

Introducing Noom!

Be your healthiest you.

Ready to join the millions of Americans already using Noom?¹ Now you can join Noom at no cost as part of your CareFirst BlueCross BlueShield (CareFirst) health plan benefits. CareFirst is focused on whole health and aims to meet the needs of our members in all aspects of their lives. That's why we've made Noom available through our well-being program.

The Noom app is designed to help you achieve and maintain a healthy weight. It can also help lower the risk for chronic conditions like diabetes.

What makes Noom different? Their approach. Noom's personalized, psychology-based techniques will help you better understand your relationship with food. You'll be more mindful of habits and gain the knowledge and support needed for lasting change.

Here's how Noom makes it a little easier:



Daily lessons on your terms

Gain confidence with practical knowledge you can use right away. How much time you spend on each lesson is up to you. So it's easy to fit Noom into your schedule.



Get and stay motivated

With optional one-on-one coaching and support groups, you can choose the kind of support you need to keep going.



At your speed

Noom's tracking tools are designed to empower you to hit your goals at a pace that's comfortable for you.

There are certain requirements to participate in Noom, like:

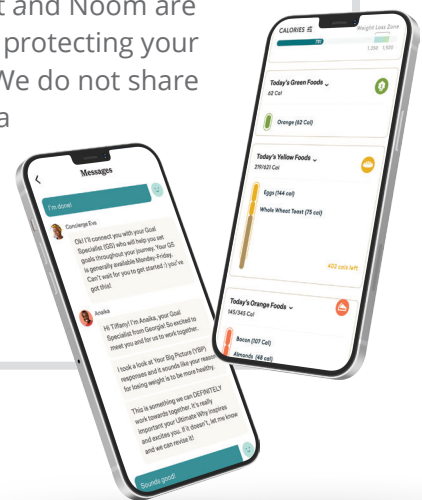
- Being 18 years of age or older with a BMI of 25 or greater;
- Having been identified as having prediabetes; or
- Being at risk for developing prediabetes.

If you've already been diagnosed with diabetes, we encourage you to receive additional support. You can do this by enrolling in disease management coaching through CareFirst WellBeingSM.

Ready to get started?

Log in or sign up for CareFirst WellBeing. Once logged in, select *You* followed by *Benefits*. Next, click *Health & Fitness* and then *Noom*.

Remember, there's no cost to you and your privacy is assured. Both CareFirst and Noom are committed to protecting your information. We do not share individual data with your employer. We will never sell your data.



¹ Noom internal client data

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.

CareFirst BlueCross BlueShield is the shared business name of CareFirst of Maryland, Inc. and Group Hospitalization and Medical Services, Inc., which are independent licensees of the Blue Cross and Blue Shield Association. BLUE CROSS®, BLUE SHIELD® and the Cross and Shield Symbols are registered service marks of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield Plans.