



FACT SHEET

Omada Health Launches Prevent (<http://preventnow.com>) — an innovative, 16-week online diabetes prevention program designed to help people with prediabetes develop healthier habits and avoid type 2 diabetes.

Omada Health is a Silicon Valley startup that brings the best in design and web technology to health care delivery. The team is an interdisciplinary group of technologists, entrepreneurs and clinicians from Google, Amazon, IDEO, Harvard, Stanford and Columbia who are passionate about creating accessible technology to prevent disease and promote health.

WHY PREVENT?

- **Diabetes is a national epidemic.** 1 in 3 American adults now have prediabetes. By 2020, an estimated 52% of adults will develop prediabetes or diabetes.
- **Diabetes is preventable.** The landmark Diabetes Prevention Program (DPP) clinical trial showed a 58% reduction in diabetes development after 3 years.
- **Lifestyle changes make a difference.** People with prediabetes can avoid developing diabetes by making healthy lifestyle changes and losing weight.

THE PREVENT JOURNEY

1. Participants are matched into small online groups and mailed a wireless scale.
2. Participants are guided through a 16-week curriculum, following DPP guidelines.
3. Participants are supported in their goals by peers and a health coach.
4. Participants easily track weight loss and health progress online.

KEY FEATURES

Expert health coaching: one-on-one support from a professional health coach.

Small group support: participants are matched into small groups in a private online environment, based on age, body mass index (BMI) and location.

Behavior change curriculum: 16-week curriculum is scientifically-supported, and uses cutting-edge principles of behavior change in a way that's fun and engaging.

Health data tracking: a no-setup wireless scale automatically transmits daily weigh-ins to private personal profiles. A pedometer also tracks daily activity.

PRICING

Consumer version: \$120/month for 4 months (comparable to leading weight loss programs)

Commercial version: Pricing is performance-based (dependent on participation and weight loss results)



TEAM

Sean Duffy, CEO, Co-Founder
Adrian James, Co-Founder
Andrew DiMichele, Co-Founder
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Austin Putnam, Software Engineering
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INVESTORS

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MORE INFO

Company and product sites
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Demo/interview requests
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Screenshots and images
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Social Media
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