

Say No to Drugs. Say Yes to Moving.

In 2011, two employees of the innovation company IDEO, Adrian James and Sean Duffy, decided to address the type 2 diabetes epidemic by using a remarkable set of solutions. The result is a company known as Omada Health.

It had occurred to James and Duffy that creating a new drug for type 2 diabetes would be too expensive and time consuming. Instead, they opted for a solution that had just been clinically trialed: physical activity and diet reduced the risk type 2 diabetes by up to 70%.

They exploited that scientific evidence to create a motivation and coaching program in which patients receive fitness trackers and smart scales. These in turn send data to back Omada Health, allowing them to monitor weight and activity level of the patients.

It became clear to the founders, from market research, that loss of productivity due to Type 2 Diabetes costs employers more than \$200 billion yearly. This helped Omada Health establish that the payer for their program should be employers of patients suffering from type 2 diabetes and not the patients themselves.

Today, Omada Health makes money by charging employers in the US for every amount of weight lost (or maintained) by their enrolled employees. However, they only get paid if Omada Health can prove that the weight lost (or maintained) was a direct result of their program.

Omada's case is a clear demonstration that you don't always need a drug to solve a health problem.

Your challenge:

- Come up with an innovative drug-free solution to a healthcare problem of your choice. Ideally (but not necessarily), your solution involves movement.
- Demonstrate that your solution is both technically feasible and financially viable by providing at least one concrete example. You may use clinical trials in addition to your favorite source of evidence.