

Altogether, American Eagle Outfitters Employees Shed 1,251 Pounds.



Here's their Omada story.

Human-led digital care for
diabetes prevention.

THE BACKGROUND

As one of the most popular clothing brands in the country, American Eagle Outfitters (AEO) has fostered a strong company culture, one centered on three main values:

1.

Employees should be a part of something real.

2.

Employees should feel respected and empowered while growing as a community.

3.

Employees should have access to the best preventative health solutions.



Through its longtime collaboration with Cigna, AEO wanted to ensure it was investing in the best possible care solutions for the long-term health of its people.

With their Omada for Cigna Diabetes Prevention program, Cigna pointed AEO toward Omada's comprehensive digital care platform, which focuses on creating sustainable behavior change, not just healthy habits. Omada provides each participant with a digital scale to track progress while matching them with a professional health coach, peer group for 24/7 support, and interactive lessons—all from the convenience of a phone or laptop.

THE OPPORTUNITY

AEO also knew how crucial it was to offer a benefit that resonated with its population and met the needs of its unique workforce. AEO was on the hunt for a preventative and innovative digital care solution that was:



Deeply personalized and highly empathetic.



Easy to implement from the very beginning.



Designed to promote strong engagement & sustainable results.



Omada is one of the most comprehensive digital care providers out on the market today that focuses on holistic health and well-being.

Anthony Jarusinski
Manager Benefits, AEO Inc.

THE STRATEGY

Omada set out to empower and encourage American Eagle Outfitters associates to take charge of their own health through personalized action plans, real coach encouragement, and self-motivating techniques.

Because Omada's values aligned with its own, AEO chose Omada to be the catalyst for healthy lifestyle change among its population.

This approach led to notable engagement¹

- AEO Employees engaged with Omada **28 times** every week, on average
- The average AEO team member completed **76%** of their lessons



THE SOLUTION

Through Cigna—a long-time Omada collaborator—AEO chose a digital care solution designed for better long term associate health, simple and frictionless implementation, and consistent engagement from participants over the course of the Diabetes Prevention program, where weight loss is the key clinical outcome.



Anthony Jarusinski
Manager Benefits, AEO Inc.

AEO was looking for a consolidated, easy to use solution that we could collaborate with long term. AEO's corporate values are PEOPLE, INNOVATION, PASSION, INTEGRITY, AND TEAMWORK, and what really resonated with me when I initially met the Omada team is that I felt, they too, exemplified our same values...Omada's marketing includes some of the most engaging collateral that I have seen. Our associates responded well to their various communication materials and were eager to enroll in the program...

We have associates that were not flagged as pre-diabetics, and were not accepted into the program, that were hoping to compete against their peers. The great thing about Omada for Cigna was this solution is fully integrated with Cigna and their MotivateMe well-being platform; therefore, we were able to incentivize associates through our well-being program.”

THE RESULTS

Weight Loss

so far, **all participants** lost

1,251 lbs

IN **26 WEEKS:**



of participants
lost weight²

33%

of participants
**lost 5% or more
of body weight²**

Program Engagement

ON AVERAGE:

participants **engage**
with the program

28X
per week¹

participants **track**
their food/activity

7.5X
per week¹



Enrollments

83%

enrollment rate

2X

An icon showing two stylized human figures, one in front of the other, with a blue plus sign in a circle to the right.

increase in **enrollments**

**FROM MAY 2019
TO MAY 2020**

¹Average weekly activity is the average number of times the activity occurred during the Foundations phase of the program (weeks 1-16) for participants who have completed this portion of the program and completed at least 4 lessons.

²Among participants who have completed at least 9 lessons in the first 16 weeks of the program.

Omada client reporting: May 2019-May2020. Actual results may vary based on individual factors and population demographics.

See how Omada helps employers like American Eagle reduce medical spend and inspire lasting gratitude from employees

See How



<https://www.omadahealth.com/employers>

About Omada

To deliver the best and most sustainable health outcomes on the market, Omada's digital care programs are designed to amplify the impact of human coaches and the interpersonal relationships they establish with their participants. Omada programs also rapidly integrate relevant content,

adjust to meet users' needs and circumstances, integrate connected devices, and utilize a proprietary coaching platform to ensure coaches are directed to participants with whom they can make the greatest impact in a given moment.