

Omada weight management program – Frequently Asked Questions

To further support your health and well-being, The Campbell's Company is offering a weight management program through Omada to help you reach your health goals.

What is Omada?

Omada is a virtual chronic care provider that partners with Alluma. Omada has expertise in weight management and obesity disease management. They offer support and virtual programs that give you tools and resources to stay healthy. Omada will help you build healthy routines around what you like to do and where you need support. You will work with a virtual care team who will help you reach your goals through one-on-one health coaching, specialist support, and smart devices – at no extra cost to you. You can join Omada if you meet certain eligibility requirements and are prescribed a medication for weight management.

What medications are included under my prescription drug plan?

Liraglutide (generic for Saxenda®) injection, Wegovy® injection, and Zepbound® injection are medications approved by the U.S. Food and Drug Administration (FDA) for weight management. Note that Foundayo® tablets and Wegovy® tablets are not covered by your plan.

What are the requirements for coverage of these weight management medications?

For a medication to be covered, you must:

1. Enroll and participate in the Omada® online lifestyle modification program which is available at no extra cost to you.¹
2. Receive prior authorization approval for your weight management medication. To qualify for prior authorization, you must have a baseline body mass index (BMI) of 30kg/m² or higher – or – a BMI of 27 kg/m² or higher, along with one qualifying weight-related health issue.

Note: members need to enroll in Omada before electronic prior authorizations can be submitted by your prescriber.

What if my BMI is less than 30 kg/m²?

For patients with a BMI \geq 27kg/m² but less than 30kg/m², the presence of one weight-related health issue is required for coverage of targeted weight management medications. Documentation from your prescriber is required to confirm the presence of qualifying weight-related conditions. A list of these conditions includes:

- Arthritis of the knee
- Asthma
- Chronic obstructive pulmonary disease (COPD)
- Coronary artery disease

- Heart disease
- High blood pressure
- High cholesterol
- Metabolic dysfunction-associated steatotic liver disease (MASLD)
- Obstructive sleep apnea
- Polycystic ovarian syndrome (PCOS)
- Type 2 diabetes

How do I know what my BMI is?

BMI is a measure of your body composition based on your height and weight. Your doctor can tell you what your BMI is, or you can use an [online calculator](#) to find out.

How do I get started with Omada?

To enroll in Omada, members can visit omadahealth.com/esi and click the “Get Started” button. Members will complete a short questionnaire, confirm their contact info, and finalize their enrollment. If you have trouble enrolling, you can reach out by email to Omada at support@omadahealth.com.

Note: members currently using a covered weight management medication will receive an email or letter with enrollment instructions prior to program go-live.

I took my weight management prescription to my pharmacy, but they were unable to fill the medication. What is going on?

Filling a prescription for a covered weight management medication requires two things:

1. Active enrollment / engagement in the Omada program, and
2. Prior authorization approval for members meeting BMI +/- weight-related condition requirements. Members need to enroll in Omada before electronic prior authorizations can be submitted by the prescriber.

If you are not enrolled in Omada, directions for enrollment will be sent to you shortly after your pharmacy first receives your prescription. Once enrolled, it is important that you participate in the Omada program on an ongoing basis to remain qualified.

If my prior authorization request is denied, can I still participate in the Omada program?

Members that enroll in Omada but do not qualify for medication coverage following prior authorization review can continue participating in the Omada program.



I am required to have “active engagement” to continue utilizing my weight management GLP-1 therapy. What does “active engagement” with Omada mean?

Active engagement is defined as **four (4) weigh-ins and four (4) app engagements per month**. App engagements are not restrictive or specifically defined because everyone’s journey is unique. An engagement can be a completed lesson, a conversation with your health coach, meal tracking, adding to a peer group conversation, completing an exercise goal, or many of the other activities offered by Omada. A weigh-in requires stepping on your scale and allowing it to record your weight for the day.

Once I am enrolled in Omada, what happens next?

Your coach will reach out to introduce themselves, and you will receive your Bluetooth-connected scale and any additional equipment necessary based on your initial enrollment responses. For the first 30 days, simply enrolling is enough to meet the engagement requirements while you wait for your equipment.

Additionally, your doctor may need to submit a prior authorization request for your weight management medication if you do not already have an approval on file. The coverage requirements are described above. Information submitted by the prescriber will be evaluated upon receipt. If the prescriber is unable to provide the required documentation or you do not meet coverage criteria, your prior authorization request will be denied. If this occurs, you will be responsible for paying the full cost of the medication.

Once the engagement and prior authorization requirements are met, your medication will be available to be filled at your pharmacy.

If I am approved for coverage, are there limits to how long I can be on weight management medication? If I stop taking a weight management medication, what support is provided?

No, currently there are no limits to how long you can be on your weight management medication if you continue to meet your plan’s clinical coverage criteria. If the medication is discontinued for any reason, you can still participate in the Omada program. Omada can provide you with tools and education to make this transition a successful one and can continue to provide reinforcement and coaching. There is no need to stop using Omada even if you are no longer taking a weight management medication.

If I have additional questions, who can I reach out to?

If you have additional questions specifically about the Omada program, you can contact Omada on or after Jan. 1, 2026 by email support@omadahealth.com, communicate through the Omada app, or contact Omada at (888) 409-8687.

If you have additional questions about the Omada weight management program and coverage requirements, please contact Alluma at the phone number listed on the back of your member ID card.

1. Omada is a virtual health company that Alluma and Express Scripts partners with. The program is available as part of your benefits; however, you must meet eligibility requirements to participate. Alluma and Express Scripts do not endorse or guarantee the accuracy of any third-party content and are not responsible for it. You agree to use third-party content at your own risk.

2. Centers for Disease Control and Prevention (CDC) website, “Adult BMI Calculator.” cdc.gov/healthyweight/assessing/bmi/adult_bmi/english_bmi_calculator/bmi_calculator.html. Alluma does not endorse or guarantee the accuracy of any third-party content and is not responsible for it. You agree to use third-party content at your own risk.