundations	Interactive training Lessons
Months 1-4 Foundations	Guidance and support Omada coach
Months 1-4 Foundations	Encouragement and accountability Peer group



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The participant experience in action: Focus.

Kick-off Preparation	Awareness Clinical enrollment and marketing
Months 1-4 Foundations	Engagement and connection Tools and technology
Months 1-4 Foundations	Interactive training Lessons
Months 1-4 Foundations	Guidance and support Omada coach
Months 1-4 Foundations	Encouragement and accountability Peer group
Months 5-24 Focus	Program deepens Refine skills and habits



All pictures are used for illustrative purposes only.

Four critical success factors.

Effective enrollment campaigns tailored to each employer's unique population.

Enrollment

Engagement

Outcomes

Experience



3x more customers enrolled

With Cigna Healthcare/Omada-led strategic email marketing vs client-led email marketing efforts*



High impact, low lift

Omada's teams do the work for you — at no additional cost to you

*Based on 12 month enrollment rate data from Omada's cardiometabolic book of business 5/21 - 4/22

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Four critical success factors.

Participants engage in the program an average of 31+ times a week*

Enrollment

Engagement

Outcomes

Experience

25

Average points of engagement per week

11.3

Log ins

0.7

Private coach messages

0.5

Discussion posts

4.4

Weigh-ins

73.3%

Lesson completion rate

7.2

Food/activity tracking



*Based on 12 month enrollment rate data from Omada's cardiometabolic book of business 5/21 - 4/22

Four critical success factors.

Demonstrated results in largest randomized control trial of a digital diabetes prevention program.

Enrollment

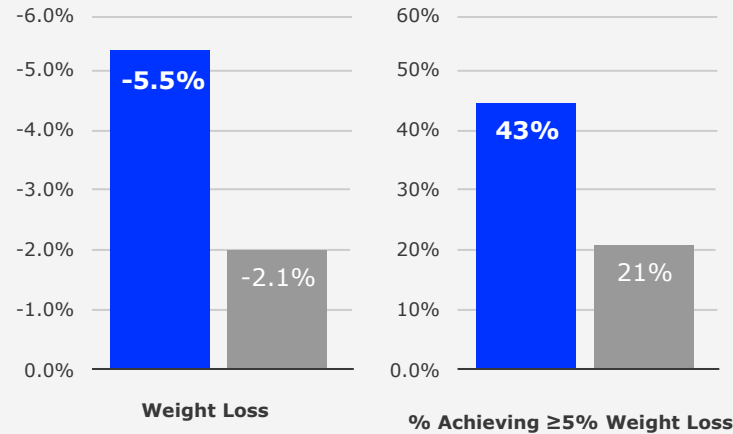
Engagement

Outcomes

Experience

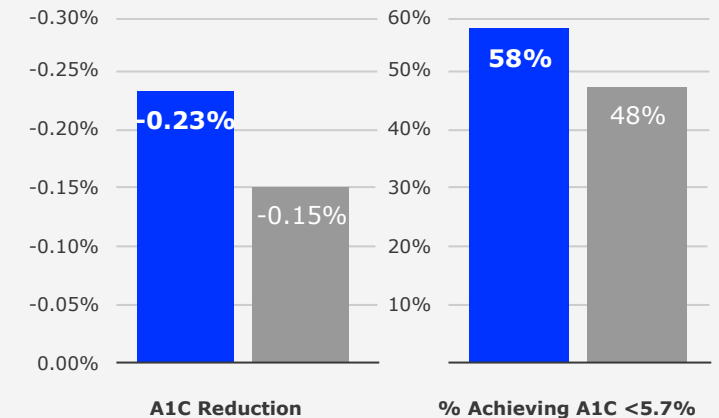
● Omada ● Small Group Education

Weight Loss at 12 Months



Omada participants **lost significantly more weight** than the comparison group, thereby reducing their risk of developing diabetes by more than 50% on average.²

A1C at 12 Months



More Omada participants **achieved normal A1C levels** than the comparison group.

1. Katula JA, Dressler EV, Kittel CA, Harvin LN, Almeida FA, Wilson KE, Michaud TL, Porter GC, Brito FA, Goessl CL, Jasik CB, Sweet CMC, Schwab R, Estabrooks PA. Effects of a Digital Diabetes Prevention Program: An RCT. Am J Prev Med. 2022 Feb 10:S0749-3797(21)00600-0. doi: 10.1016/j.amepre.2021.10.023

2. Maruther NM, Ma Y, Delahanty LM, et al. Early responses to preventative strategies in the diabetes prevention program. JGenInternMed.2013;28(12):1629-36..

Four critical success factors.

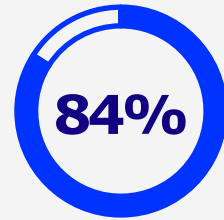
Participants appreciate and recommend the program.

Enrollment

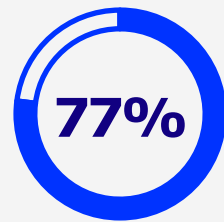
Engagement

Outcomes

Experience



Participant satisfaction¹



Health plan /
employer satisfaction¹



1. Omada 2022 Book of Business data.

Outcomes-based claims billing

Annual pricing model

	YEAR 1	YEAR 2
One-time enrollment fee	\$235	-
Claim submitted if weight loss occurs	\$13 per percentage weight loss, per month	\$8 per percentage weight loss, per month

Monthly claims submitted *only* if weight loss occurs, compared to baseline weight



Costs are subject to change. Digital programming sales tax may apply in some states (including WA and TX). For most health plans, claims are insured/administered as a 100% covered preventive care benefit. Participants must meet certain risk criteria to be eligible for this benefit. Age and clinical limitations may apply. Not all preventive care services are covered. See plan documents for coverage details.

Participant cost example.

TIME	WEIGHT (% / lbs)		DESCRIPTION	CLAIM INCURRED
ENROLL	N/A	200	Participant joins the program = a claim is submitted for \$235 enrollment fee	\$235
JAN	0.9%	198.2	<1% weight loss (against baseline) = no claim submitted and no cost incurred	\$0
FEB	1.8%	196.4	1.8% weight loss (against baseline) = a claim is submitted for \$13 (1 x \$13)	\$13
MAR	0%	200	0% weight loss (against baseline) = no claim submitted and no cost incurred	\$0
APR	2.5%	195	2.5% weight loss (against baseline) = a claim is submitted for \$26 (2 x \$13)	\$26
MAY	2.9%	194.2	2.9% weight loss (against baseline) = a claim is submitted for \$26 (2 x \$13)	\$26

Monthly claims submitted only if weight loss occurs, compared to this initial baseline weight. Weight % always rounded down to determine cost.



Example used for illustrative purposes only. Costs are subject to change. Digital programming sales tax may apply in some states (including WA and TX). For most health plans, claims are insured/administered as a 100% covered preventive care benefit. Participants must meet certain risk criteria to be eligible for this benefit. Age and clinical limitations may apply. Not all preventive care services are covered. See plan documents for coverage details.

A valuable investment.

\$348 – \$969¹

Per-member savings
over and above
the claims cost of the program.

(i.e. Savings are net of claims
costs of the program.)



ROI

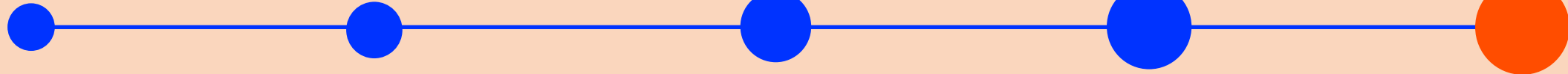
1.7:1 – 2.7:1¹



1. Cigna Healthcare Diabetes Prevention Program with Omada claims study, October 2020, year 1 follow up data = 15,780 participants from 551 clients and year 2 follow up data = 4,253 participants from 413 clients. Individual client and participant results may vary depending on individual health status at the start of the program and activity throughout the program.

Results are not guaranteed

How we raise the bar together



28 peer-reviewed publications that showcase clinical and economic results*

Pricing based on **outcomes** – not per employee per month (PEPM)

A way to help reduce medical spending

Covered as a preventive medical benefit

Personalized participant journey

Cigna DPP with Omada partnership highlights



Contracting

No direct contracting – Cigna Healthcare submits Account Confirmation to Omada



Eligibility verification

Real-time eligibility using 270/271 transactions



Member outreach

Based on population from Cigna Healthcare Contract File, after removing known clinical disqualifiers



Billing

Claims based billing



Reporting

Cigna Healthcare owns via CAP reporting

Program implementation

1

Implementation

Recorded kick-off meetings

2

Marketing

Omada-led marketing campaign with access to **on-demand** resources and pre-set quarterly campaigns sent the 1st Thursday of February, June, August and November

3

Client Support

Supported by Cigna Healthcare Client Engagement Manager/Well-Being Strategists and Omada Client Success Team
cs-support@omadahealth.com

Next steps: A customized plan



Launch strategy

We'll work with you to **identify the easiest way to launch**



Population analysis

We'll learn more about your population to propose an **enrollment strategy** and share **estimated results**



Thank you

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