INTRODUCING

omada

WIRELESS SCALE

163.2 lb
Hello. I’m here to tell you about an exciting new health benefit.
Omada is a digital lifestyle change program that surrounds you with everything you need to get healthier and lose weight—no matter how wobbly your willpower.
If you, or your eligible adult family members, are at risk for type 2 diabetes or heart disease, and enrolled in our Blue Cross® and Blue Shield® of Minnesota health plan, BCBS will cover the entire cost of the program—a $650 value!
Here’s how it works:
STEP ONE

Visit omadahealth.com/bcbsmn1 to take a 1-minute risk assessment.

If you’re at risk for type 2 diabetes or heart disease, the Omada program (a $650 value) is available at no additional cost to you.

Use Password: promote
STEP TWO

Eligible participants will be mailed a special Welcome Kit directly to their front door, which includes a wireless smart scale.
STEP THREE

The **wireless digital scale** will arrive already connected to their personal account via a built-in cellular network - all they need to do is open the box and stand on it. No wifi setup required.
STEP FOUR

Participants are then matched into a small, private group of peers who most closely match their life stage and weight loss goals. The group is critical for empathy, encouragement, and even social accountability.
STEP FIVE

Each participant is also matched with a **full-time, dedicated health coach**, who will give them 1-on-1 support and advice along the way – especially if and when things get tough.

I just adjusted the recipe on your favorite pizza - click here to read it. Now it's far healthier and I promise you’ll love it.

I don’t believe it, Michele! It’s amazing. We made it tonight and it tastes even better than the original version.

There’s a 5K in my hometown. I want to sign up but I’m nervous. What if I can’t run that far?

Who needs to run? If you get tired, just walk briskly part of the way (lots of people do that). The goal is just to finish - and given your progress, I am absolutely sure you will.
STEP SIX

Each participant is guided through a weekly *interactive health lesson* that they can complete wherever and whenever is most convenient to them.

The lessons include insights about nutrition, exercise, and even overcoming the psychological barriers to lasting change. Plus interactive games to make it all fun and memorable.
STEP SEVEN

Participants will track what they eat, drink, and do each day. This builds personal awareness and allows their health coach to give them real-time feedback and input.
I just heard about a walk-a-thon this weekend in Chicago. It’s 5K and I just signed up. First time for everything, huh?

James

Good luck, Denise! The weather’s supposed to be amazing too. Upload a photo of yourself at the finish line, ok?

STEP EIGHT

Our small group setting creates an environment full of inspiration. Studies show that the more social support, the more likely each participant will succeed.
STEP NINE

Progress is tracked and success celebrated or challenges addressed along the way. We harness aspects of gamification to make this journey as sticky and delightful as possible.
The average Omada participant loses over 10 pounds in 16 weeks, and reduces their risk of type 2 diabetes and heart disease.
Don’t miss your chance to see if you’re eligible!
Questions?
Visit [omadahealth.com/bcbsmn1](https://omadahealth.com/bcbsmn1)

Blue Cross® and Blue Shield® of Minnesota and Blue Plus® are nonprofit independent licensees of the Blue Cross and Blue Shield Association.

The Omada Program is from Omada Health, Inc., an independent company providing a digital intensive behavioral counseling program.