

NOW THERE'S MORE TO NOOM!

The award-winning app now includes even more resources at no cost to your employees.

Noom's psychology-based approach to behavior change has helped millions take control of their physical health. Available through your CareFirst BlueCross BlueShield (CareFirst) wellness program, Noom can help improve population health and lower healthcare costs. It can also help your employees reach a healthier weight and reduce the risk of developing type 2 diabetes by offering them:

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

Noom Weight

Using evidence-based techniques to empower behavior change, Noom Weight's personalized, mind-first approach combines technology and human support to create healthier daily habits that 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 it for 2 years³



Noom Diabetes Prevention Program (DPP)

Tailored to support employees identified as “at-risk” for diabetes, Noom DPP is the first CDC-recognized digital diabetes prevention lifestyle change program.



84%
of employees completed the six-month program⁴



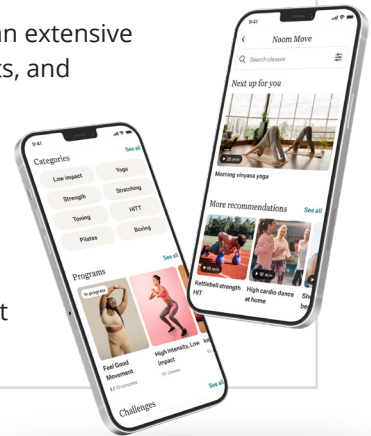
64%
of engaged users lost more than 5% of their body weight⁴

Noom is a recognized brand that millions of people already know and love.¹ Give your employees a proven tool to support their efforts to lead healthier lives.

For more information, contact your CareFirst accountant consultant.

Now, Noom features additional resources to help your employees achieve a healthier lifestyle:

Noom Move offers an extensive collection of workouts, and **GLP-1 Companion** provides additional support and resources for your employees enrolled in Noom Weight and taking a GLP-1 weight loss medication.



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.

⁴ Weight loss efficacy of a novel mobile Diabetes Prevention Program delivery platform with human coaching: Prospective observational study of prediabetic users. Sept 2016.

Noom is brought to you on behalf of your CareFirst WellBeingSM 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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