

# A complete cardiometabolic solution for your entire population.

Our cardiometabolic programs are designed to improve health by addressing psychological and biological risk factors, helping prevent the onset of chronic diseases and enhance overall quality of life.



## FULL-SPECTRUM CARE FOR WHOLE-PERSON HEALTH

Our programs address both the physical and emotional aspects of cardiometabolic care, offering a holistic approach for lasting health.

### WEIGHT



Smarter habit  
building.

### DIABETES PREVENTION



Targeted lifestyle  
change.

### DIABETES MANAGEMENT



Sustainable A1C  
improvement.

### OBESITY CARE



Tailored clinical  
care.



**EMBEDDED GLP-1 COMPANION**



**EMBEDDED MENTAL WELLNESS SUPPORT**

**POWERED BY BEHAVIOR CHANGE**

# The Noom difference.

1

## SUPPORT FOR EVERY CARDIOMETABOLIC JOURNEY

Noom supports every stage of cardiometabolic health, from weight management and diabetes prevention to diabetes and obesity care. Our tailored programs combine coaching, clinical care, data-driven insights, and psychological tools to empower people to take control of their health and reduce long-term risks.

2

## PIONEER IN BEHAVIOR CHANGE

For over 15 years, Noom has been a leader in behavior change, using cognitive behavioral therapy (CBT) to help members understand the psychological drivers behind their habits. By addressing root causes, we provide tools to shift mindsets, break patterns, and build lasting healthy behaviors.

3

## TRUSTED BRAND WITH STRONG ADOPTION

With nearly 50% brand awareness, Noom is one of the most recognized names in digital health.<sup>1</sup> Our strong reputation not only fosters trust, it drives action—resulting in a 25% enrollment rate.<sup>2</sup> Combining brand strength with clinically proven solutions, we've become a leading partner for organizations and members alike.



“I feel like I finally have my health under control. I'm going to be here for my kids. I'm off all this medicine. And I've put myself first. Thank you, Noom.”

**KARLA, NOOM ENTERPRISE MEMBER**

## SUPERIOR ENGAGEMENT

**50%**

of Noom's monthly active members engage daily, on par with leading social media apps.<sup>3</sup>

## BETTER OUTCOMES

**1.4<sup>x</sup>**

more weight loss reported when pairing Noom with an early GLP-1 vs a GLP-1 alone.<sup>4</sup>

## LASTING SUCCESS

**75%**

of members who lost  $\geq 10\%$  of their weight maintained  $\geq 5\%$  weight loss 1 year after Noom.<sup>5</sup>

Noom Health is trusted by leading employers, health plans, and health systems to improve the health of over 3 million enterprise members.



**NOOM** HEALTH

To learn more about Noom Health, reach out to [enterprisesales@noom.com](mailto:enterprisesales@noom.com) or visit us at [noom.com/health](https://noom.com/health).

<sup>1</sup>Noom internal brand health analysis.

<sup>2</sup>Noom internal book of business data.

<sup>3</sup>Noom internal product data.

<sup>4</sup>Based on a retrospective study of self-reported data of pounds lost for active versus passive users who were offered the Noom program when being prescribed an early stage GLP-1.

<sup>5</sup>CN May et al. "Weight Loss Maintenance After a Digital Commercial Behavior Change Program (Noom Weight)."