



Best-in-class diabetes prevention, recognized by the CDC.

Our psychology-based program helps reduce the risk of diabetes through manageable yet meaningful lifestyle changes.



PROBLEM

Prediabetes is on the rise, yet a lack of awareness and intervention puts many at risk of developing type 2 diabetes.

1 in 3

U.S. adults has prediabetes¹

80%

of those with prediabetes don't know they have it²

25%

will end up developing type 2 diabetes within 5 years³

SOLUTION

As the leader in driving lasting weight loss through behavior change, Noom is uniquely positioned to help organizations prevent the onset of type 2 diabetes—even modest weight loss can lower diabetes risk by nearly 60%.⁴

● COMPREHENSIVE, HOLISTIC APPROACH

We carefully monitor each member's routine and teach the fundamentals of healthy nutrition, exercise, stress management, and sleep hygiene. This deepens their awareness of the areas to focus on, and helps them implement changes and ultimately sustain a healthy routine.

● PERSONAL SUPPORT SYSTEM

Staying connected means staying successful—members can count on support from their Diabetes Prevention Program (DPP) Lifestyle Coach every step of the way, while connecting with a peer group to navigate day-to-day challenges and cheer each other on.

● MINI LESSONS ADD UP TO MAJOR PROGRESS

Daily, bite-sized lessons, based on the CDC's approved DPP curriculum, are customized to each member's unique needs and goals, offering practical and relevant content that addresses individual challenges and promotes lasting lifestyle changes.

WE'VE EARNED THE CDC'S HIGHEST LEVEL OF DISTINCTION.

Noom is one of very few digital programs to earn CDC Full Plus recognition. We achieved this by meeting the CDC's stringent outcomes and retention criteria:



of participants reach clinically significant results, including weight loss and A1C reduction



of users complete at least 10 months of the Noom Diabetes Prevention Program



Noom sets a new standard for diabetes prevention.



CDC-APPROVED CURRICULUM

Noom's CDC-backed, psychology-driven curriculum provides a comprehensive, step-by-step approach that fosters a deeper understanding of the behavioral habits crucial for sustainable weight loss, A1C reduction, and ultimately the prevention of disease progression.



DPP LIFESTYLE COACHING

Members receive dedicated support from specially trained DPP Lifestyle Coaches, certified by the CDC-affiliated Diabetes Training and Technical Assistance Center (DTTAC). Coaches help members develop defined goals, outline how to reach them, and motivate them to overcome potential barriers.



DPP COMMUNITY

Members are supported by—and have the opportunity to support—people who are on the same journey to prevent diabetes. Peer-to-peer connection, led by a DPP coach, is emphasized in the program given its proven efficacy in long-term risk reduction.



SMART TRACKING TOOLS

Members can easily monitor their progress and make sustainable lifestyle changes with our tech-enabled experience that automates food logging, tracks movement, and integrates seamlessly with their devices.

RESULTS

64%

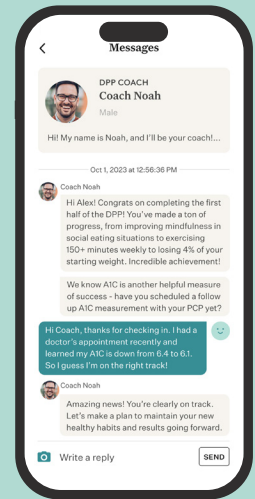
prevented or delayed the onset of type 2 diabetes⁵

66%

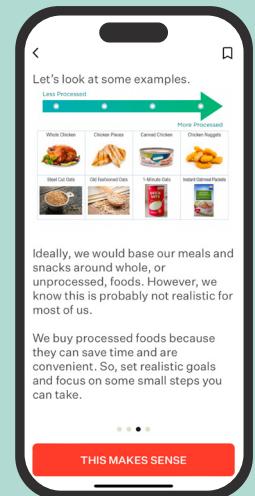
of engaged members lost $\geq 5\%$ of their body weight⁶

0.28%

reduction in HbA1c among program completers⁷



DPP COACHING



DAILY LESSONS

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 or visit us at noom.com/health.

^{1,2} Cleveland Clinic. "Prediabetes."

³ Harvard Health Publishing. "Many Miss Prediabetes Wake-Up Call."

⁴ CDC. "Prediabetes – Your Chance to Prevent Type 2 Diabetes."

⁵ Noom internal retrospective analysis of data from 2021-2022.

⁶ Usefulness of a novel mobile Diabetes Prevention Program delivery platform with human coaching. May 2018. An engaged user is defined as a participant who completed the 24-week intervention and took any in-app action during the maintenance phase (weeks 24-65).

⁷ Mobile delivery of the Diabetes Prevention Program in people with prediabetes: a randomized controlled trial. July 2020. A program completer is defined as any participant who finished the 12-month intervention.