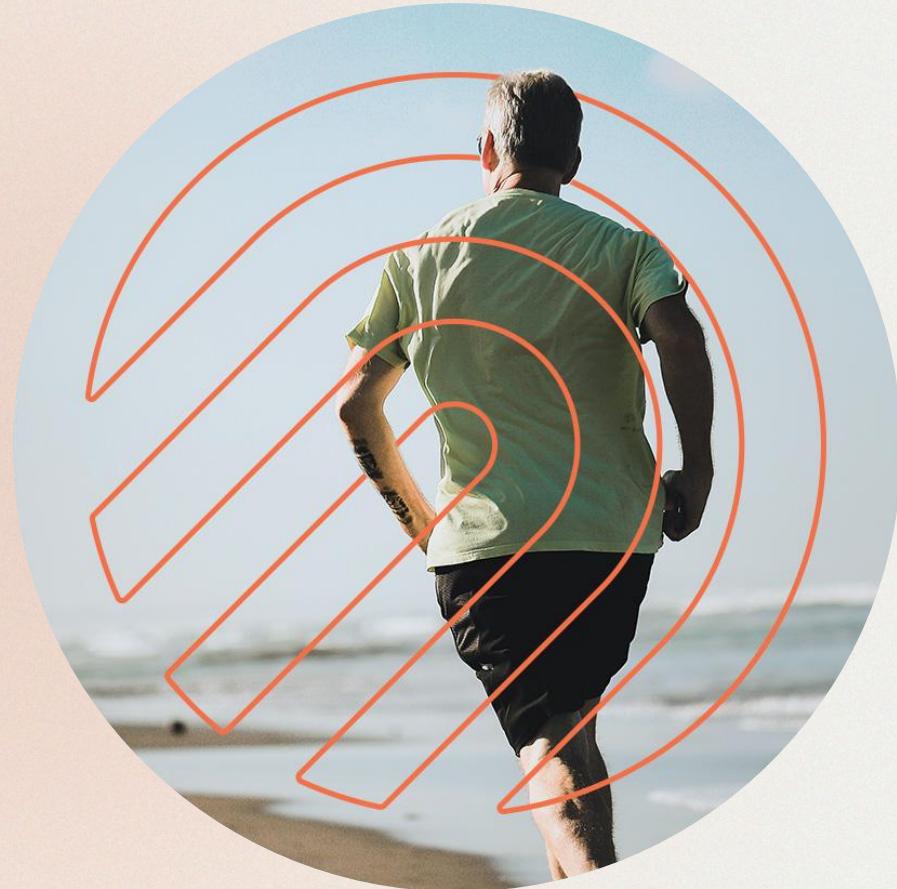




Minds Over Matter



Conflicts: I'm Co-founder & CEO of Omada Health

What challenges do you expect to face as you try to change your eating and physical activity habits?

Present Tense

(“this is”, “I am”) correlated with less weight loss. (e.g., I lack willpower. I cave easily. I hate to cook, I like very few vegetables, and I am a somewhat picky eater.)

Past Tense

(“I have been”, “I was”, “I used to”) correlated with more weight loss. (e.g., “I used to eat more than one portion of food.”)



FIXED MINDSET

Intelligence and
talent are fixed



GROWTH MINDSET

Intelligence and talent
are more flexible and
changeable

Virtual coaching drives lasting behavior change



- Automated nudges
- Automated group reminders to track meals
- Meal time push notification reminders



- Timely coach feedback to members

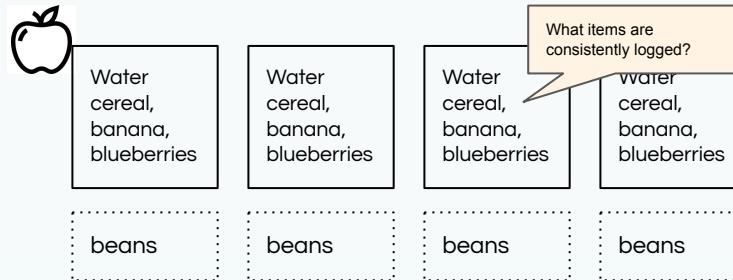
Technology alone
is insufficient for driving outcomes

Tech-enabled care teams
are necessary for driving outcomes

Coach Play: Go-To-Breakfast

Moment

Member tracks the same breakfast items 5 times in the last 7 days.



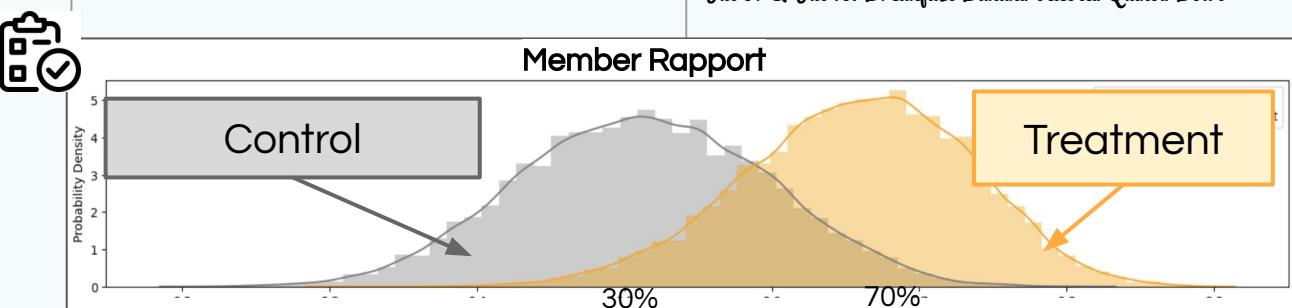
Intervention

Coach message brings unconscious behavioral pattern into a state of conscious awareness, with a food substitution.



Outcome

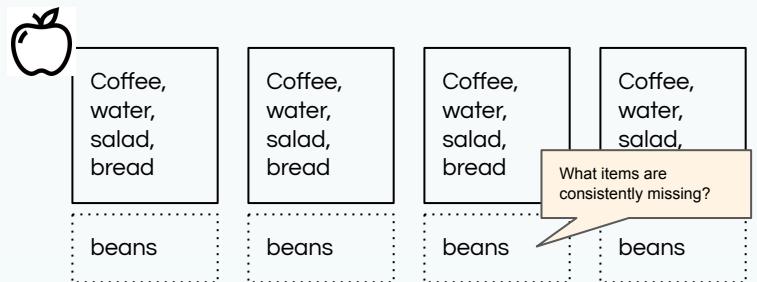
Member modifies health behavior and rapport with coach improves within 2 weeks.



Coach Play: Steve's Beans

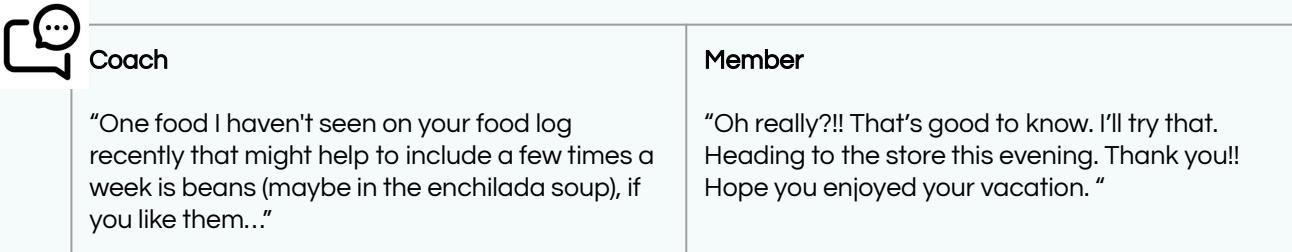
Moment

Member does not mention beans in last 30 days of meal logs.



Intervention

Coach message brings unconscious behavioral pattern into a state of conscious awareness, with a food substitution.



Outcome

Member modifies health behavior and diet quality improves within 2 weeks.

