BCBSMN - Medicaid - Coach Connect 2025 - Comorb with CGM - Email 1

From: Blue Plus Omada Program, support@omadahealth.com

Subject: <First Name>, remember to claim your health benefit

Preview: Omada is provided to you.

This area is for reference only and will not be included in the actual email layout. Customizable content is denoted by the fuchsia boxes.

Blue Cross® and Blue Shield® of Minnesota and Blue Plus® (Blue Plus) offers Omada® for eligible individuals. Get started.







get smart devices As a member of Blue Plus, you may have access to the

Start your program and

virtual Omada program for diabetes and blood pressure management.1 It's easy to join and you can participate, if eligible.

Get Started

Blue Plus is collaborating 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 as part of your health plan.

Sign up and receive

Smart devices Included in your welcome kit to simplify



Care team One-on-one support from a certified

health coach and clinical specialist.

glucose and blood pressure tracking.^{2,3}



Choose what to focus on based on your

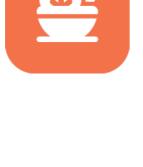
health goals.

Personalized plan

Dynamic food tracking Access a new tool that can help

members make healthier food choices to

support their goals.



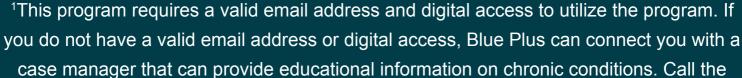
Get Started

If you or your adult (age 18+) family members are at risk for type 2 diabetes or

heart disease or are living with diabetes or high blood pressure, enrolled in a

provide the Omada program as part of your health plan.

Blue Plus health plan, and eligible for the Omada program, Blue Plus will



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

eligibility requirements.

³The program offered to you includes continuous glucose monitor (CGM) sensors because

your payer has approved its inclusion. You must be clinically eligible for CGM sensors,

Member Services number on the back of your Blue Plus member ID card for more

which require a prescription. The Abbott FreeStyle Libre 14 day system is available to eligible participants with a valid prescription and compatible smartphone. Setup is required for continuous glucose monitoring. The circular shape of the sensor housing, FreeStyle, Libre, and related brand marks are marks of Abbott. FreeStyle Libre 14 day system: Failure to use FreeStyle Libre 14 day system as instructed in labeling may result in missing a severe low or high glucose event and/or making a treatment decision, resulting

in injury. If readings do not match symptoms or expectations, use a finger stick value from

a blood glucose meter for treatment decisions. Seek medical attention when appropriate

or contact Abbott at 855-632-8658 or FreeStyleLibre.us for safety info. Images, including apps, do not reflect real members or information about a specific person. The Omada Program is from Omada Health, Inc., an independent company providing

digital care programs.

For questions about your health plan call the Member Services number on the back of

your Blue Plus member ID card. The call is free. 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 program to provide benefits of both programs to enrollees. Enrollment in SecureBlue (HMO SNP) depends on contract renewal.

Notice of Nondiscrimination Practices and Language Assistance: SecureBlue (MSHO)

Blue Advantage and MinnesotaCare (Medicaid)

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