



Medicaid-Insured Populations are Receptive to Omada Program

A PEER-REVIEWED STUDY

PUBLICATION

June 2018

Contemporary Clinical Trials Communications

STUDY PARTNER

USC

Keck School of Medicine

CITATION

Kim SE, Castro Sweet CM, Gibson E, et al. Evaluation of a digital diabetes prevention program adapted for the medicaid population: Study design and methods for a non-randomized, controlled trial. *Contemporary Clinical Trials Communications*. 2018;10:161-168. doi: 10.1016/j.conctc.2018.05.007.

VIEW STUDY

<https://doi.org/10.1016/j.conctc.2018.05.007>

“This study helps dispel the myth that underserved populations are unwilling and/or unable to successfully engage with digital or online programs.”

STUDY SUMMARY

Omada created a language, literacy, and contextually adapted version of its digital behavioral counseling program to address the unique needs of underserved populations; this version was offered to eligible low-income patients at three healthcare centers. Baseline data analysis reveal that it is feasible to recruit and enroll a Medicaid population to participate in a digitally-delivered Diabetes Prevention Program. A majority of patients were receptive to an online program and had access to a computer or a mobile device. This large and diverse sample reveals that underserved populations are willing and able to engage with digital DPPs.

KEY DEMOGRAPHICS

230
study participants

48
average age

19 / 81
male / female split

66% / 46%
*hispanic or latino / preferred
Spanish as primary language*

KEY OUTCOMES

*Out of 259 approached and eligible individuals, 230 (89%)
started the intervention. Baseline technology use included:*

78%
own a mobile phone

60%
use a computer at least once a week

61%
are very comfortable with computers

WHAT OUTCOMES LIKE THIS CAN MEAN FOR YOUR ORGANIZATION:

*Your employees from underserved populations who are at risk
for developing diabetes are open and eager to use digital DPPs.*