

# OUTSIDE **THE** LINES

## THE NEXT FRONTIER FOR CHRONIC DISEASE

July 11, 2017

*This is the 4<sup>th</sup> issue in a 4-part series titled: Be In the Know: The Next Frontier of Healthcare. This series features healthcare disruptors, along with their health system partners, who are taking leap-and-lead positions in shaping the next frontier of healthcare delivery. Click [here](#) to access our archives and review other innovators featured in this series.*

Big questions continue for the Affordable Care Act (ACA) and – in top news recently – for the Senate’s Better Care Reconciliation Act (BCRA). Much hangs in the balance for providers, states and people across the nation as they hold out hope for assurances of access to – and payment for – healthcare.

No doubt, there are a lot of “ifs” and “what-ifs” in today’s “future of healthcare” scenarios, and there doesn’t appear to be a near end in sight as we look for Congress to stabilize the



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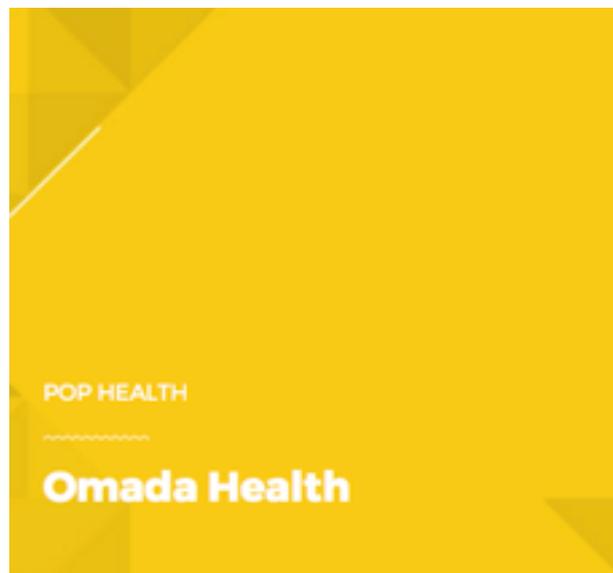
### **Be in the Know.**

There are hundreds of companies with new technologies and new models of care. ZIGZAG is your ticket to staying on top of, and in front of, these trends.

marketplace. As my partners and I have discussed this, we believe that one thing is clear, no matter how the ACA winds blow. It's our position that what's NOT a "what-if" is that healthcare providers must be the leaders changing, shaping and driving new ideas to transform care and new answers to impact Triple Aim improvements.

In this week's *Outside the Lines*, we continue our "New Frontiers" series, featuring healthcare leaders who are pushing the boundaries and making progress toward these goals. This week, we feature Omada Health along with health systems, health plans and other partners who are tackling chronic disease via a digital health twist.

### Featured Disruptor: Omada Health



[Omada Health](#) is a digital therapeutics company that combines tech plus healthcare to prevent diabetes, hypertension, and other chronic diseases.

*Why Do We Like Omada Health?* Started in 2012 with its flagship program, Prevent

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by Omada Health, its primary focus has been to prevent diabetes for at-risk population groups. Built upon the CDC-approved National Diabetes Prevention Program (NDPP), Omada offers the 16-week course online, including a coach and peer group in a Skype-like (or if you know about Zoom, a Zoom-like) video meeting. In [July 2016](#), the American Medical Association and Intermountain Healthcare announced a joint collaboration with Omada. Through relationships with several health systems including LAC+USC Medical Center in Los Angeles, Omada launched a program for [underserved](#) populations, including those enrolled in Medicaid, featuring bilingual coaches. Also, Humana, Kaiser Permanente and Cigna – along with major Silicon Valley partners – are investors in Omada Health. In fact, just weeks ago, [Cigna announced](#) a decision to expand its collaboration with Omada, including participation in another \$50 million funding round.

### *Why Does Omada Health Make Sense?*

Omada sells its programs to health care payers, providers and others at-risk for population health outcomes. Payment to Omada is paid based on performance, and outcomes from early studies are promising. According to peer-reviewed studies, Omada program participants [lower their 5-year risk](#) by 30% for Type 2 Diabetes, by 16% for stroke and by 13% for heart disease. Also, [Medicare](#) has announced that [Diabetes Prevention Programs like Omada's](#) (other companies like Canary Health and Noom

Health provide similar programs) will have the potential to receive reimbursement from CMS beginning in January 2018. Lastly, what Omada is doing with pre-diabetes is pointing to models of care for other preventable and manageable chronic diseases such as hypertension.

To learn more about Omada Health, go to <https://www.omadahealth.com> or join us at ZIGZAG Healthcare to download our Omada Health Innovation Packet which includes an executive summary, quick links to more information sources, and other tools.

Always looking ahead,



Kim Athmann King, MBA, FACHE

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## DO YOU KNOW...

A bill being pursued by Congress – separate from the ACA and BCRA – provides a nod to “a growing chorus of telehealth advocates trying to convince the HHS and CMS to embrace digital health, mHealth and telehealth services.” Called the [Telehealth Innovation and Improvement Act](#), the bill seeks to encourage more healthcare providers to launch telehealth programs through the Department of Health and Human Services’ Center for Medicare and Medicaid Innovation (CMI). It also calls on the CMI to evaluate telehealth models “for cost, effectiveness, and improvement in quality of care without increasing the cost of delivery,” and to reimburse them under Medicare if they meet those criteria.

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## DO YOU KNOW ABOUT...

There are now hundreds of thousands of health and fitness apps adding to – and in many cases, complicating – the world of healthcare. As business strategists for hospitals, medical groups and health systems interested in safe and sustainable improvements, we have long believed that apps alone are not enough for transformative healthcare strategy solutions. Programs like Omada’s have been designed with doctors, nurses, clinical workflows, patient engagement, technology integration, and other very carefully considered requirements. This seems to be the secret to Omada’s success. [Others](#) are making progress as well, including Temple University’s COPD Co-Pilot program, Rush University Medical Center’s Proteus Discover blood-pressure medication project, and programs being run via Mayo Clinic’s Center for Connected Care.

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## FOR THE MOST INNOVATIVE AND DRIVEN LEADERS IN HEALTHCARE...

Earlier in our “Next Frontiers” *Outside the Lines* series, we mentioned Dr. Eric Topol and what he is doing to advance a shift that he calls “The Rise of Smart Patients.” This past Sunday – on July 7 – Dr. Topol authored a piece in the [Wall Street Journal](#) entitled “The Smart-Medicine Solution to the Health-Care Crisis.” It’s worth the read, if you haven’t already seen it. He starts by saying: “The controversy over Obamacare and now the raucous debate over its possible repeal and replacement have taken center stage recently in American politics. But health insurance isn’t the only healthcare problem facing us – and maybe not even the most important one. No matter how the debate in Washington plays out in the weeks ahead, we will still be stuck with astronomical and ever-rising healthcare costs ... Providing better health insurance and access can help with these problems, but real progress in containing costs and improving care will require transforming the practice of medicine itself.”



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