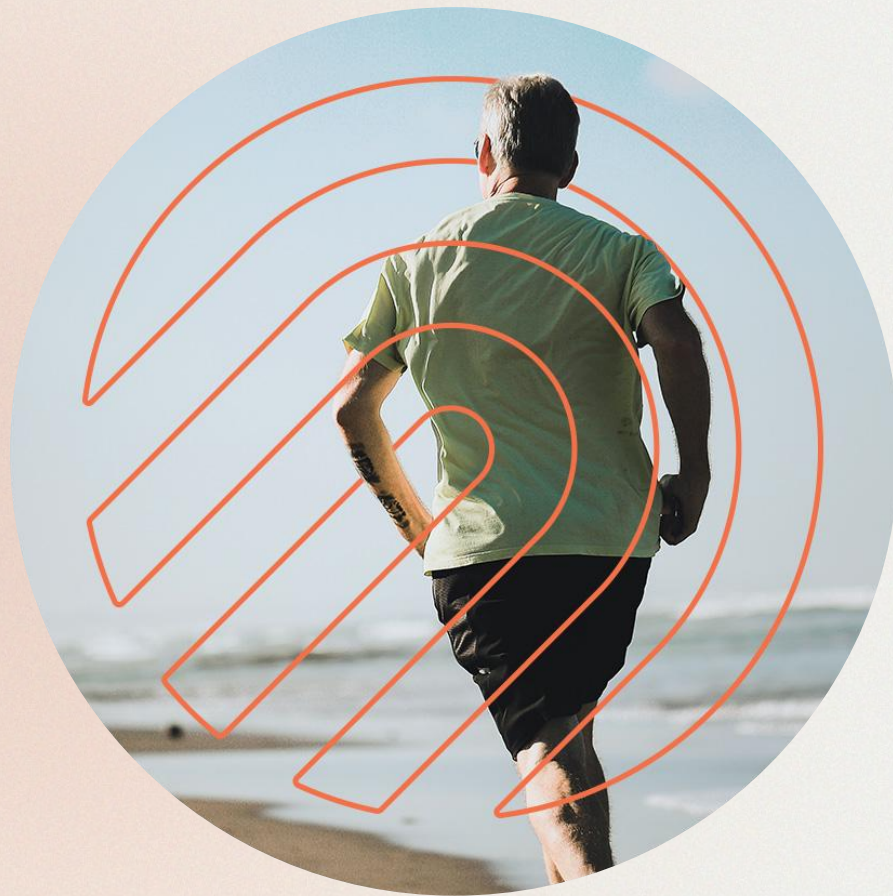




Minds Over Matter



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.")



Virtual coaching drives lasting behavior change



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



- Timely coach feedback to members

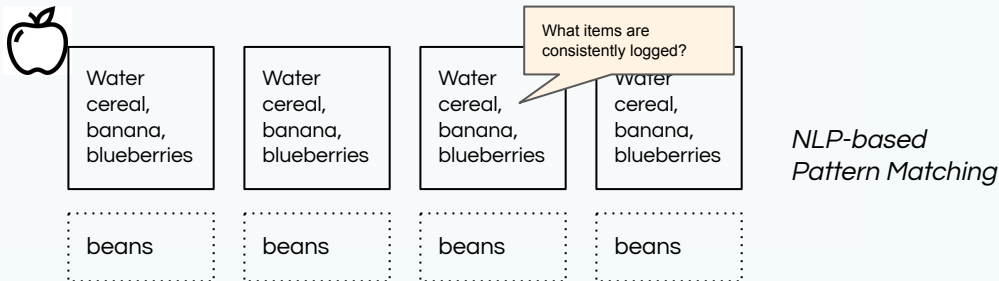
**Technology alone
is insufficient for driving outcomes**

**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.



Coach

"Hey _____ - I noticed you logged cereal with blueberries and bananas quite a few times recently... Would you be open to making some small substitutions to your current breakfast? One possibility would be this Breakfast Banana Ricotta. Similar flavors.. but lots more protein and fiber!"

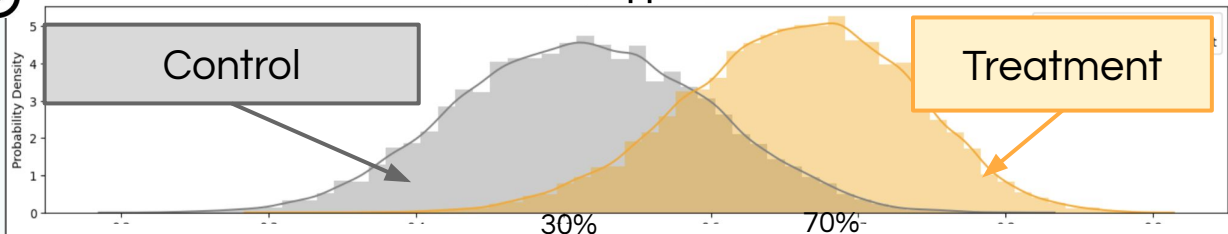
Member

"I will give it a try over the weekend. Need to pick up the ricotta cheese unless I can substitute regular cottage for now. Thanks for the recipe."

Jul 07 & Jul 10: Breakfast Banana Ricotta Quinoa Bowl



Member Report



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.



Coffee,
water,
salad,
bread

Coffee,
water,
salad,
bread

Coffee,
water,
salad,
bread

Coffee,
water,
salad,
bread

What items are consistently missing?

beans

beans

beans

beans

*NLP-based
Pattern Matching*

Intervention

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



Coach

"One food I haven't seen on your food log recently that might help to include a few times a week is beans (maybe in the enchilada soup), if you like them..."

Member

"Oh really?! That's good to know. I'll try that. Heading to the store this evening. Thank you!! Hope you enjoyed your vacation."

Outcome

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

