

Direct - Introduce2024 - PVN+DM+HTN withCGM - Email 1

From: SecureBlue Omada Program, support@omadahealth.com

Subject: <First Name>, accept your invitation from SecureBlue

Preview: You have access to your 2024 health program.

This area is for reference only and will not be included in the actual email layout.

Customizable content is denoted by the fuchsia boxes.

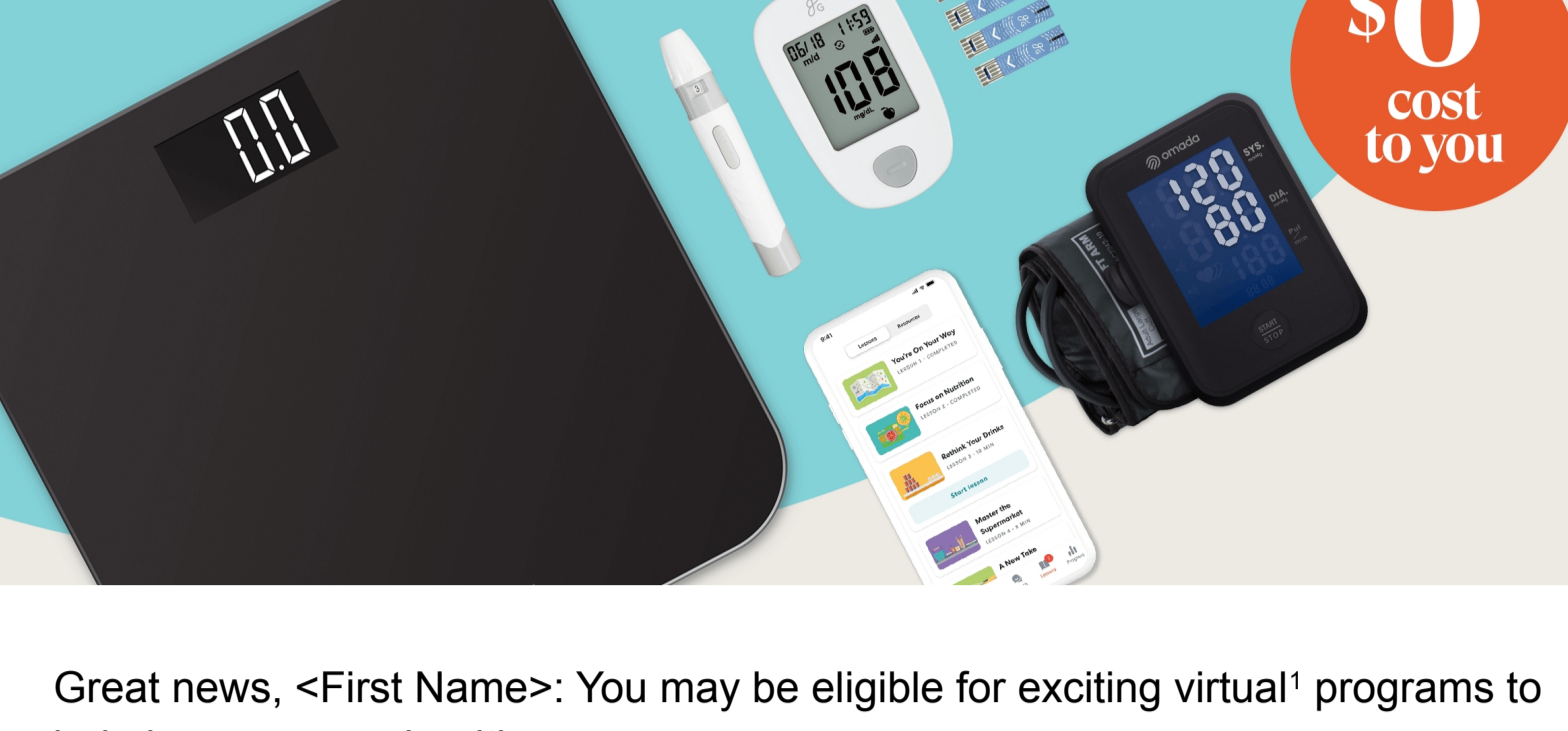
SecureBlue is providing you with the Omada® program.

See if you're eligible. [Learn more.](#)

For members of  Blue Plus†



Access virtual health programs built just for you



Great news, <First Name>: You may be eligible for exciting virtual¹ programs to help improve your health.

[Get Started](#)

SecureBlueSM (HMO SNP) by Blue Cross[®] and Blue Shield[®] of Minnesota and Blue Plus[®] is working with Omada[®] - a personalized program that provides members with the tools and support needed to reach their health goals, whether that's managing diabetes, managing weight or improving overall health. All at no cost to you.

SecureBlue is offering Omada for one-on-one health coaching, specialist support and smart devices to help members manage diabetes, lower blood pressure or lose weight.²

If you are at risk for type 2 diabetes or heart disease, or are living with diabetes or high blood pressure, the Omada program can help. To participate, you must be enrolled in a SecureBlue health plan, have a valid email address and digital access, and be determined eligible for the Omada program.

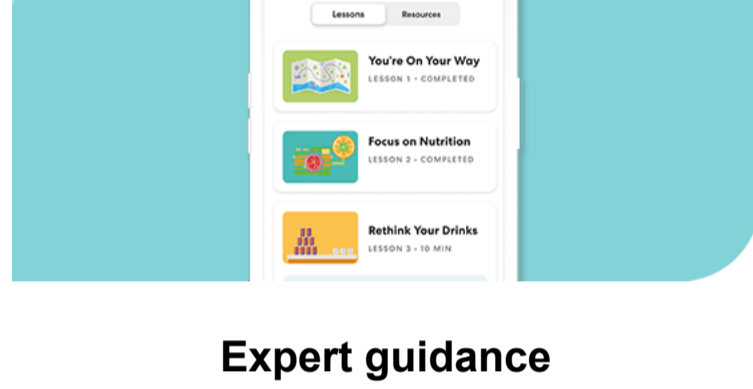
Join Omada for access to



One-on-one support
from a personal health coach



Easy monitoring
with smart devices and tools,
yours to keep²



Expert guidance
from a clinical specialist²



Tools for managing stress
to ensure a healthy mindset

[Get Started](#)

Programs available to you



Easier diabetes management

- Guidance from a health coach and specialist
- Blood glucose meter and ongoing supply of test strips and lancets²

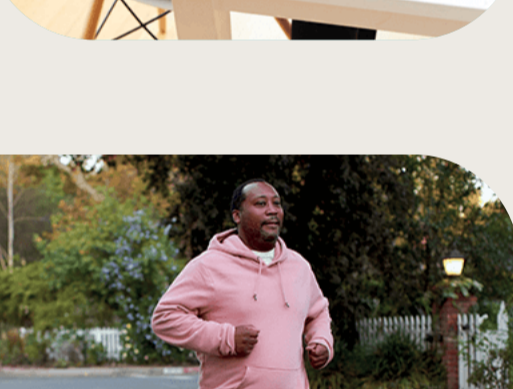
[Learn more >](#)



Take control of blood pressure

- Guidance from a health coach and specialist
- A blood pressure monitor and smart scale²

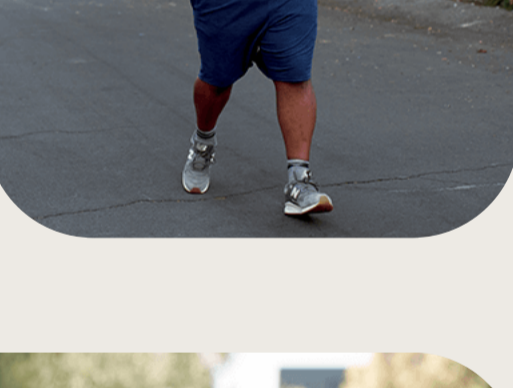
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Lose weight

- One-on-one health coaching
- A smart scale to monitor progress²
- Helpful lessons, tips and recipes

[Learn more >](#)



Improve overall health

- Personalized feedback
- Interactive lessons
- Support for mental health

[Learn more >](#)

Omada members who complete their health goals with the support of a health coach are **2.5X more likely to lose weight and improve their blood sugar control.**³

Don't wait to grab your spot

It only takes a few minutes to get started.

[Get Started](#)



This email was sent by omadahealth.com. To stop receiving these emails, [unsubscribe here.](#)

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¹ This digital program requires a valid email address and digital access to utilize the program. If you do not have a valid email address or digital access, SecureBlue alternatively can connect you with a case manager that can provide educational information on chronic conditions. Call the Member Services number on the back of your SecureBlue member ID card for more information.

² Certain features and smart devices are only available if you meet program and clinical eligibility requirements.

³ Omada internal analysis, member population data 8/2020 - 3/2021, on our diabetes, prediabetes, and hypertension programs.

Images, including apps, do not reflect real members or information about a specific person.

Continuous glucose monitor sensors (CGMs) are only available if you qualify for the diabetes program. CGMs also require a prescription and a compatible smartphone. You will receive two (2) CGM sensors—one after you enroll and the other at the six-month follow-up.

The Omada Program is from Omada Health, Inc., an independent company providing digital care programs.

If you have questions about your health plan, you can also reach out to Member Services at 888-740-6013 (TTY 711), 8 a.m. to 8 p.m. seven days a week (except Thanksgiving and Christmas) from October 1 through March 31, and Monday to Friday (except holidays) from April 1 through September 30. The call is free. For more information, visit bluecrossmn.com/secureblue.

Blue Cross[®] and Blue Shield[®] of Minnesota and Blue Plus[®] are nonprofit independent licensees of the Blue Cross and Blue Shield Association.

SecureBlueSM (HMO SNP) is a health plan that contracts with both Medicare and the Minnesota Medical Assistance (Medicaid) program to provide benefits of both programs to enrollees. Enrollment in SecureBlue depends on contract renewal.

<https://www.bluecrossmn.com/secureblue-cb-lb>

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