



<date>

Dear Dr. <name>,

We are excited to announce a simple new way to make treating type 2 diabetes more effective. Meet Onduo, the first Virtual Diabetes Clinic of its kind. Onduo is a free benefit for all eligible¹ members of Blue Cross Blue Shield of XYZ with type 2 diabetes.

We understand that not all primary care physicians have enough time and resources to support type 2 diabetes patients as fully as they would like to. Onduo bridges gaps in care so patients can get what they need in between appointments. By combining an expert staff with the latest in technology, Onduo helps doctors expand their office visits into always-there support that's free of charge.

ONDUO AT-A-GLANCE

- **Best-Available Care**

Expert care and resources from top diabetes clinics, accessible to patients right from their smartphones

- **Added Value to Existing Services**

Extra support from outside the office so you can focus on making appointments efficient and productive

- **Improved Patient Outcomes**

Frustration-free interface, personal support, and features such as medication reminders and remote monitoring to keep patients on track, 24/7

Learn more about how Onduo can help your practice and your patients at Onduo.com/PCP or call us at XXX.XXX.XXXX.

We look forward to working with you on behalf of your patient's health.

Sincerely,

Signature BCBS as placeholder

Name and title

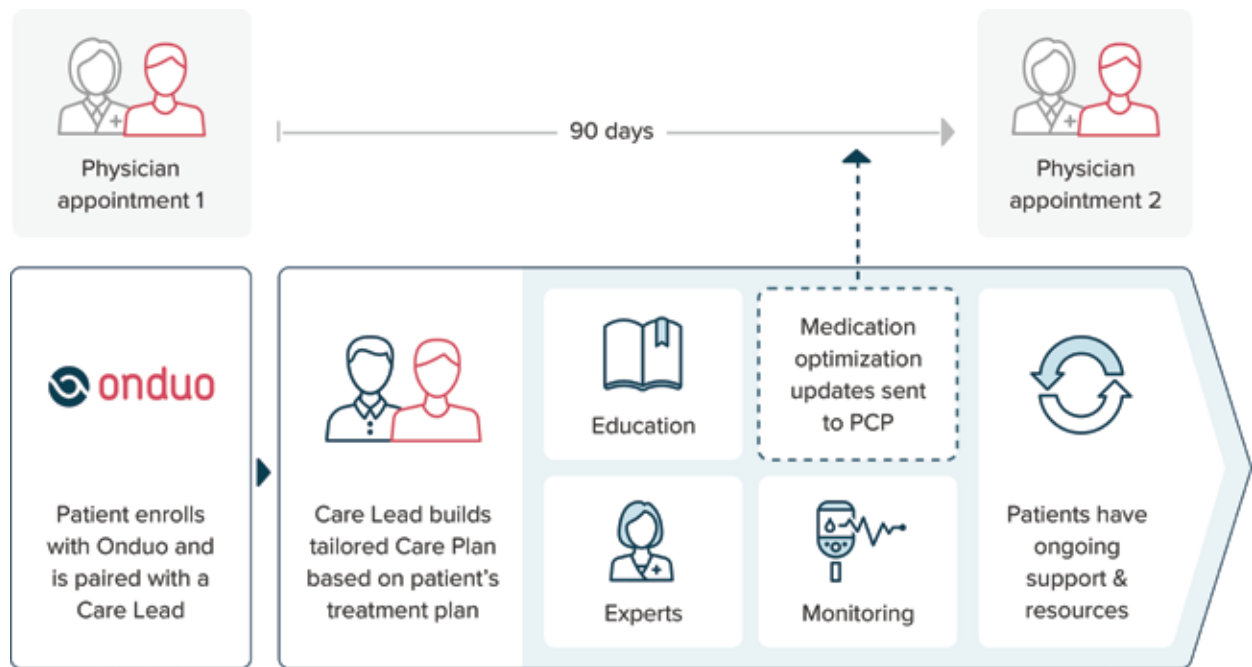
Signature Onduo

Name and title

55 CHAPEL ROAD, NEWTON, MASSACHUSETTS 02118

¹Eligibility excludes members who are currently pregnant, under the age of 18, or receiving Medicare or Medicaid.

HOW ONDUO WORKS



Supporting Patients and Primary Care Physicians

Onduo combines all of the resources patients need to successfully manage their health, including one-on-one coaching, state-of-the-art devices, education, access to specialists, data-driven health insights, and more. How can Onduo change the way your office works?

Get Better Results

Improved outcomes means healthier patients—and easier reimbursements

Improve Efficiency

Make office visits really count by letting Onduo educate and support patients

Receive Expert Insights

State-of-the-art technology provides you with important health data analysis

Easily Monitor Progress

Wireless syncing for improved accuracy of recording blood glucose levels

Streamline Operations

Onduo provides patients with certified diabetes educators, pharmacists, nutritionists, and lifestyle coaches.

As an all-in-one hub for type 2 diabetes patients, Onduo makes people's lives easier—and helps primary care physicians provide the highest-quality care possible.

To find out how Onduo can help you achieve better outcomes, visit www.onduo.com

