

**THE PROBLEM** | Virtual care is only as successful as its ability to access the right data to drive the technology and decision-making behind it. That’s where most organizations fall short — simply replicating a brick-and-mortar workflow and not building a solution that can pull in and synthesize robust and disparate data will never allow clinicians to personalize care at scale for populations in need. Without a data-driven approach at this systematic level, we’re left with gaps in care and large populations that fall behind.

**THE INTERVENTION** | Onduo’s V1C approach leverages digital phenotyping to gather information about clinical, physical, social, and environmental factors that impact a member’s care. It creates an individualized care pathway that meets them where they are when they’re ready to take action. We marry that data with empathetic, human-centered strategies. We connect each individual with a care team that builds a trusted relationship, monitors their progress, and suggests personalized goals to keep them engaged and moving forward. By using this data and focusing on the other three D’s — doctors, drugs, and devices — Onduo provides a comprehensive solution for chronic condition management right in the palm of their hand.

*Components:*



Synchronous and/or asynchronous virtual interactions between a clinical team and an individual



An interdisciplinary approach that includes consults with specialists and other disciplines to provide comprehensive and longitudinal care



Use of biometric and other sensor technologies (e.g., blood pressure cuff, smartwatch)



Patient self-report (e.g., symptom survey, pain scale)



Technical support to accommodate literacy, language, access, and technological barriers to adoption



Prescription and/or provision of traditional medications or digital therapeutics



Laboratory tests (e.g., genetics testing through a mailed spit kit)



Care navigation support



Personalized digital content supporting individual education and self-management in their health journey



Dynamic patient monitoring capability

**THE RESULTS** | Onduo’s ability to consistently refine, apply, and reassess data across a multi-condition framework has allowed the virtual care solution to address individual needs at scale and successfully build trust with its members. Pairing this level of personalization with a dedicated team of clinicians and one easy-to-use app has resulted in several measures of success:

- Expansion into all 50 states in the US
- Grown from 0 to 235,000 total eligible lives in 3 years
- URAC, HITRUST, and HQAA Accreditations
- Net promoter score (NPS) of 78 and 88 for diabetes program members using a CGM<sup>1</sup>

- Program-level results:
  - 1.2% reduction in A1C<sup>1</sup> (3.3% in high-risk members<sup>2</sup>) in type 2 diabetes program members
  - 13.3mg/dL reduction in total cholesterol in hypertension program members
  - 10.9% weight loss after one year in the Onduo healthy weight program<sup>1</sup>

**THE BENEFITS** |  **Interconnectedness** +  **Experience** +  **Increased Reach** +  **Efficiency** +  **Access**

Onduo is a virtual population health solution that provides personalized care at scale. Backed by Verily, an Alphabet company, our team is led by clinicians with real-world experience. It includes experts in behavioral science, user experience, predictive analytics, healthcare consumer marketing, public health, and health IT. We pair the best in technology and analytics with our empathy-based care model — extending access and support to help people with chronic conditions live healthier lives.

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