



Remote Monitoring Alone is not Enough

At the onset of Covid-19, many providers and systems expanded their use of telehealth and remote monitoring, utilizing convenient solutions to quickly address care needs. But with 60% of individuals with diabetes halting care they would have otherwise received*, can the healthcare system thrive with remote monitoring alone?*

The Modern Diabetes Care Experience is Broken

There are critical gaps in Diabetes care today. Currently, patients with Type 1 or Type 2 Diabetes must navigate a healthcare maze just to maintain a sense of normalcy. Many patients deal with a revolving door of care providers, including:

- **A primary care physician for general check-ups**
- **An endocrinologist for monitoring and management**
- **Multiple specialists (i.e. numerous doctor visits)**

This siloed care model is costly. Visits are difficult to access, short, and infrequent. As a result, doctors have taller walls to climb to better understand their patients' conditions. Patients also spend less 1:1 time with their doctor and are often forced to self-manage disparate or even conflicting sets of care instructions.

But perhaps the biggest cost to patients isn't just money—it's *time and energy*. Managing chronic disease, particularly Diabetes, is a life-changing and lifelong challenge. With visit limitations, each patient's treatment becomes more costly and their condition management more time-consuming.

Let's look at a real-life example. Adam is a single dad balancing an inconsistent work schedule and time with his kids, so he needs to manage his Type 2 Diabetes in a way that's sustainable, efficient, and caters to his circumstances.

Not only have Adam's providers struggled to coordinate care, but Adam frequently waits a



month or longer to get an appointment with his primary care physician. Even when he does, he's worried he won't have sufficient time to ask questions and get answers that could empower him to better self-manage his condition. Not to mention, he's increasingly worried about going in for routine doctor visits due to Covid-19.

In this fractured and inefficient system, Adam isn't comfortable demanding better care and doesn't advocate for himself. Forced to be his own best advocate, Adam is experiencing the pitfalls of siloed care.

A Better Way Forward

Fortunately, new digital solutions are reimagining Diabetes care for people like Adam—care that's *connected, holistic, sustainable, and empowering*—all from the convenience of a smartphone or laptop.

Of course, you want to do right by your employees. So how do you evaluate a digital care provider to ensure they have access to the best possible care?

Let's walk through a few key ingredients that make up the best digital care programs for Diabetes.

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“ We have a huge dispersed workforce. This is a program that works for everyone and it’s scalable which is really hard for us to find. It was one of the easiest implementations to roll out. From start to finish it has been a breath of fresh air. ”

— Melissa V., Director of Employee Health & Wellness, Schwan Food Co.

A Holistic Approach

When we consider *what leads to better participant engagement, satisfaction, and health outcomes*, two key elements of digital care solutions stand out:

- **A more holistic approach to care**
- **Person-to-person interaction**

People are much more than their A1C reading. People are complex, and since no two Diabetes experiences are exactly the same, the best programs should *approach care holistically* by considering each

person in their unique context: the social circumstances affecting their health, day-to-day health habits, other medical conditions, and the nuances of their treatment plans. Exceptional digital care programs facilitate one-on-one relationships between participants and their health coaches and specialists, who provide trusted guidance and personalize the care plans through goal setting, frequent messaging and encouragement.



Remote monitoring

Remote monitoring data (for a patient or provider) is a crucial piece of effective digital care, but it isn't a solution in itself. This data can be the foundation for coordinated care, more quickly tailored treatment plans, and sustainable behavior change, *but this only works when it's combined with 1:1 guidance delivered as actionable information at the right moment*: Remote monitoring without additional support isn't enough. Why?

1. Remote monitoring can be time consuming and even painful. People have busy lives outside of managing their condition. Monitoring blood glucose or blood pressure rarely fits into the fold in a way that's seamless and convenient for those with Diabetes or Hypertension. Some people are unwilling to prick their

fingers to monitor their blood glucose regularly. *Many people don't even know why they should monitor or how to use this information.* It's no wonder, then, that many people stop monitoring.

2. Remote monitoring rarely tells the whole story, especially when the data is not connected.

Patients with Diabetes should feel like they're in the driver's seat of their own condition. They should not only have all the data they need, but should understand how the data relates to their day-to-day decisions about what they eat and how much they exercise. With the right tools, understanding, and human guidance, the value of remote monitoring becomes much clearer: it's a path toward self-empowerment and confidence to make informed decisions about their health.

Continuous Glucose Monitoring (CGM)

Most people with diabetes are unwilling or unable to check their blood glucose multiple times a day. Without doing this, it's nearly impossible for them to get a complete picture of how their glucose fluctuates, and how this relates to lifestyle choices and medications. Continuous glucose monitoring (CGM) is transforming diabetes care and self-management by allowing patients to conveniently see how their glucose fluctuates around the clock. This rich data can also enable health care professionals to make more timely and informed decisions about treatment changes. The kicker: only the right digital health program can make broader CGM use cost-effective for all eligible individuals. On its own however, even the richest data may not be enough to motivate someone to make healthy lifestyle changes.

But when it's combined with real human connection with a trusted clinician, who is providing personal guidance and accountability, it's another story entirely.

Human connection & accountability

What's the secret sauce to creating an engaging care program that works for participants? Combining personal data with actionable insights, context, and encouragement from real health coaches who actually know them. Together they can make action plans that harness this data to create long-term health goals—but goals that are broken down into smaller, achievable pieces that participants can understand, act on, and get excited about. When participants feel buy-in and a deep understanding of their goals, they're more driven to pursue positive change and healthy habits.



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The Winning Recipe for Better Care

With the right digital care program, employees get access to the data necessary to enable the best possible care for their unique conditions **and the human connection and trust** required to enable and sustain behavior change.

“ Thoughtful experimentation and continual investment in its infrastructure has allowed Omada to identify what works and rapidly apply those learnings to their entire member population. We always get excited when we see organizations in our space thoughtfully evaluate data, quickly iterate and personalize the member experience to drive the best outcomes possible. ”

— Tom C., Co-Founder & EVP, Shortlister



Human Health Coaching

Unlike AI or automated nudges alone, human coaches bring a more proactive and personalized approach to a participant's health journey. By reviewing notable data trends, health coaches can guide participants through their customized care plan to encourage and enable lasting behavior change. In the Omada program,

every participant is personally paired with a coach to nurture a long-term relationship based on trust, empathy and flexibility. In these human-led programs, health coaches are certified by the nation's leading Diabetes education organization, professionally trained in lifestyle change, and always just a message away.



Proactive Education

For people with diabetes, knowledge is power. Good programs provide customized, up-to-date, engaging content that brings to life the core topics of Diabetes Self Management, whether its eating healthy, staying active, taking medications or healthy coping. The best programs harness their coaches' expertise to personalize this content for each participant based on their needs and make it interactive, meaningful, and actionable.

Community

No path should ever be paved alone. Health journeys are easier with a wide network of support, which is why the best programs on the market create Diabetes-focused peer support groups and specialized interest groups for each participant. A sense of community helps participants feel more motivated, understood, and cared for.

Enrollment Support

A benefits program is only a success if employees and members easily understand its value, see how the program is additive to their daily lives, and actually engage in

it. Motivations are deeply personal and outreach communications must take that into account. Leveraging personalized outreach campaigns across email, direct mail, webinars,

and more, has been shown to deliver enrollment results

2x higher than the industry average.

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More Interaction, Better Outcomes

It's no surprise that fully-integrated, human-led digital care programs see the *best participant outcomes*. For those with Type 1 or Type 2 Diabetes, this type of program isn't a checklist, a template, or a roller coaster of habit-building and habit-breaking—it's *digital care designed for real life*. With the elements above, sustainable lifestyle change is here for employees.

“ Omada’s program for type 2 Diabetes provides an experience unlike anything else offered in health care today. I am very pleased that so many of our members can now have access to a personalized program with professional coaching from Certified Diabetes Educators wherever and whenever they need it. ”

— Dr. Craig S., President & CEO, BCBSMN



Not all programs are created equal.

See how Omada’s human-led approach delivers more reliable outcomes for participants >



References

*Source: <https://evidation.com/news/covid-19-pulse-first-data-evidation/>

**Source: <https://www.diabeteseducator.org/living-with-diabetes/aade7-self-care-behaviors>

