

INTRODUCING NOOM!

Changing behaviors to set a path toward better health

CareFirst BlueCross BlueShield is excited to bring you Noom as the newest addition to our portfolio of easy-to-navigate and member-centric well-being solutions. Now available at no cost to your employees, Noom's psychology-based, sustainable approach to behavior change can help them achieve a healthier weight. This, in turn, can reduce the incidence of chronic diseases, like diabetes, within your workforce.

Noom's Diabetes Prevention Program (DPP) is the first CDC-recognized digital diabetes prevention lifestyle change program. Tailored to support individuals identified as at-risk for diabetes, participants will have access to a digital experience similar to Noom Weight that includes:

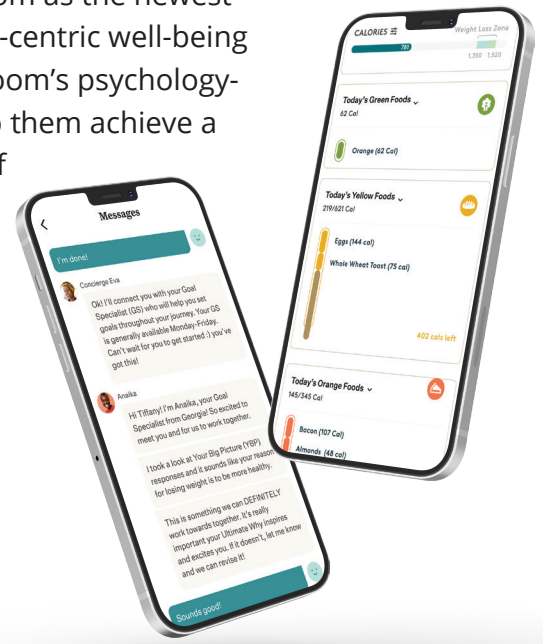
- Techniques that teach the why behind their habits and how to change them for good.
- Daily lessons tailored to each person's goals.
- One-on-one support with coaches specially trained in diabetes to help improve outcomes.
- Peer support and group interaction.

Noom is a recognizable brand that millions of people already know and love.¹ And now, your employees can be the first to experience Noom at no cost as part of their CareFirst health benefits.

There's power in proactive care

- **84%** of employees completed the six-month program²
- **64%** of engaged users lost more than 5% of their body weight²

Together, we can give your employees the tools they need to make a difference in their health.



For more information, contact your CareFirst account consultant.

¹ Noom internal client data

² Weight loss efficacy of a novel mobile Diabetes Prevention Program delivery platform with human coaching: Prospective observational study of prediabetic users. Sept 2016.

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