



BlueCross BlueShield of Texas



Omada[®] for Hypertension



A Coach-Led Digital Program for Wellbeing Management and Health Advocacy Solutions

**Funding Type: Fully Insured and Administrative Services Only (ASO),
Minimum Premium Plus (MPP) | Blue Balanced Funded (BBF)**

**Segments: Large Group, Custom Fully Insured | Large Group, Standard Fully Insured |
Small Group | Mid-Market**

Networks: Preferred Provider Organization (PPO) | Health Maintenance Organization (HMO)

As part of our Wellbeing Management and Health Advocacy Solutions packages, Blue Cross and Blue Shield of Texas (BCBSTX) offers coaching for hypertension through Omada, at no extra cost to members. This supplemental remote care can be done in the comfort of the member's own home.

Hypertension Management Solution

Omada gives members the tools and support they need to develop behaviors for improved health to:

- Improve blood pressure control
- Prevent dangerous blood pressure values
- Encourage lifestyle changes to lose weight
- Support adherence to blood pressure and cholesterol medications
- Promote regular checkups

These components may help reduce cardiovascular complications (such as stroke and heart attacks), improve overall health and the quality of life for members. Your health care spend through claims-based billing may also be lowered.

Omada develops a personalized experience, based on a participant's specific health goals. In addition to programming and proactive coaching around diet, activity, stress, sleep and weight monitoring, Omada's hypertension program provides the following:

- **Interactive Courses** covering cardiovascular risk curriculum, with engaging lessons released each week
- **Professional Health Coach**
 - Trained in hypertension management
 - Help participants receive appropriate testing
 - Proactively supports participants in making small lifestyle changes
 - Can assist with medication schedules
 - Review remote blood pressure monitoring weekly
- **Cellular-connected blood pressure (BP) monitor** at no cost to the member
- **Care Navigation** with providers
- **Employer Reporting** available for enrollment, participation and results

Eligibility

To support the program, Omada will receive a weekly file of eligible members. BCBSTX provides Omada with the entire membership eligibility. On enrollment, members complete a brief health assessment to determine full eligibility for the program.

Omada will only outreach for the HTN program to identified members. Members can self-identify as having HTN when they enroll in that program.

