

Turn the tables on your cravings with Noom: Weight Management.



Now part of your Highmark health plan, Noom helps you eat better by being more mindful about your meals. Noom's science-backed approach explains the why behind what you eat in small, easy-to-understand bites — helping you lose weight and creating healthy habits that can be sustained.



Because Life.™

NOOM

Noom gives you:

Bite-size lessons that help you change your relationship with food and support a healthier lifestyle.

Smart tools including AI-powered food logging and body scan measurements¹ with a personalized report.

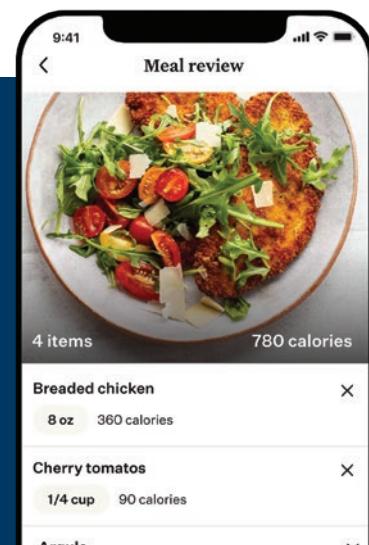
One-on-one support from a health coach who's there for you when times get tough.

A peer community to share tips and cheer each other on.



Enroll in Noom.

To see if you qualify, download the **My Highmark app** or visit MyHighmark.com. Click on **Benefits**. Find **Noom: Weight Management** under the **Additional Benefits** section. Once enrollment is completed, you'll be placed in the right program that fits your needs.





Because Life.TM

¹Availability may vary.

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.

Benefits and/or benefit administration may be provided by or through the following entities, which are independent licensees of the Blue Cross Blue Shield Association:

Central and Southeastern PA: Highmark Inc. d/b/a Highmark Blue Shield, Highmark Benefits Group Inc., Highmark Health Insurance Company or Highmark Senior Health Company. **Your plan may not cover all your health care expenses. Read your plan materials carefully to determine which health care services are covered. For more information, call the number on the back of your member ID card or, if not a member, call 866-459-4418.**

Northeastern NY: Highmark Western and Northeastern New York Inc. d/b/a Highmark Blue Shield.

All references to "Highmark" in this document are references to the Highmark company that is providing the member's health benefits or health benefit administration and/or to one or more of its affiliated Blue companies.

The Claims Administrator/Insurer complies with applicable Federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, or sex.

ATENCIÓN: Si usted habla español, servicios de asistencia lingüística, de forma gratuita, están disponibles para usted. Llame al número en la parte posterior de su tarjeta de identificación (TTY: 711).

请注意：如果您说中文，可向您提供免费语言协助服务。请拨打您的身份证背面的号码（TTY：711）。