

Register starting January 1, 2019

Join Omada

to build healthy

habits that last

Omada® is a digital lifestyle change program. We combine the latest technology with ongoing support so you can make the changes that matter most—whether that’s around eating, activity, sleep, or stress. It’s an approach shown to help you lose weight and reduce the risks of type 2 diabetes and heart disease.

• EAT HEALTHIER

Learn the fundamentals of making smart food choices.

• INCREASE ACTIVITY

Discover easy ways to move more and boost your energy.

• OVERCOME CHALLENGES

Gain skills that allow you to break barriers to change.

• STRENGTHEN HABITS

Zero in on what works for you, and find lasting motivation.

• STAY HEALTHY FOR LIFE

Continue to set and reach your goals with strategies and support.

YOU’LL GET YOUR OWN:



Interactive program



Wireless smart scale



Weekly online lessons



Professional health coach



Small group of participants

MORE GREAT NEWS: MHC is offering Omada to employees and their adult family members who are enrolled in our Blue Cross® and Blue Shield® of Minnesota health plan—at no cost to you.



Northeast Service Cooperative
Collaborating to meet your changing needs



omadahealth.com/mhc

**Log on to the website starting on 1/1/19
to complete the assessment**

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.

Say hello to



A WHOLE NEW WAY TO GET HEALTHY

Omada® is a digital lifestyle change program that surrounds you with the support and tools you need to make better choices in the moment—and for life.

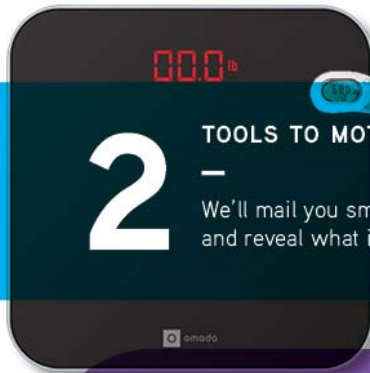
Learn more at: omadahealth.com/mhc



1

A HEALTH COACH ON YOUR SIDE

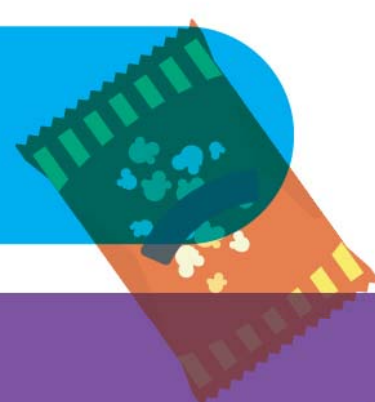
Your professional health coach is trained to keep you on track—on your best days and your worst.



2

TOOLS TO MOTIVATE YOU

We'll mail you smart technology to track your progress, and reveal what is (and isn't) working for you.



3

INFORMATION BECOMES INSIGHT

Each week, you'll learn simple rules for better eating, fitness, sleep, and stress management that will have an immediate impact on the choices you make.



4

BOUNCE BACK BETTER

Slip-ups are inevitable. But we'll teach you to recover quickly from setbacks and avoid them more easily next time.



5

ENJOY EVERY MEAL

Deprivation doesn't work. You'll learn to prepare easy but delicious meals that leave you feeling good, not guilty—and focus on nutrition and pleasure without obsessing about calories.



6

WILLPOWER COMES INCLUDED

You can't do this alone. You'll gain the support of a small group of peers just like you for encouragement and empathy at every step.





In the US, preventable diseases out rank chronic disease, and 2 major ones are Diabetes & Cardiovascular Disease. Most solutions out there target the symptoms, not the cause.

Omada targets those that are most at risk. It is closely aligned with the Diabetes Prevention Program, which says that even a 7% drop in body weight will significantly lower your risk for T2 Diabetes.

- **What is Omada?** Omada is an innovative, 16-week program designed to help individuals lose weight, which has been shown to help reduce behavioral risk factors for developing type 2 diabetes. The program is based on clinically-proven science and focuses on guiding participants toward reaching modest weight loss and activity goals through nutrition and behavioral changes. Omada brings together the individualized attention of professional health coaches with a researched curriculum and manageable but powerful goals.
- **Who is eligible for Omada?** Omada is available to people who want to lose weight, including those who have been diagnosed with prediabetes and to those who are at high risk for type 2 diabetes. The program focuses on weight loss through nutrition, physical activity, and behavioral change.
- **How many per family?** On a family insurance plan, husband, wife, children over 18, if eligible would all receive their own enrollment package & scale.
- **What type of scale is included?** Your Welcome Kit includes your Omada scale, which is a digital scale connected wirelessly to your Omada account. This means that your daily weigh-ins are automatically transmitted to your private profile, where your weight progress is charted and shared only with you and your health coach. The scale uses a cellular network for transmission. No Wi-Fi is needed, and no setup is required.
- **What will I do on the first day of the program?** The first official day of Omada is **the Sunday when your group kicks off**. The full Omada website will become available to you on this day. This is when you are expected to begin weighing in and tracking your food daily. While you are not required to log in on Sunday, it's recommended that you get acquainted with the site and your group as early as possible in Week 1. You can begin your daily and weekly program tasks, including weighing in, tracking food, and completing lessons.
- **What is the time commitment for the Omada program?** Participation in Omada requires **16 weeks of dedicated involvement** followed by **8 months of involvement at your own pace**. During the first 16 weeks, participants complete weekly lessons, record what they eat, communicate regularly with their group members and health coach, and practice what they learn. This can take 2-3 hours per week on average, although it can take more time and the time spent implementing lifestyle changes is difficult to measure. Fortunately, the online format means the time you spend can easily adapt to your schedule.

The 8 months following the 16-week core phase is called the Sustain phase. During this time, participants stay in contact with their small group and meet a larger network of Omada alumni. They complete monthly lessons and choose their course of action more independently. The time commitment during the Sustain phase is somewhat decreased and is determined more independently.

The full Omada FAQ is located here - <https://www.omadahealth.com/frequently-asked-questions>



Can You Picture Yourself Healthier?

Most participants say they've joined Omada because they want to live a longer, healthier life. That's a valid and meaningful reason. But it isn't as motivating as you'd think.



In our day-to-day lives, vague rewards like “live longer” have a hard time competing with the vivid, specific rewards we get from eating a bowl of ice cream or pouring ourselves a second glass of wine. To really motivate yourself in the heat of the moment, the reward of making a healthier choice needs to be *just as vivid*.

Take a minute to answer this question: Of all the things that will be better when you lose weight and improve your health, which will make you happiest? Forget what you think you *should* want, and zero on a reward you truly crave. Some examples to get your wheels turning:

Vague reward: I'll be there for my family.

Vivid reward: I'll keep up with my kids all day, and still have energy left for date night.

Vague reward: I'll save money on health bills.

Vivid reward: I'll save enough money to install a pool in the backyard.

Vague reward: I'll feel more confident.

Vivid reward: I'll have the confidence to use a dating app and meet new people.

Once you settle on something you truly crave, paint a mental picture. Imagine yourself living out that reward, moment by moment. Add as many details as you can.

Hold this vision in your mind and revisit it often — especially when you're about to make a choice that impacts health. Skipping a piece of cake may seem like a small price to pay for achieving that vivid reward.

THERE IS SOMETHING YOU CAN DO

Most people can reduce their risk by losing a modest amount of weight, just 5–7%.

Find out if you're eligible by taking a

1-minute risk screener at
omadahealth.com/mhc

