

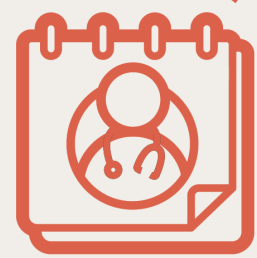
**Leading change in the
category and getting results
no one else can deliver**

The Ask:

For this brand creative expression, we want to deliver a concept that can work at human level, rather than addressing the needs of each specific audience. It needs to have our member's benefit at the heart of this expression since their experience (specifically with their care team that is made up of a health coach and specialists relevant to their condition) is the key to demonstrating the emotional resonance of our brand.



Market conditioning: **Elevate the need**



CREATE A CAUSE: BETWEEN-VISIT HEALTHCARE IS ESSENTIAL

There is a real need to shift the focus toward continuous care and emphasize a collective responsibility to bridge the ‘gray space’ between doctor visits. By providing compassionate care and connection that empowers patients in their everyday lives—beyond the few moments they spend with their doctor—we can make a real difference.

Highlight the need and demonstrate positive outcomes achieved with virtual healthcare coaching.



Market conditioning_ campaign concept_ draft

Maggie has chronic MSK wrist issues. She is also acutely forgetful.

People often leave their doctor's office feeling confused or unsure about managing their health. In fact, 80% of health outcomes depend on everyday moments, where motivation, habits, and stress impact progress. Virtual healthcare coaching provides personalized guidance and support to overcome obstacles and thrive between appointments. Maggie's coach knows life gets busy and a gentle reminder can make all the difference, so our care goes beyond the screen to meet her where she is, helping her stay on track.

between[visithealthcareisessential.com](https://www.visithealthcareisessential.com)

Additional HLs:

Jeff has resistant hypertension and co-morbid stubbornness.

Kim has uncontrolled T2D and good intentionitis.



Market conditioning_ thought leadership



We can partner with Dr. Li to champion our cause: writing white papers, attending speaking engagements, participating in webinars, creating content for social media, to elevate the message that between-visit healthcare is essential.

Dr. Fei-Fei Li:

Director of the Stanford AI Lab and former Chief Scientist of AI at Google Cloud. She is the leading expert in AI and compassion and has developed AI technologies to improve healthcare and education.

Exploration Area 1 | Brand :

Smarts + heart = optimal wellness

Omada delivers 'Smarts + Heart' by integrating technology with compassionate human care. Virtual healthcare's true power lies in enhancing clinicians' expertise, not replacing human intelligence with AI. We amplify human care by empowering coaches with AI, guiding members to healthier outcomes. This is the science and art of unlocking human potential, where innovation meets genuine compassion.



Exploration Area 2 | Brand :

Only Omada offers the perfect balance of science and heart

Omada uniquely integrates technology and human care, delivering results. In a landscape seeking human-led empathy and tech-enabled precision, Omada stands out. The yin/yang of virtual chronic care—where reason and passion align—becomes Omada's distinctive advantage, offering a holistic solution resonating with patients and buyers.



Exploration Area 3 | Brand :

Personalized care, powered by tech, delivered with heart

Omada's unique approach combines the power of technology with the human touch to deliver personalized care that inspires real-life change. Our members' journeys may start on their phone or tablet, but they don't end there. With the support of our compassionate team of coaches and specialists, using data-driven insights, members are empowered to take control of their health and get back to the things that bring them joy — whether that's riding a bike, spending time with loved ones or simply enjoying the freedom to live life on their terms.



Exploration Area 4 | Brand :

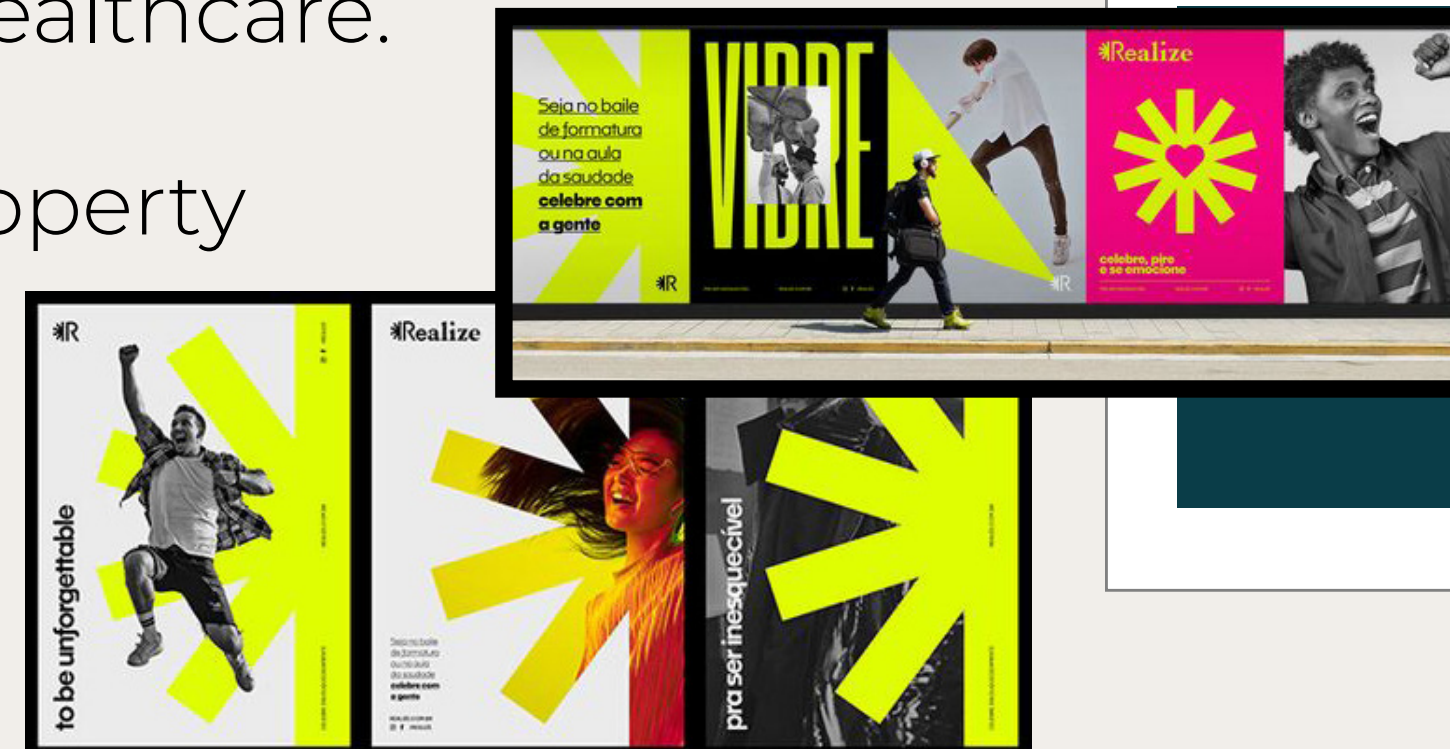
The Omada Factor

What sets us apart? It's not just our cutting-edge tech or our passionate coaches. It's the powerful combination of both --intelligence + compassion — that creates a care experience like no other. This unique fusion is what we call The Omada Factor, the driving force behind our members' success and the reason why we're redefining the future of virtual healthcare.

Own the + sign as a branding property

HEARTS + SMARTS

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consediciati voluptatent.



Exploration Area 5 | Brand:

Team Joy

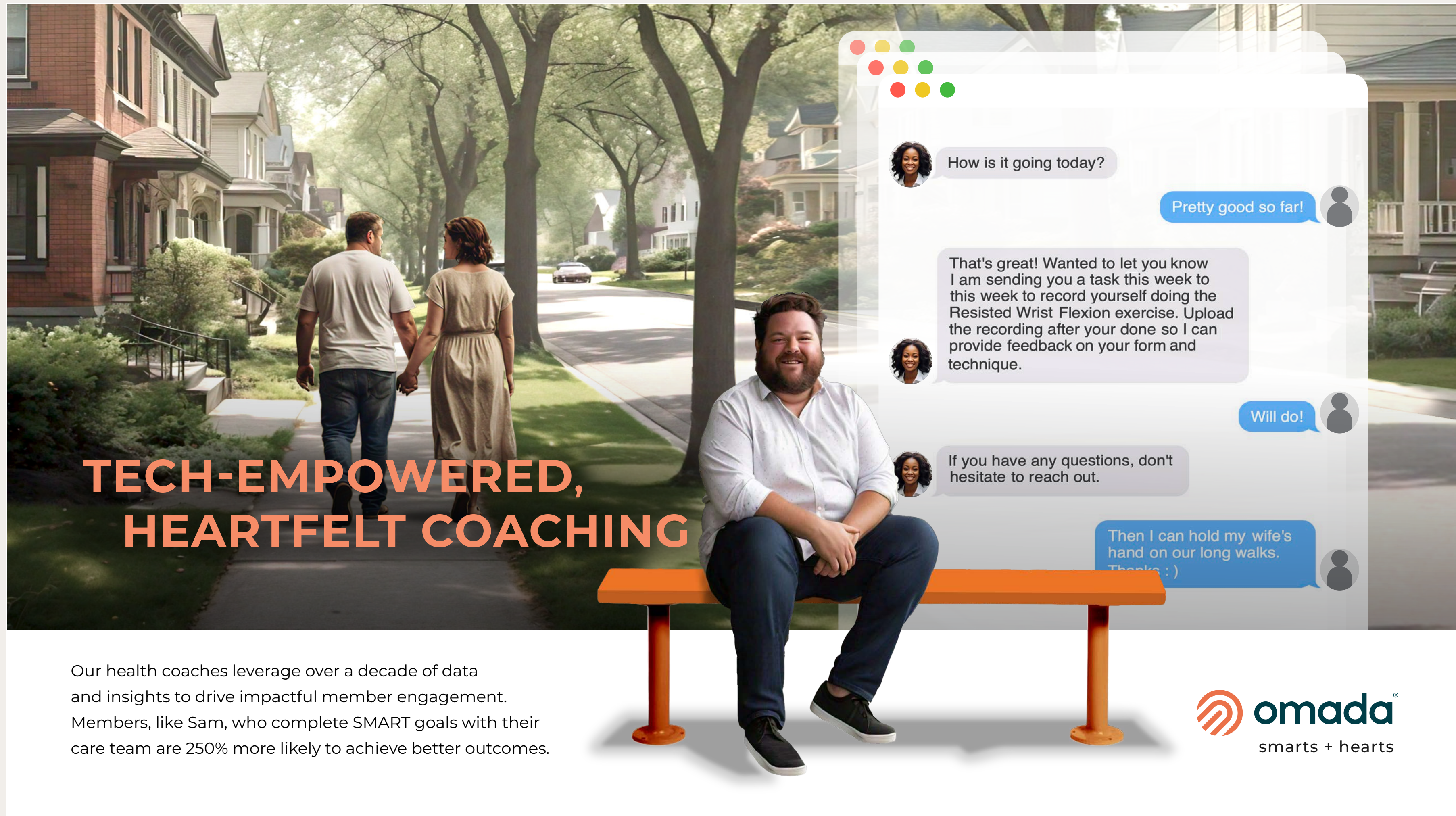
Personify brand attributes in Omada Coaches
Create ownable branding property

Optimal wellness: we'll coach you there

Omada combines human-centric care with tech empowerment to guide patients toward optimal wellness. Each individual is paired with a team of skilled coaches and specialists for personalized support during critical 'in-between' moments. Backed by cutting-edge tech, our coaches deliver tailored guidance, making members 250% more likely to reach health goals. We bridge the gap between doctor visits, helping each person achieve better living and optimal outcomes. We'll coach you to real health and progress. It is the combination of compassion and intelligence that makes a coach great. It's not just about coaching, it's great coaching!



Brand area 5: Team Joy — Campaign ideas



**TECH-EMPOWERED,
HEARTFELT COACHING**

Our health coaches leverage over a decade of data and insights to drive impactful member engagement. Members, like Sam, who complete SMART goals with their care team are 250% more likely to achieve better outcomes.

omada
smarts + hearts

Chat window content:

- Coach: How is it going today?
- Sam: Pretty good so far!
- Coach: That's great! Wanted to let you know I am sending you a task this week to this week to record yourself doing the Resisted Wrist Flexion exercise. Upload the recording after your done so I can provide feedback on your form and technique.
- Sam: Will do!
- Coach: If you have any questions, don't hesitate to reach out.
- Sam: Then I can hold my wife's hand on our long walks. Thanks :)

Brand area 5: Team Joy — Case study



GOAL:
AFTER
DINNER
WALKS

We'll coach you there

Hey Sam, how was your walk this morning?

Hi! It was tougher than I expected. I got pretty winded.

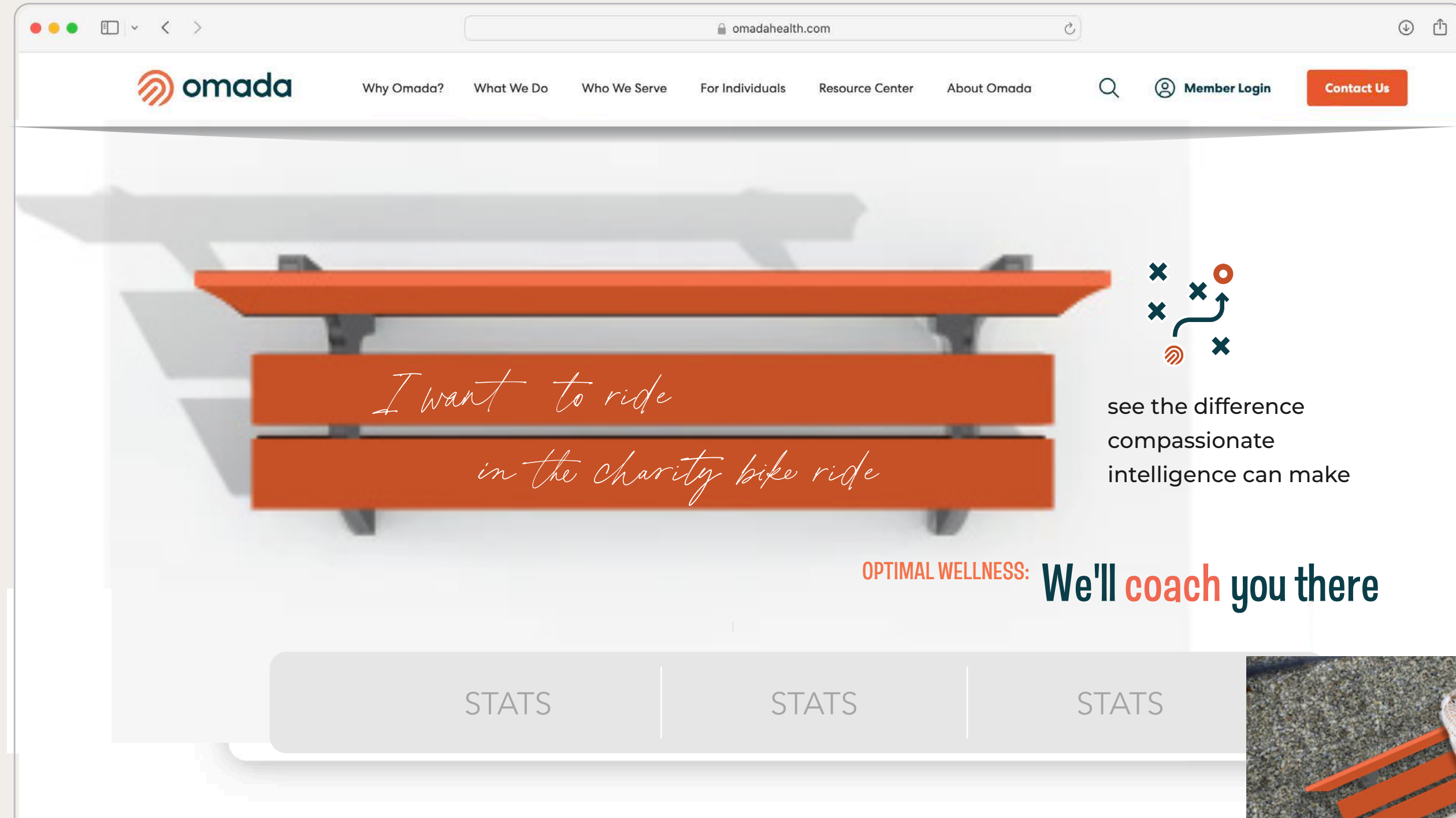
That's great! That's okay—every step counts. Let's aim for a 10-minute walk tomorrow with your wife. Focus on enjoying the time together. Sound ok?

Yes! I really want to enjoy our walks again.

Our health coaches leverage over a decade of data and insights to drive impactful member engagement. Members, like Sam, who complete SMART goals with their care team are 250% more likely to achieve better

 **omada**
smarts + hearts

Brand area 5: Team Joy — Campaignability



Draft_internal campaign

master coaches. It's not just about coaching; it's about the best coaching. We can bring in top coaches and thought leaders to mentor our team.

