



**Behavior change lifestyle programs
that drive lasting results —
Noom: Weight Management**

NOOM



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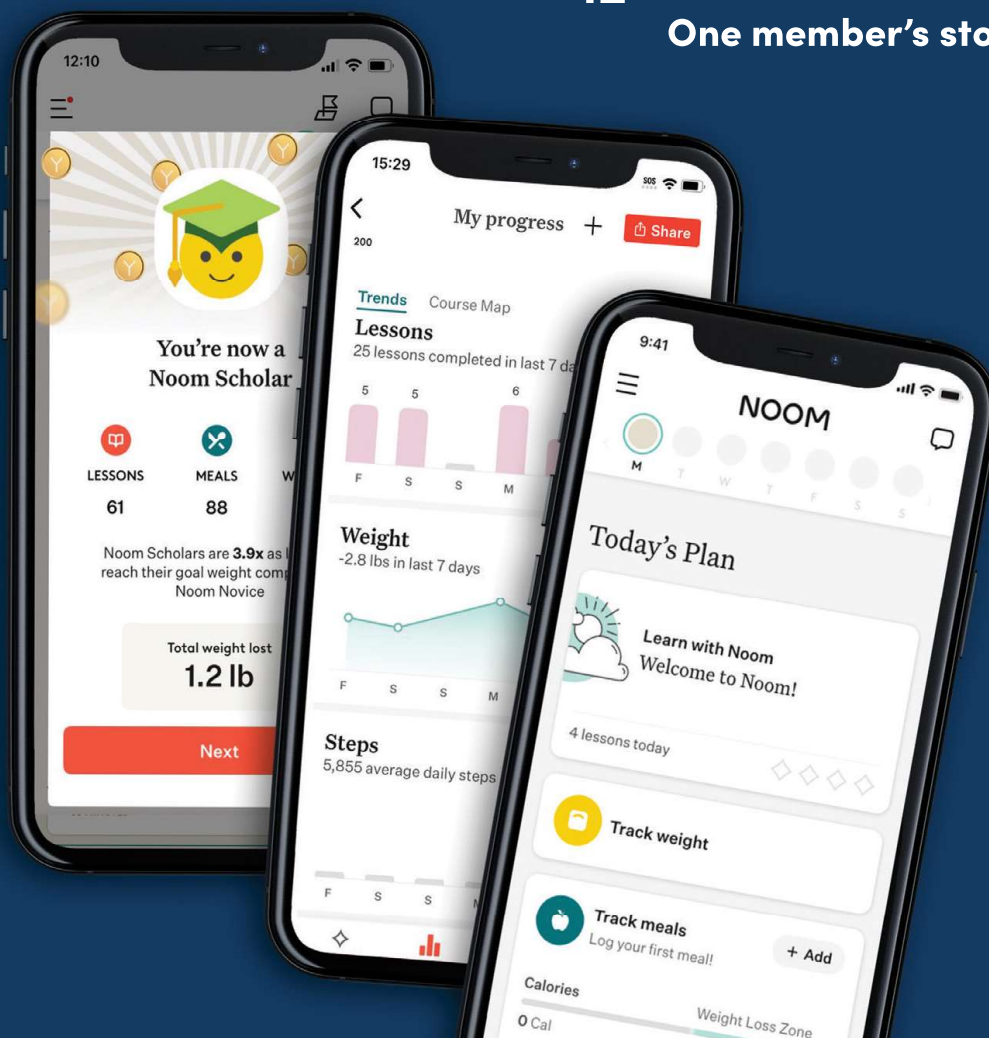
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One member's story.





Noom: Weight Management
is our proven all-in-one solution
for weight loss, preventing diabetes,
and supporting those living with type 2
diabetes. It helps members create healthy
habits they can sustain, leading to lower
health care costs along the way.

What makes Noom work better.



Proven leader in behavior change.

Noom's psychology-based approach helps members understand the "why" behind their dietary and exercise habits, allowing them to make lasting lifestyle changes for a happier, healthier life.



High member engagement.

Strong brand recognition drives enrollment. Members stay for the personalized support and leading technology helps them achieve lasting results.



Noom: Weight Management offers three integrated solutions.

Members access the Noom solution via the My Highmark app.

To get started on the right path, they complete an assessment that asks about their current health, family history, and goals.



A personalized plan for every journey.

Based on their results, members are placed in the appropriate program and receive a customized course map matched to their needs. And because Noom is an all-in-one solution, members can seamlessly transition between programs if their needs change.



Noom Diabetes Lifestyle



Noom Diabetes Prevention Program



Noom Weight

GLP-1 Companion:

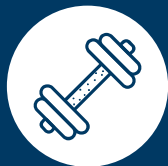
Education and support for optimal results

Noom offers support to make it easier to stick with GLP-1 medications. This support is available to members in any of Noom's programs, whether they were taking the weight loss medication before enrollment, or they were prescribed a GLP-1 by their provider after they started.*

Resources include:



Protein intake guidance.



Strategies to help retain muscle.



Information on managing side effects.

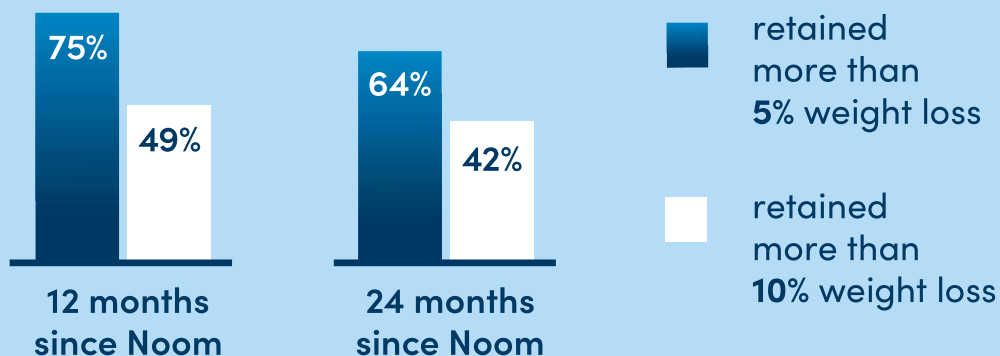
* Please note that Noom does not prescribe GLP-1 medications through your health plan's solution.

Noom Weight

This program drives weight loss through:

- **Bite-size lessons** that help members change their relationship with food and lose weight for good.
- **Smart tools** including AI-powered food logging and body scan measurements with a personalized report.
- **One-on-one support** from a health coach who's there for your members when times get tough.
- **Peer community** for members to share tips and cheer each other on.

Noom has proven results for lasting weight loss.



CN May et al. "Weight Loss Maintenance After a Digital Commercial Behavior Change Program (Noom Weight)."

Noom Diabetes Prevention Program

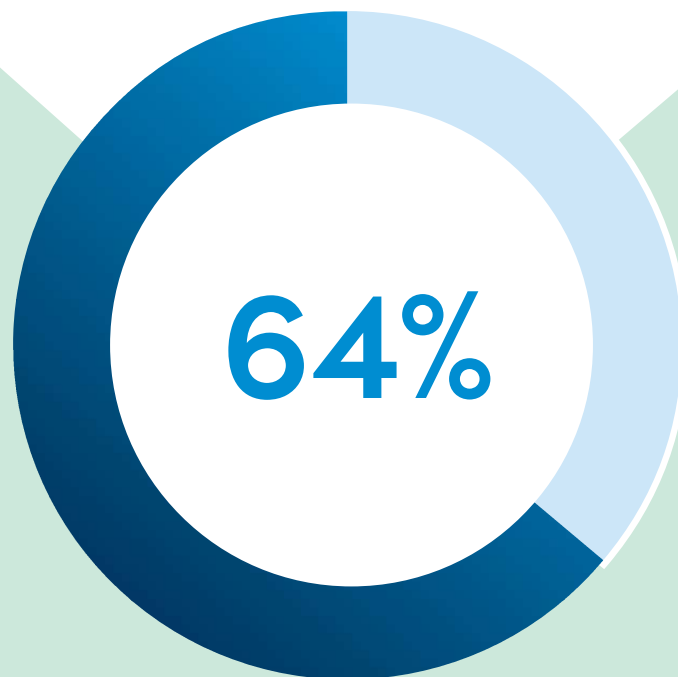
This program helps members who have prediabetes lose weight and prevent their condition from progressing to type 2 diabetes with:

- **Bite-size lessons** that are based on the CDC-approved curriculum. They teach crucial habits for weight loss and actionable steps to reduce risk for type 2 diabetes.
- **Smart tools** including AI-powered food logging and activity tracking.
- **One-on-one support** from Certified Diabetes Prevention coaches. They help members make lifestyle changes to reduce their risk of diabetes.
- **Peer community** for encouragement and accountability.



**Noom's Diabetes Prevention Program
has achieved CDC Full Plus recognition,
the highest recognition awarded by the CDC.**

8 in 10 U.S. adults with prediabetes don't know they have it.* Noom can help them lose weight and prevent the onset of type 2 diabetes.



**of members prevented or delayed
the onset of type 2 diabetes****

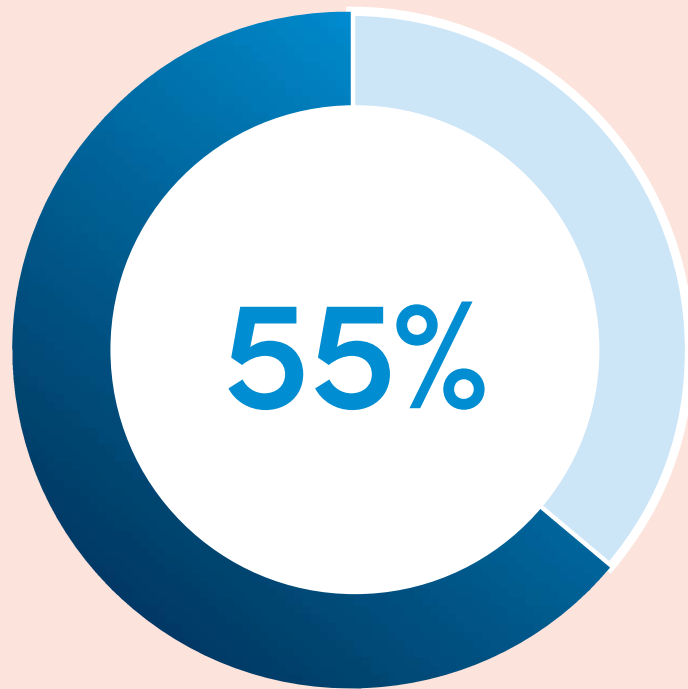
*cdc.gov/diabetes/communication-resources/prediabetes-statistics.html

**Noom internal retrospective analysis of data from 2021-2022

Noom Diabetes Lifestyle

This program helps members with type 2 diabetes lower their A1C through:

- **Daily bite-size lessons** that help members overcome challenges and promote healthy living with type 2 diabetes.
- **Smart tools** include enhancements like AI-powered blood glucose forecasting. This technology helps members see how food choices impact blood sugar levels, enabling meaningful changes.
- **One-on-one support from a diabetes-trained coach** who helps members make lifestyle changes to control their condition.
- **Peer community** for advice and encouragement to live healthy with type 2 diabetes.



**of members achieve clinically significant
A1C reduction in three months***

*Based on a 3-month study integrating Noom Diabetes Support
with a smart glucose monitor

Noom in action

Here's a common scenario: You have a member who knows they need to lose weight, but doesn't know where to begin. She has a family history of diabetes, a BMI of 43.5, plus a demanding job that has made weight loss hard in the past.





Initial screening and entry.

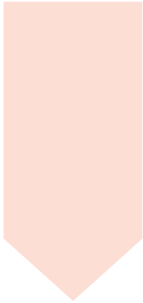
To get started, all this member must do is download the Noom app and complete the screening. Her screening results quickly determine that Noom Weight is the appropriate program.



Getting started with Noom.

She integrates Noom into her life by pairing her Apple health data and syncing her scale to the app. Next, it's time to log breakfast. There are a variety of tracking methods — she uses the AI-powered logging tool to identify the ingredients and portions of her meal based on a photo she uploads.

Over the first week, there's plenty to keep her engaged, such as the daily bite-size lesson covering topics like the psychology of eating. And racking up Noomcoins turns out to be surprisingly motivating — one coin for every day of weighing in, logging food, and staying within their weight zone.



Lifestyle changes and new routines.

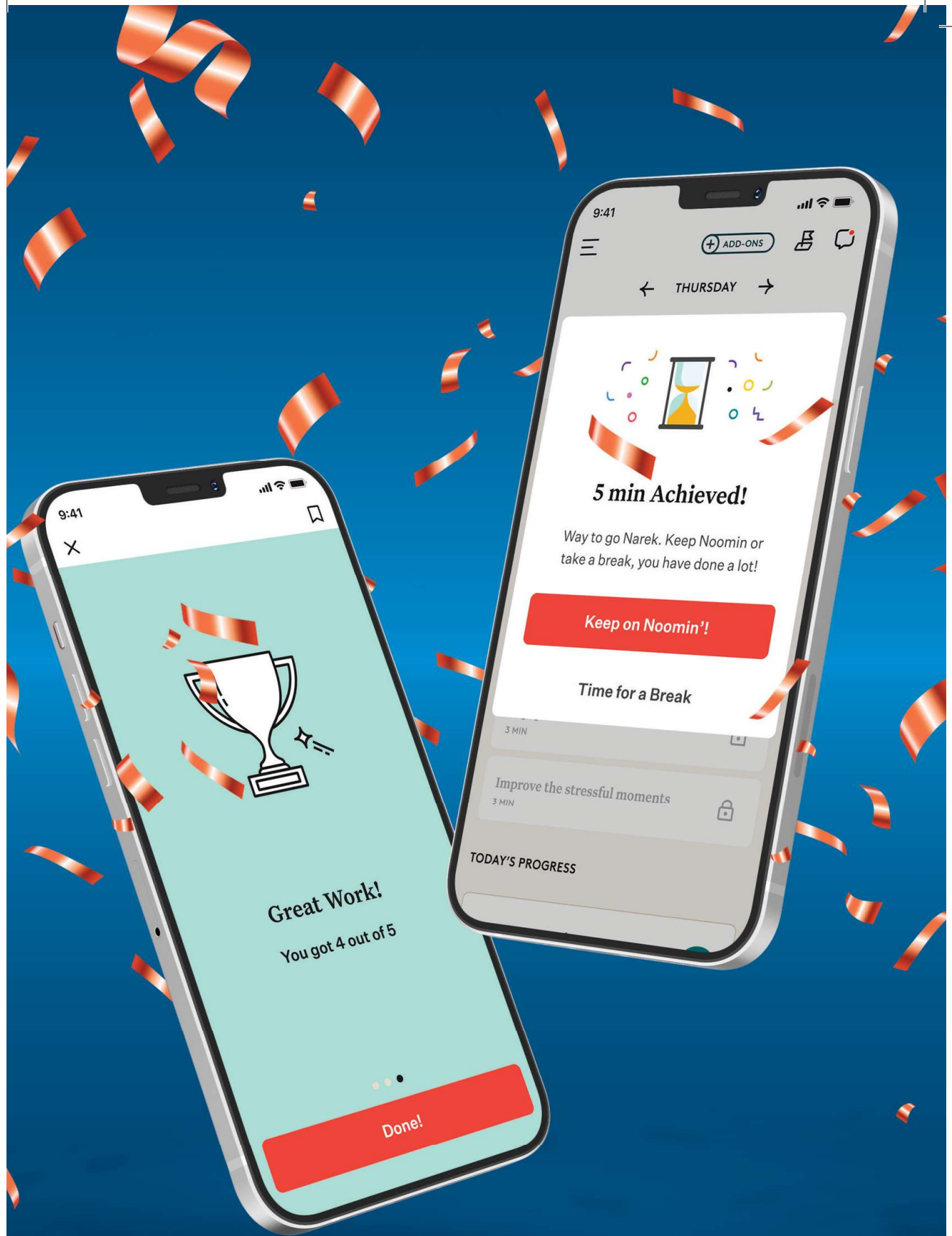
This member also discovers that the support from the Noom coaches and the “New Noomers” community circle makes a big difference. She finally broke her evening snacking habit and with her coach’s encouragement, she explores the Move your Body (Noom Move) resource under the Success Kit tab.

Soon the “3-minute Morning Mojo” becomes part of her routine before heading to work. That small habit makes her want to do more, so she joins her work colleagues for a walk every day at lunch.



A journey for the long term.

After 8 months, this member’s BMI is down to 37.5 and she has lost 25 pounds. If she’s like the majority of Noom participants, she’ll keep the weight off because she hasn’t just changed her diet — she’s changed her life.





**Noom can help your members
start living their healthiest lives.**

Let's connect to discuss a member
engagement plan to get your workforce
excited about this benefit.





Because Life.™

Noom is an independent company that provides behavior change and lifestyle modification services to address weight management, prevention of type 2 diabetes and support for type 2 diabetes.

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