Omada Health is a virtual-first, integrated care provider. We combine 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.

**THE BACKGROUND**

- Omada is a member of IMPACT, a pre-competitive consortium dedicated to supporting virtual first care (V1C) companies and their commitment to patient-centric care.

**THE STORY**

- Omada, in partnership with DiMe and with insights from Rock Health, distributed an industry survey to understand how buyers view virtual care in 2022; the resulting white paper, titled “The State of Virtual First Care,” uncovers how buyers view V1C and highlights key value propositions of the V1C model.

- In the paper, Omada shares (on page 13; pictured right) how, by leveraging the V1C care model, they are driving clinical outcomes with strong engagement, high-quality data science, and human-led care delivery.

- Learn more about The State of Virtual First Care here.