



Omada Introduces Nutritional Intelligence to Transform Food Relationships with AI-Driven Tools and Human Care

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New AI-agent, *OmadaSpark*, works alongside care teams to provide real-time educational support for nutrition questions, motivational challenges, and building healthy habits

SAN FRANCISCO—May 20, 2025—[Omada Health](#), the virtual between-visit healthcare provider, launches Nutritional Intelligence, an enhanced member experience aimed at providing evidence-based educational support to help members create positive relationships with food. Central to this experience is *OmadaSpark*, an AI agent trained with robust clinical input that delivers real-time motivational interviewing and nutrition education. *OmadaSpark* is designed to help members identify motivational challenges like emotional eating, improve food decisions, set goals, and sustain lasting behavior change, whether or not they are using GLP-1 medications.

Omada's Nutritional Intelligence launches as a growing body of [research](#) highlights the dangers of ultraprocessed foods, while the prevalence of chronic cardiometabolic diseases, such as obesity, diabetes, and hypertension, has continued to [rise](#) in the U.S. At the same time, diet effectiveness can vary, and it's particularly important to maintain healthy habits long term, which can be challenging with restrictive diets. The increased prevalence of these diseases has also recently been accompanied by an [increased](#) demand for GLP-1s for weight loss.

"We believe there is a clear market need for real-time educational support backed by behavioral science to improve mindsets and behaviors toward food," said Wei-Li Shao, President at Omada Health. "To meet the needs of our customers and members, Omada fine tuned its approach to offer AI-powered tools trained with clinical input and expertise to work alongside human care teams in helping members drive improved health and economic outcomes."

The Nutritional Intelligence approach helps members identify real-world emotional and practical barriers to healthy eating in today's environment, where ultra-processed foods are prevalent and diets can fail to deliver long-term results. New features include:

- ***OmadaSpark* Motivational Interviewing:** For members who report emotional eating as a barrier to healthy eating, *OmadaSpark* delivers guided conversations grounded in behavioral science to help members identify their own goals, reinforce autonomy, and find motivation to change habits. Through its integration with human care teams, *OmadaSpark* will provide insights to help coaches and specialists understand the motivations and barriers reported by members.
- ***OmadaSpark* Nutrition Education:** *OmadaSpark* also engages members in real-time with nutrition information, helping to reduce the mental load of food decisions and encouraging them to gradually incorporate healthier food alternatives. *OmadaSpark* is designed with thoughtful input informed by clinical protocols that guide the human care team, offers relevant responses based on key member profiles, like members with certain conditions and members taking GLP-1s, and can consider allergies, dietary preferences, and age range, to create tailored responses in the time between coach interactions.
- **Enhanced Food Tracking:** Alongside unpacking complex food beliefs tied to emotional and cultural experiences, Omada's Nutritional Intelligence offers updated tracking capabilities, like water tracking, barcode scanning, and photo-recognition technology that offers flexible and non-restrictive support designed to promote a healthy relationship to food.

"This new generation of AI capabilities amplifies Omada's approach of combining compassion and intelligence, allowing our care teams to build rapport and improve our flexible care approach," said Justin Wu, MD, Vice President, Clinical Innovation and Quality at Omada Health. "Our care model pairs hands-on human coaching with 24/7 AI-supported education to help members build an understanding of what drives their food habits – and then ease them into healthier habits, like replacing higher calorie foods with greater nutrient-dense foods in a more sustainable approach to weight health."

Omada has continued to invest in and increase the volume of its human care teams while integrating AI-powered technology to deliver compassionate care at scale. The effective application of AI has the potential to amplify the humanity of Omada coaches and further enrich the member experience, providing real-time support to make healthy eating more accessible, helping members feel more supported, confident, and in control of their health journey.

Omada Health

Omada Health is a virtual-first healthcare provider that nurtures lifelong health, one day at a time. Omada care teams implement clinically-validated behavior change protocols for individuals living with diabetes, hypertension, prediabetes, and musculoskeletal issues. With more than a decade of experience and data, and 29 peer-reviewed publications that showcase its clinical and economic results, Omada is designed to help improve health outcomes and contain healthcare costs. Omada's scope exceeds 2,000 customers, including health plans, health systems, and employers ranging in size from small businesses to Fortune 500s.

The foundation of Omada's success is a strong, vibrant work culture, which helped earn the company the distinction of becoming an officially certified Great Place to Work. An industry leader, Omada was the first virtual provider to join the Institute for Healthcare Improvement's Leadership Alliance, reflecting the aim to complement primary care providers for the benefit of members, and affirming its guarantee to every partner: Omada works differently.

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