

INTRODUCING NOOM!

The award-winning app that has helped millions take control of their physical health

For nearly 15 years, Noom's exciting, psychology-based approach has helped people lose weight and keep it off. And now, we're pleased to make it available to your employees through your CareFirst BlueCross BlueShield wellness program. Noom can help engage your employees, improve population health and lower healthcare costs.

Noom Weight uses evidence-based techniques to empower behavior change. It's a personalized, mind-first approach that combines technology and human support to create healthier daily habits that lead to long-lasting results.

- Techniques that teach people the why behind their habits and how to change them.
- Daily lessons tailored to each person's goals.
- One-on-one texting through the app with a Noom coach and peer support to help improve outcomes.

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.



For more information, contact your CareFirst account consultant.

Healthier habits lead to lasting results

25%
employee adoption rate¹

40%+
of engaged users lost more than 5% of their body weight²

42%
of users with significant weight loss maintained weight loss for 2 years³

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

¹ Noom internal client data

² Internal retrospective observational study (Noom Weight) of Jan 2020–2021.

³ Weight loss maintenance after a digital commercial behavior change program (Noom Weight): Observational cross-sectional survey study of Noom Weight users that lost at least 10% of their body weight on Noom and maintained at least 10% lost for 24 months.

Noom is brought to you on behalf of your CareFirst WellBeing program. Noom is an independent company that provides health improvement management services to CareFirst members. Noom does not provide CareFirst BlueCross BlueShield products or services and is solely responsible for the health improvement management services it provides.

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