

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

Subject: <First Name>, accept your Blue Plus invitation

Preview: Get a welcome kit with smart devices at no cost 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.](#)

For members of  Blue Plus®



Hello <First Name>,


My name is Teresa and I'm a certified health coach with Omada. I want to remind you about an exciting program that can help make it easier to manage diabetes and high blood pressure.

The best part? The programs are available to you if you're eligible, and they include a welcome kit with smart devices that you get to keep.¹


[Get Started](#)

Your welcome kit may include these smart devices.


Shipped to your door. Yours to keep.




2 continuous glucose monitor (CGM) sensors²



Blood glucose meter + Test strips



Blood pressure monitor



Smart scale

Our members say the best parts about Omada are:

- Improving their health without counting calories
- Having a personal connection with their health coach
- Learning to better manage blood glucose and blood pressure highs and lows

In fact, Omada members who set goals with their care team support are **2.5 times as likely to achieve target outcomes** compared to members who do not.³

I hope you'll consider taking this opportunity to improve your health with Omada.

Best,



Teresa,
Omada health coach

[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 Blue Plus health plan, and eligible for the Omada program, Blue Plus will provide the Omada program as part of your health plan.



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Omada Health, Inc.
500 Sansome St., Ste. 200
San Francisco, CA 94111

¹Certain features and smart devices are only available if you meet program and clinical eligibility requirements.

²The 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, 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.

³Omada internal member analysis, Aug 2020-Mar 2021.

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 \(Medicaid\)](#)