



## NOOM **WEIGHT**

# Healthy weight loss adds up to healthcare savings.

For nearly 15 years, Noom has helped millions of people lose weight and keep it off. And now it's available as a comprehensive benefit offering for employers, health plans, and institutions to help engage more employees, improve population health, and lower healthcare costs.

### NOOM WORKS FOR WEIGHT LOSS

Powered by psychology, 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 coaching and peer support to help improve outcomes.

Noom Weight can be easily integrated into your existing benefits package as a single offering or as part of the Noom for Work benefits program, which also includes Noom Mood (to manage stress and anxious feelings) and our Diabetes Prevention Program.

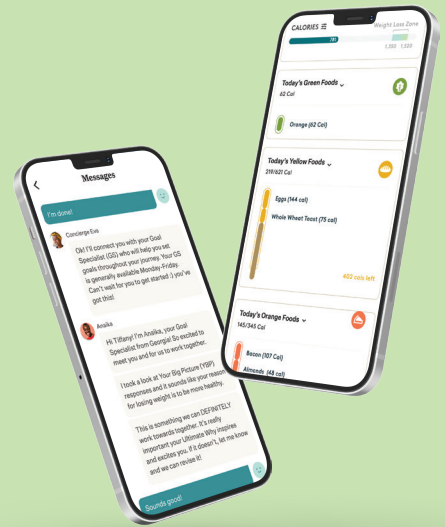
## Healthier habits lead to lasting results.



**25%**  
employee adoption rate<sup>1</sup>

**40%+**  
of engaged users lost more than 5% of their body weight<sup>2</sup>

**42%**  
of users maintained weight loss for 2 years<sup>3</sup>



**Let's talk about changing health benefits for good.**

SCAN TO LEARN MORE.

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<sup>1</sup> Noom Internal Client Data

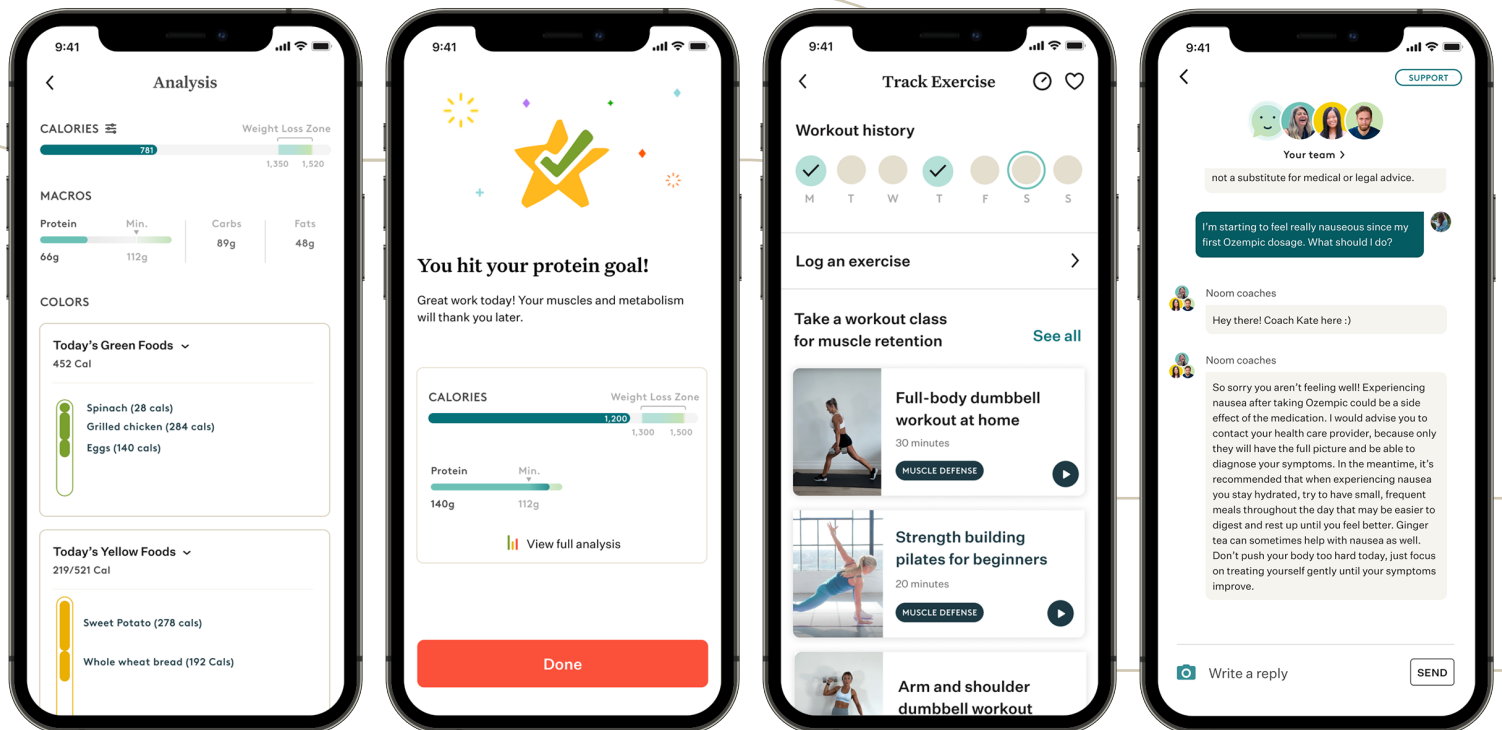
<sup>2</sup> Internal retrospective observational study (Noom Weight) of Jan 2020-2021.

<sup>3</sup> 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. March 2023.

**NOOM** FOR WORK

# GLP-1 Companion helps users maintain lean mass while taking weight loss medications.

Success while taking GLP-1s depends on making the necessary lifestyle changes to achieve and maintain *healthy* weight loss. Noom's GLP-1 Companion tailors our award-winning behavior change approach with customized nutrition, fitness, and coaching to help maintain lean mass for those taking a GLP-1 or other anti-obesity medications.



## Personalized Nutritional Guidance

Tailored recommendations to encourage a protein-rich diet while taking a GLP-1.

## Medication & Protein Trackers

Tools supporting adherence to a GLP-1 treatment plan and daily protein requirements.

## Fitness-Focused Content & Videos

Targeted exercises designed to prevent muscle loss associated with GLP-1 use.

## Expert-Led Guidance & Encouragement

Continuous support addressing expectations, common side effects, and building overall resilience.

By delivering necessary nutritional and exercise support, Noom empowers responsible on-ramping onto a GLP-1, as well as safe off-ramping, helping members achieve sustainable weight loss while driving health cost savings for organizations.



**Let's talk about how we can support your organization's needs.**

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