Medicaid-Insured Populations are Receptive to Omada Program

“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.