



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.

*Virtual first care is medical care for individuals or a community accessed through digital interactions where possible, guided by a clinician, and integrated into a person's everyday life.*

## 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](#)



Source: Page 13, [The State of Virtual First Care](#), Omada Health

