



DEMONSTRATING PROGRAM EFFICACY

A CLAIMS-BASED COHORT STUDY



OMADA HEALTH'S MISSION

INSPIRE AND ENGAGE MEMBERS IN

LIFELONG HEALTH

ONE STEP AT A TIME

Omada for Musculoskeletal was previously called Physera. In May 2020, Omada Health acquired Physera, creating the most comprehensive digital care suite available for diabetes, musculoskeletal, prevention, hypertension, and behavioral health.

Omada Health combines the latest clinical protocols with breakthrough behavior science to make it possible for people with chronic conditions to achieve long term improvements in their health. Working with over 1,500 customers – including Fortune 500 and small- and medium-sized employers, health plans, and health systems – the company delivers personalized interventions for diabetes and diabetes prevention, hypertension, musculoskeletal issues and behavioral health. Omada Health's digital care programs are clinically supported and evidence-based, and have had its results published in multiple peer-reviewed journals. Omada builds programs that employees don't just try, but stick with – resulting in reduced healthcare costs that deliver long term changes in health behavior and increased ROI.

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Musculoskeletal (MSK) conditions can be exacerbated if not treated quickly and effectively, resulting in chronic pain or immobility. These conditions can deter people from a healthy life and cause a ripple effect of comorbidities.

Omada for Musculoskeletal (MSK) treats MSK conditions and provides direct access to evidence-based care and individualized and engaging treatment plans. Subsequently, it reduces MSK care costs by remedying traditional, costly care pathways. By pairing members digitally with licensed physical therapists (PT), members are moved along a digital fast-track to recovery by assessing, diagnosing, and treating members on-demand. Physical therapists create individualized care plans that work for each member and their individual circumstances. The end result is improved access to MSK care that has better outcomes and lower costs, and a reduction in comorbidities.

 **omada**
for Musculoskeletal



ACTIVISION | **BLIZZARD**

To determine the efficacy of Omada for Musculoskeletal (MSK)'s care program, Omada partnered with Activision Blizzard to conduct a claims-based cohort study to investigate:

PROGRAM REACH

Is it usable by any employee or dependent experiencing MSK issues, regardless of area of concern or where they are in their care journey?

COST SAVINGS

Can Omada change care pathways to remove avoidable care (imaging, injections, Rx, and surgery) while reducing overall MSK costs?

MEMBER EXPERIENCE

Do members love the service, rate it as easier to use than traditional care, and experience the same or better outcomes?



STUDY DESIGN

Omada for Musculoskeletal (then Physera) was made available to Activision Blizzard employees and dependents in 2019. Using medical claims from the same time period, costs for the employer and employees were calculated for MSK diagnoses treatable by Omada for Musculoskeletal. Employer costs of Omada participants (inclusive of the cost of Omada) were compared to similar non-Omada participants who incurred MSK expenses for similar treatments.

Traumatic MSK conditions and outliers were removed, and controls were put in place to adjust for differences in age, gender, plan type, and comorbidities between the two populations. This resulted in a Omada for Musculoskeletal cohort of 151 individuals and a non-Omada cohort of 1863 individuals.

A high-angle, top-down photograph of a male doctor with short brown hair, wearing a white lab coat over a grey shirt and a silver watch. He is holding a clipboard with a white sheet of paper and a pen, looking down at it. A stethoscope is draped around his neck. He is standing on a light-colored tiled floor. In the background, the lower legs and feet of other people are visible, suggesting a busy hospital or clinic environment.

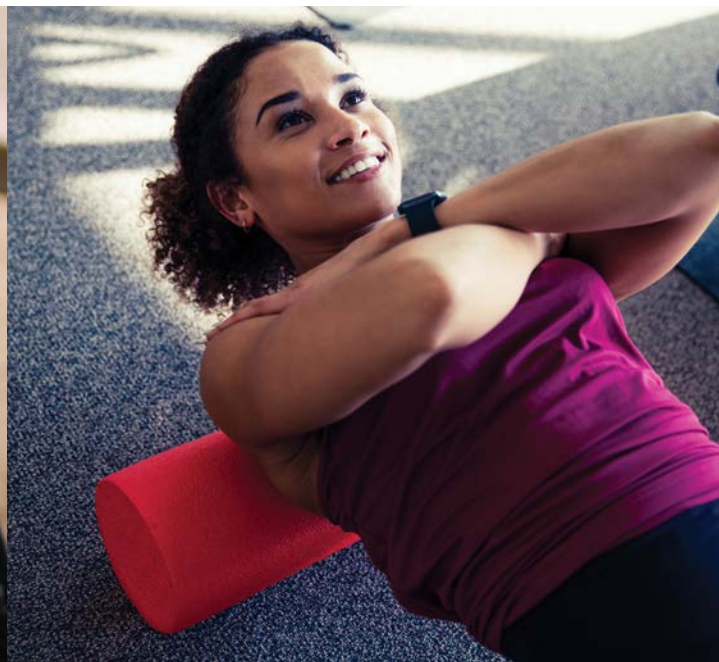
SUMMARY OF RESULTS

The results of the study validate the expectations and approach outlined by Activision Blizzard. MSK costs incurred by users of Omada for Musculoskeletal were reduced by 27% compared to the non-Omada member cohort with a distribution of member conditions that closely match the expected MSK distribution. Additionally, members reported a high overall care satisfaction of 98% and NPS of 83.3.

PROGRAM REACH

When physical therapists are the entry point for members with musculoskeletal concerns, employer costs are reduced and members experience better outcomes. From a member's perspective, Omada for Musculoskeletal serves an even more important function: any member can get value from a visit. With Omada for Musculoskeletal,

members leave their visit with a better understanding of their condition, a clear prognosis, and next steps in the form of a treatment plan or referral to in-person care. This simplifies messaging, but more importantly simplifies decision making for members.



DISTRIBUTION OF MEMBER AREA OF CONCERN

The member cohort utilized Omada for Musculoskeletal for a range of concerns that closely matched that of both the client member population as well as national averages. Notably, only 41% of Activision Blizzard member concerns were back or knee (closely matching the 39% of the Omada member cohort and lower than the 51% national number). In line with expectations, the majority of member concerns were for body regions separate from back and knee.

BODY REGION	OMADA FOR MSK COHORT	CLIENT POPULATION	NATIONAL AVERAGE*
Ankle	5%	6%	4%
Arm	1%	1%	3%
Back	24%	30%	22%
Elbow	5%	3%	2%
Foot	3%	10%	7%
Hip	11%	5%	7%
Knee	15%	11%	29%
Leg	5%	2%	8%
Neck	6%	14%	8%
Shoulder	18%	9%	12%
Wrist/Hand	6%	8%	11%

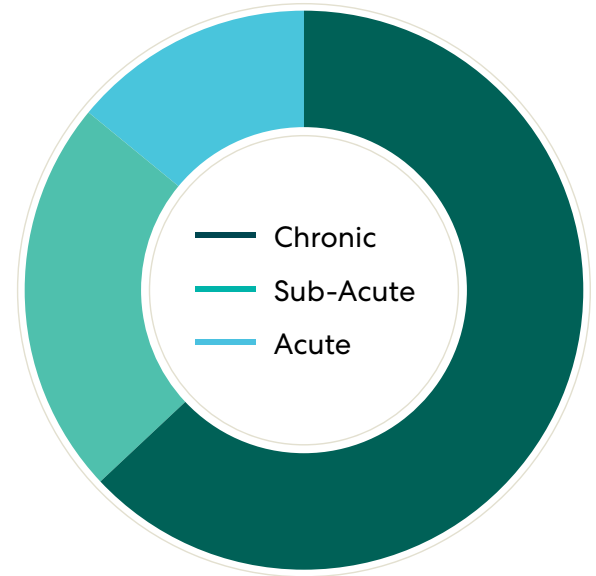
* Source: <https://www.aaos.org/customtemplates/content.aspx?id=6406>



RANGE OF CONDITION SEVERITY

To represent a broad member population, MSK programs need to be able to address a full range of conditions with varying severity.

Results from the cohort study show that 63% of the Omada for Musculoskeletal member cohort experience chronic conditions (> 3 months with condition) whereas just 23% of the cohort has an acute condition (< 1 month with condition). This shows a standard distribution of members in line with a broad member population.



EASE OF ACCESS

For any program to ensure broad use, it is key to make it convenient and easy to get started. When members are met with obstacles for new models of care, they default to what is simple and known, often seeking immediate relief through primary or urgent care. With Omada for Musculoskeletal, members can start right away using their smartphone – no waiting for devices or equipment in the mail. Omada's member cohort showed a high demand for immediate access.

When comparing care options, non-Omada members wait up to an average of 65 days before receiving in-person care and 88% of Omada for Musculoskeletal members complete their treatment plan in that amount of time.

40%

SAW THEIR PT WITHIN
24 HOURS OF SIGNING UP

100%

HAD AVAILABLE TIME SLOTS
WITHIN 48 HOURS

Convenience, access, and ample appointment availability result in a gradual shift in member behaviors as they seek preventative care earlier on in their care journey, over time leading to less chronic members and more acute members.

In year one, broad reach enabled **7.5% of people who sought care for an MSK concern to chose Omada for Musculoskeletal.**

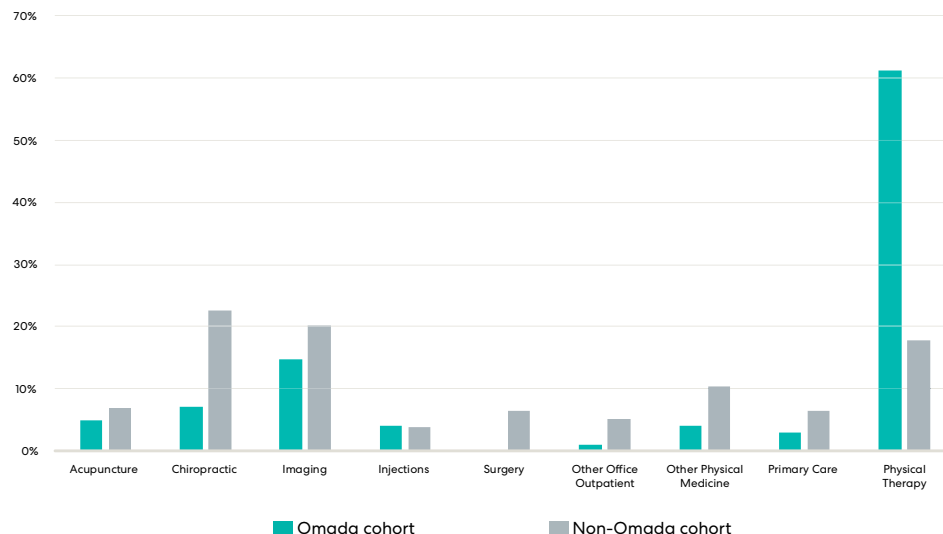
COST SAVINGS

To change member behavior, the right care choice must be the easy care choice. This holds true for healthy eating, exercising, and healthy decision making in general. The CDC and many clinical practice guidelines recommend therapeutic exercise as the right first-line treatment for musculoskeletal pain, and Omada for Musculoskeletal makes this the easy choice.

REDISTRIBUTION OF CARE

Analysis of claims data shows that Omada for Musculoskeletal shifted its member cohort to evidence-based treatments, reducing reliance on high-cost avoidable care.

PERCENTAGE OF EPISODE COST BY CARE TYPE



Medical claims expenses for avoidable care such as imaging, injections, surgery, and primary care were reduced, while the percentage of evidence-based care was greatly increased, for the Omada for Musculoskeletal cohort compared to the non-Omada cohort. By utilizing physical therapy as the first treatment, a majority of Omada for Musculoskeletal members were able to address their problem directly and quickly get back to normal.

Non-Omada members waited an average of 65 days before starting therapy. 88% of Omada members completed care by then.



OVERALL COST SAVINGS

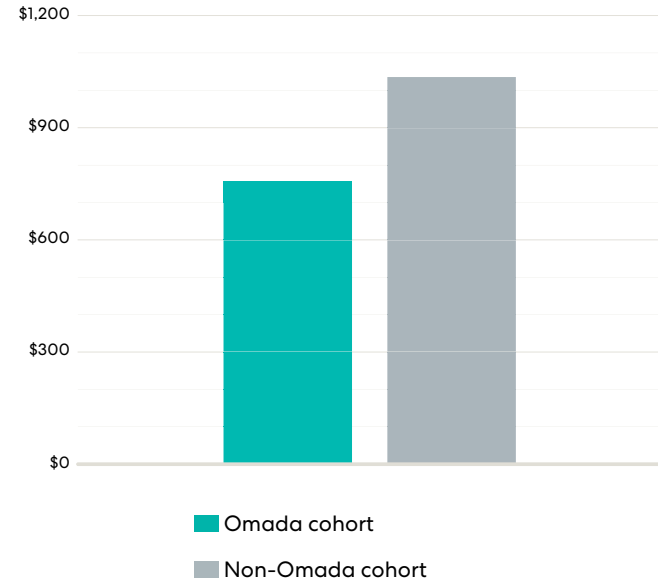
Giving members early and convenient access has a notable effect on the typical member journey. It also has a meaningful impact on the overall cost incurred by an organization.

When adding up average musculoskeletal costs for each unique member, the end result shows significant savings for those members who used Omada for Musculoskeletal compared to comparable MSK members who did not.

This likely understates the overall savings as it does not reflect cost reductions from Rx associated with the decrease in primary care visits as Rx claims were not provided for the study.

When totaled, the Omada for Musculoskeletal cohort incurred 27% less overall musculoskeletal expense (after factoring in all MSK medical claims and Omada for Musculoskeletal program costs) than the non-Omada cohort. The total savings as compared to Omada for Musculoskeletal program costs yielded a 1.7:1 ROI for the member. With a narrower focus, both ROI and overall savings could be easily increased, though at the expense of broad access.

TOTAL MSK COST PER MEMBER



Omada cohort members incurred total costs on average 27% less than non-Omada cohort members.



MEMBER EXPERIENCE

Ensuring a consistently excellent experience and inspiring and engaging members in lifelong health one step at a time are the cornerstones of a successful healthcare solution. Clinical outcomes and member experience matter to both expand the number of people who use the solution, but also to ensure they reap the full benefit of the program.

Omada for Musculoskeletal meets members wherever they are in their health and in their quest for a better life. By offering an individualized plan, that can be adjusted to best fit their life, members feel confident about their recovery journey and see better outcomes. Clinical outcomes and member experience cannot be accurately captured in medical claims, so the following analyses represent only the Omada for Musculoskeletal member cohort.

CLINICAL OUTCOMES

Omada for Musculoskeletal members experienced strong clinical results with the vast majority reporting significant improvements in both function and pain as well as indicating an intent to forgo any additional care.

51%

AVERAGE PAIN
REDUCTION

71%

AVERAGE FUNCTION
IMPROVEMENT

98%

SHOWED IMPROVEMENT
IN AREA OF CONCERN





MEMBER SATISFACTION

Omada for Musculoskeletal members also universally loved the program – both the care they received as well as the experience of the actual program. Overall praise portends strong word of mouth and expected member growth in year two.

98%

HIGHLY SATISFIED WITH
QUALITY OF CARE

83.3

NET PROMOTER SCORE
(NPS)



CONCLUSION

In this study we have shown the overall impact of the Omada for Musculoskeletal program for Activision Blizzard. Not only did the program reach a broad, representative set of members, but they were shown to have reduced costs while realizing strong clinical outcomes with universally high satisfaction.

This analysis supports the idea that matching members with MSK experts immediately helps realign care pathways with evidence-based approaches. It also shows that when assistive technology supports both members and already expert clinicians, it results in better care and a significant reduction in medical spend.