

DIABETES PREVENTION FROM OMADA



Offered by: Cigna Health and Life Insurance
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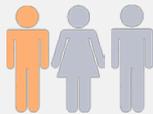
A SNAPSHOT OF PREDIABETES TODAY.



What is prediabetes?

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

84.1M



American adults –
more than 1 out of 3 –
have prediabetes.*

9 OUT OF 10

Americans with
prediabetes may
not know they have it.*



*Centers for Disease Control and Prevention. National Diabetes Statistics Report: Estimates of Diabetes and Its Burden in the United States, 2017. Atlanta, GA: U.S. Department of Health and Human Services; 2017.

THE CONSEQUENCES OF NOT INTERVENING EARLY.



Disease
progression

30%

of Americans with
prediabetes will develop
type 2 diabetes, without
targeted, meaningful and
relevant intervention**



Diagnosis

Every

**19
seconds**

someone in the U.S. is
diagnosed with diabetes**



Cost of diabetes

**\$327
billion**

in total medical costs
and lost productivity
each year in the U.S
for people with
diagnosed diabetes**



Risk of other
serious health
complications*

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

*Centers for Disease Control and Prevention. National Diabetes Statistics Report: Estimates of Diabetes and Its Burden in the United States, 2017. Atlanta, GA: U.S. Department of Health and Human Services; 2017.

**American Diabetes Association. Economic Costs of Diabetes in the U.S. in 2017; Diabetes Care 2018 Mar; dci180007.

WHY A DIFFERENT APPROACH IS NEEDED.

Most solutions address the symptoms

Sleep disorders

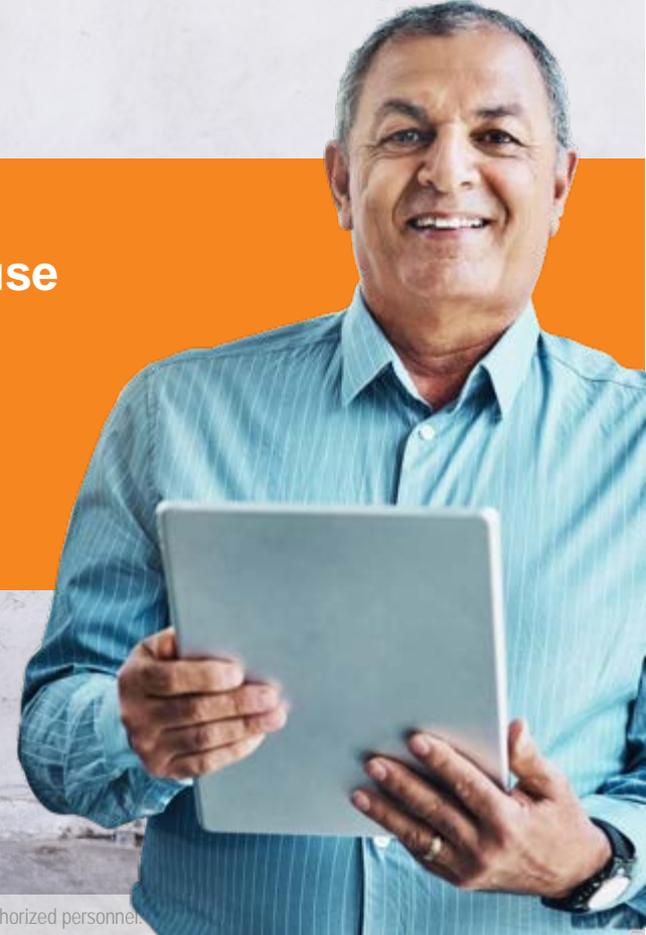
Stress-related disorders

Type 2 diabetes

Weight problems

What really needs attention is the cause

Lifestyle and behaviors



PERSONALIZED BEHAVIOR CHANGES

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 DIABETES PREVENTION PROGRAM IN COLLABORATION WITH OMADA.

Digital platform expands reach, accessibility and measurability

Lifestyle and behavior change program for up to two years

Centers for Disease Control and Prevention fully recognized*

Advanced analytics identify coverage- and clinically eligible, high-opportunity employees



DIGITAL BEHAVIOR CHANGE SOLUTION
THAT TAKES
DIABETES PREVENTION
TO A NEW LEVEL

*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.

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TARGET

THOSE WHO MAY BENEFIT MOST.

CIGNA ELIGIBILITY SCREENING PROCESS-CONTACT FILE SENT TO OMADA

Inclusion criteria

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

Plus, one or more:

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

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

Exclusion criteria

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



AN EASY, PERSONALIZED PARTICIPANT EXPERIENCE.

EASY ENROLLMENT

Online enrollment and tech support



PERSONALIZED VIRTUAL SUPPORT



Digitally enabled scale



Social support group



Omada professional health coach



Interactive online training lessons on healthy eating, physical activity, sleep and stress

ADDED VALUE AND INTEGRATION



Discount fitness membership access with the Active&Fit Direct™ program*

- Waived \$25 enrollment fee
- \$25 monthly fee to access one or more gyms in national network of 9,000+ fitness facilities**

Optional integrated incentives through Cigna MotivateMe® Program

Seamless referrals from Cigna 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 2018, subject to change. ***0.25 claim decrement applied to total medical and pharmacy claims.



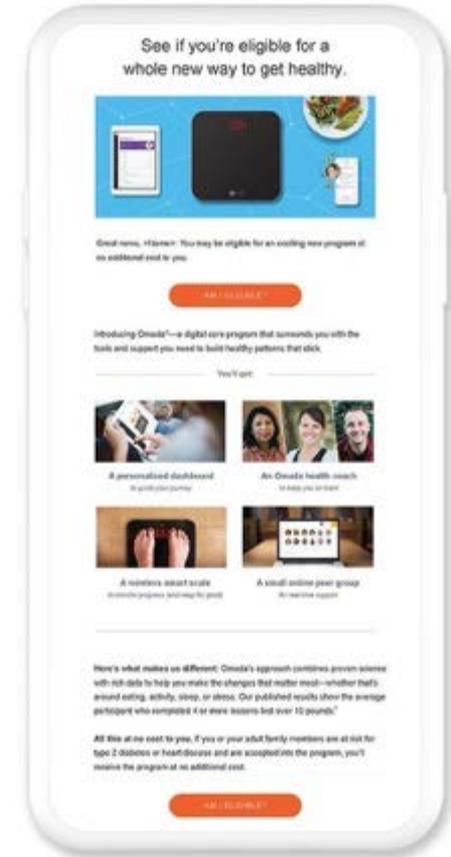
THE PARTICIPANT EXPERIENCE IN ACTION: KICKOFF.

KICK-OFF
Preparation

AWARENESS
Clinical Enrollment & Marketing

BEFORE KICKOFF -- CIGNA ELIGIBILITY SCREENING
PROCESS-CONTACT FILE SENT TO OMADA

...I have never considered that I could develop diabetes, but I do have a BMI of 25 and one of those risk factors, hmmm ...why not?!



For illustrative purposes only.



THE PARTICIPANT EXPERIENCE IN ACTION: TOOLS AND TECHNOLOGY.

KICK-OFF
Preparation

AWARENESS
Clinical Enrollment & Marketing

MONTHS 1-4
Foundations

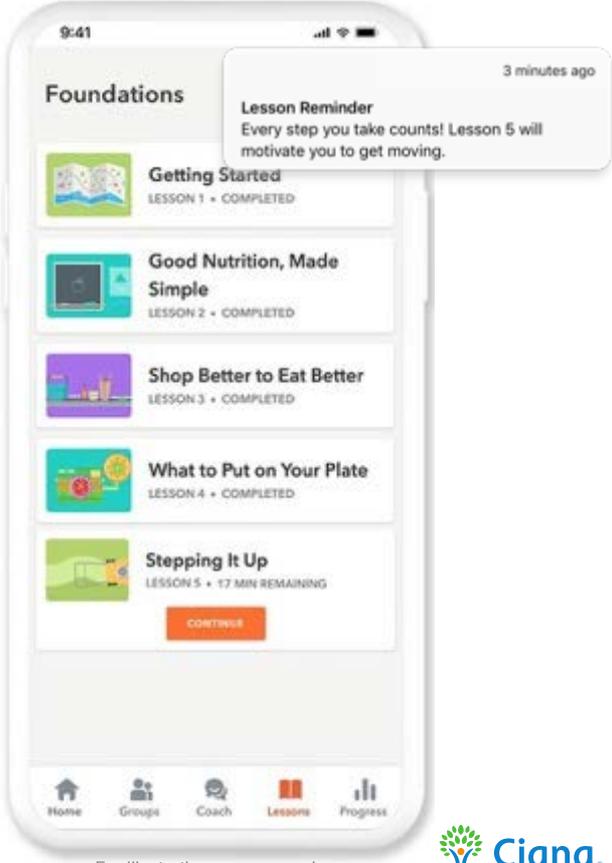
ENGAGEMENT & CONNECTION
Tools & Technology



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THE PARTICIPANT EXPERIENCE IN ACTION: LESSONS.

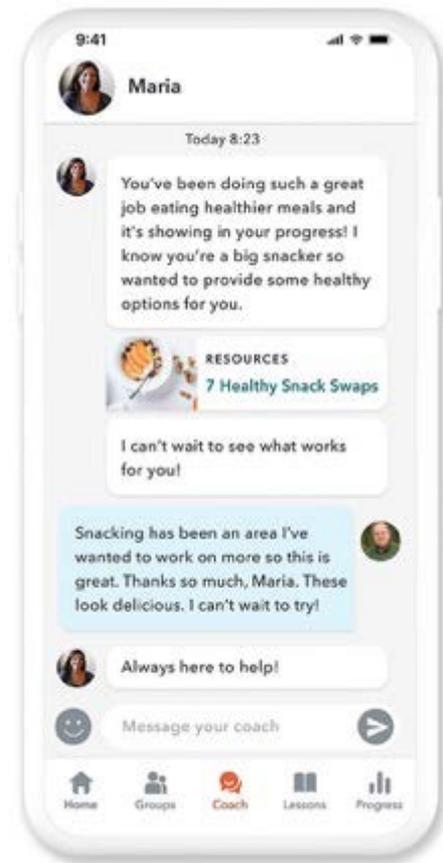


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THE PARTICIPANT EXPERIENCE IN ACTION: HEALTH COACH.

KICK-OFF Preparation	AWARENESS Clinical Enrollment & Marketing
MONTHS 1-4 Foundations	ENGAGEMENT & CONNECTION Tools & Technology
	INTERACTIVE TRAINING Lessons
	GUIDANCE & SUPPORT Omada Coach

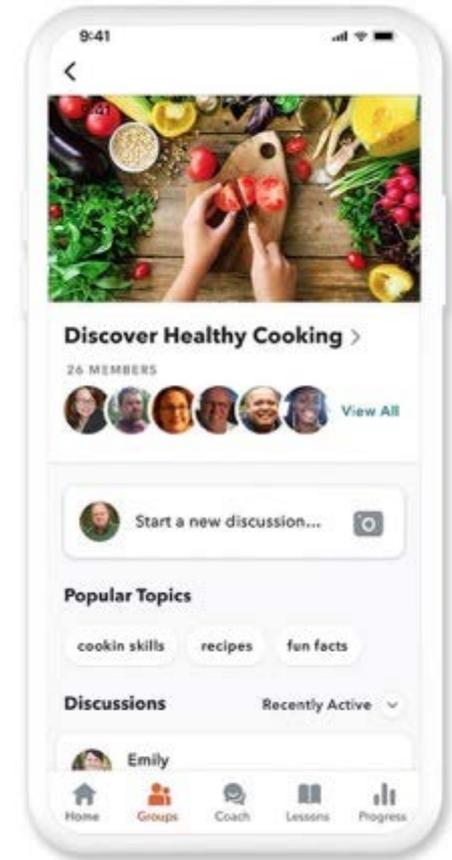


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THE PARTICIPANT EXPERIENCE IN ACTION: PEER GROUP.

KICK-OFF Preparation	AWARENESS Clinical Enrollment & Marketing
MONTHS 1-4 Foundations	ENGAGEMENT & CONNECTION Tools & Technology
	INTERACTIVE TRAINING Lessons
	GUIDANCE & SUPPORT Omada Coach
	ENCOURAGEMENT & ACCOUNTABILITY Peer Group



For illustrative purposes only.



THE PARTICIPANT EXPERIENCE IN ACTION: FOCUS.

KICK-OFF Preparation	AWARENESS Clinical Enrollment & Marketing
MONTHS 1-4 Foundations	ENGAGEMENT & CONNECTION Tools & Technology
	INTERACTIVE TRAINING Lessons
	GUIDANCE & SUPPORT Omada Coach
	ENCOURAGEMENT & ACCOUNTABILITY Peer Group
MONTHS 5 & ON Focus	PROGRAM DEEPENS Refine Skills & Habits



For illustrative purposes only.



MORE THAN ONE BILLION DATA POINTS DRIVE CONTINUOUS ENGAGEMENT AND IMPROVEMENT.*



*Omada Platform-25K/30 minutes: Inbound data based on actionable points in participant events (logging food, weigh-ins, coach/private messages, reading lessons, etc.) results in 50K/hour, averaged over peak week periods such as daylight hours -1B points: this is a calculation of total participants, engagement fields, records, events.



FOUR CRITICAL OUTCOMES.

EFFECTIVE ENROLLMENT CAMPAIGNS TAILORED TO EACH EMPLOYER'S UNIQUE POPULATION

Enrollment

Engagement

Results

Experience

3x

**MORE CUSTOMERS
ENROLLED**

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



30%

**EMAIL OPEN
RATE**

+9 points above
health & fitness
industry average**

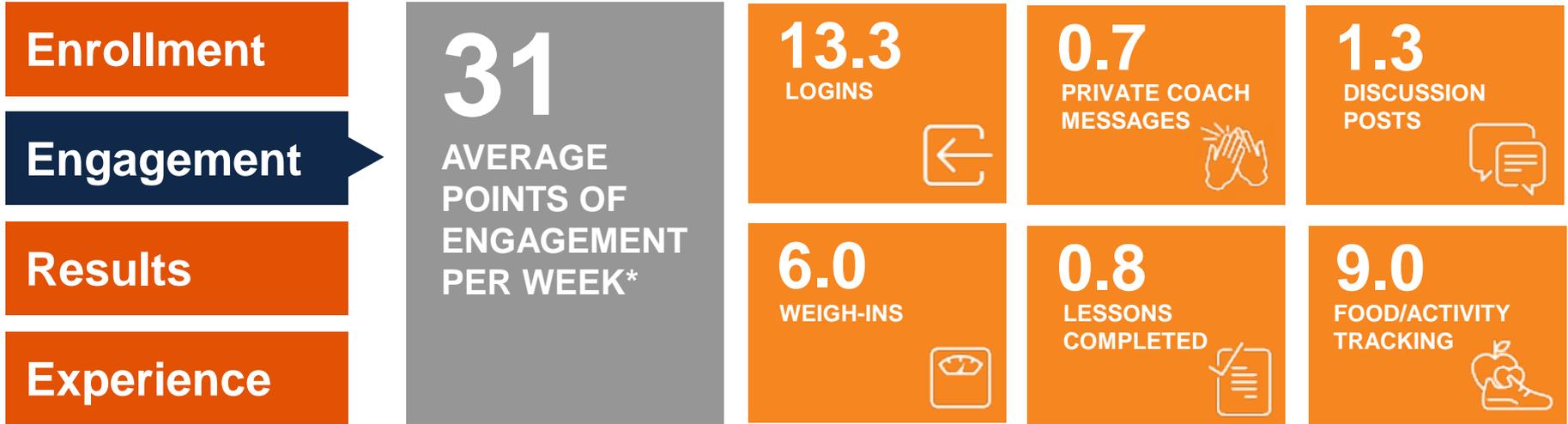


*2016 Omada-led campaigns vs. client-led campaigns; average across Omada-led and client-led email campaigns for the risk unknown audience.

**MailChimp, Mar. 2018: <https://mailchimp.com/resources/research/email-marketing-benchmarks/>

CRITICAL OUTCOMES.

PARTICIPANTS ENGAGE IN PROGRAM AN AVERAGE OF 31+ TIMES A WEEK*



*Average engagement points per week in the first 16 weeks based on 2017 program starters who complete 4+ lessons. Analysis completed January 2018.

CRITICAL OUTCOMES.

DEMONSTRATED RESULTS THAT ARE TRACKED UP TO 2 YEARS

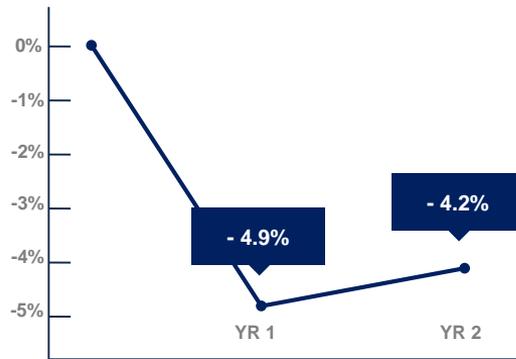
Enrollment

Engagement

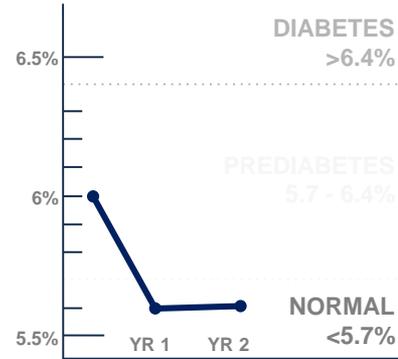
Results

Experience

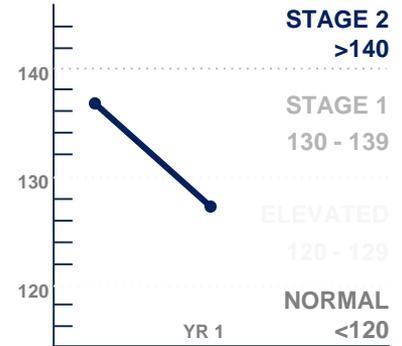
AVG WEIGHT LOSS *



AVG HBA1C *



AVG SYSTOLIC BLOOD PRESSURE **



*Sepah SC, Jiang L, Peters AL. Long-Term Outcomes of a Web-Based Diabetes Prevention Program: 2-Year Results of a Single-Arm Longitudinal Study. J Med Internet Res. 2015;17(4). Weight loss results are from study participants only. Actual results may vary based on age, gender and other individual and demographic factors.

**Results are based on data from 162 participants with elevated systolic blood pressure who enrolled through a single health system client. The outcomes in other populations may differ from those reflected in this case study.

CRITICAL OUTCOMES.

PARTICIPANTS APPRECIATE AND RECOMMEND THE PROGRAM

Enrollment

Engagement

Results

Experience



WOULD
RECOMMEND
OMADA TO A
FRIEND*



INCREASED
APPRECIATION
FOR CIGNA*



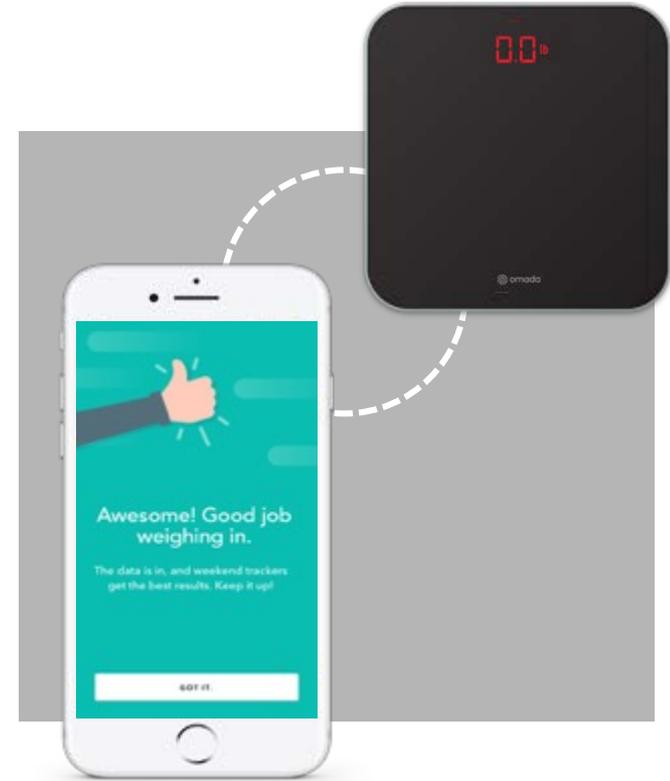
*2016 Omada Diabetes Prevention Program Pilot Study. Full year. 2016 book of business. National account customer survey results who completed the first phase of the Omada program. Individual client/customer results will vary and are not guaranteed. Marketed population defined as the number of people who saw Omada marketing materials during the pilot.



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 <i>only</i> 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.



PLAN 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.



CIGNA DIABETES PREVENTION PROGRAM (DPP) IN COLLABORATION WITH OMADA

CIGNA NEGOTIATED PRICE VS. OMADA 2021 LIST PRICE

	Omada 2021 List Price		Cigna Negotiated Price	
	Year 1	Year 2+	Year 1	Year 2+
Enrollment Per Enrolled Participant	-	-	\$235	-
Condition Fee Per Enrolled Participant Per Month*	\$65	\$30	\$13 per % Weight Loss	\$8 per % Weight Loss
	\$640 Estimated Cost Per Enrolled Participant	\$190 Estimated Cost Per Enrolled Participant	\$477-\$583 Estimated Cost Per Enrolled Participant	\$140-\$170 Estimated Cost Per Enrolled Participant

*No claim if no weight is lost in that month. All fees are subject to change and covered claims for eligible program participants will be paid by the plan (by the employer for ASO/self-insured plans, and by the insurer for insured plans) at 100% under the plan's preventive care coverage provisions. Not all preventive care services are covered and plans may vary. For complete details of preventive care coverage, contact your Cigna representative.



A VALUABLE INVESTMENT.

\$424* – \$972**

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

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



ROI

1.5:1* – 2:1**



*Initial test results – Cigna claims study June 2017 with four clients. Results are not statistically significant. Limited capability with restricted marketing and no Cigna value points. Individual client results may vary.
**Omada results based on one client June 2016, BCBSLA. Results not statistically significant. Clients are more likely to garner higher results like these with marketing and incentive strategy process and deployed. Individual client results may vary. Individual client results may vary.

HOW WE RAISE THE BAR TOGETHER.

10 peer-reviewed
studies
demonstrating
**clinical
outcomes***



Pricing based on
outcomes – not
PEPM



**A way to help
reduce medical
spending**



**Covered as a
preventive medical
benefit**



**Personalized
participant journey**



*Sepah et al., 2014-2017, Castro Sweet et al., 2015-2017, Moin 2016, Fontil 2016, Wilson 2017, Kim 2018, Su 2016, Chen 2016

CIGNA NON-INTEGRATED PILOT PROGRAM WITH OMADA

PILOT PARTICIPANTS*

4

Cigna National Account Clients

3,694

total employee participants



PROGRAM SUMMARY



Digitally enabled scale



Social support group



Omada professional health coach



Interactive online training lessons on healthy eating, physical activity, sleep and stress

OUTCOMES



3.5%

average weight loss per participant, sustained beyond a year*

75%

increased appreciation for Cigna*

83%

would recommend Omada to a friend*

*2016 Omada Diabetes Prevention Program Study. Full year. 2016 book of business. National account customer survey results who completed the first phase of the Omada Program. Individual client/customer results will vary and are not guaranteed. Marketed population defined as the number of people who saw Omada marketing materials during the pilot program.



BEST PRACTICES

**Senior-leadership
announcement
of program to all
employees**



**Incentives with
Cigna's MotivateMe®
incentive platform**

**5%
weight loss***



For illustrative purposes only.

**Deployment of Omada's
recommended marketing
campaign, including:**

Six-part email Campaign series (3 per year)

Onsite digital signage

Employee newsletters

Links on internal intranet sites



*Employer can offer participants an incentive to engage in the Cigna DPP in collaboration with Omada. Data is integrated with the Cigna MotivateMe platform making administration easy. The MotivateMe platform has to be an employer program. The employer can select a participation-based incentive of EITHER 9 or 16 lessons completed OR an outcomes incentive of EITHER 5 or 10% weight loss goal met. (The CDC defines completion of DPP programs is 9 lessons.) Reporting would be provided on incentives awards by Cigna. Alternative means of obtaining the incentive must be made available for certain participants to comply with applicable regulations.

PROGRAM IMPLEMENTATION.



Implementation

Kick-off meeting to discuss implementation



Marketing

Omada-led marketing campaign with access to **on-demand** resources and an option to provide supplemental contact file



Client support

Supported by Cigna Client Engagement Manager and by Omada support team with optional annual business review by Omada Client Success Manager



NEXT STEPS: A LAUNCH PLAN.

STEP 1

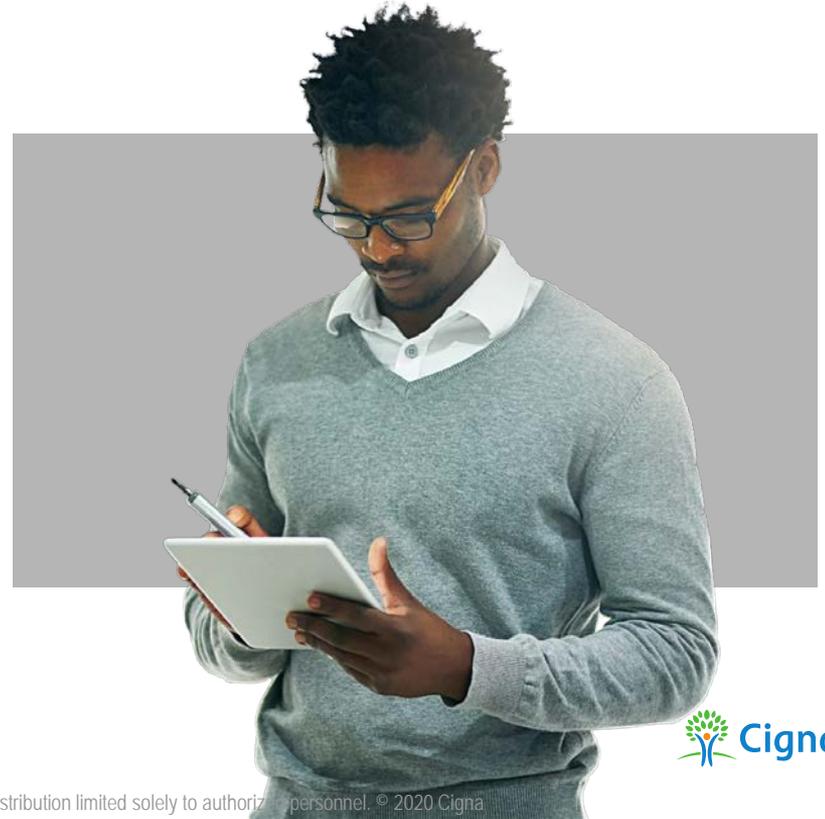
LAUNCH STRATEGY

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

STEP 2

POPULATION ANALYSIS

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



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