

Noom Med: Clinical Weight Management Support

For DC Government Members

Starting January 1, 2025, your employer is expanding your CareFirst BlueCross BlueShield (CareFirst) benefits. Your plan already includes CareFirst WellBeingSM, which gives you access to Noom Weight and the Noom Diabetes Prevention Program (DPP). Noom Med, which provides clinical support for people at a higher risk of weight-related medical conditions, is now included in your plan.

[Review our FAQs on the back to learn more.](#)

Noom Med is the latest offering from Noom, combining their proven, behavior-based approach with access to highly trained clinicians. Eligible members receive a customized treatment plan, ongoing clinical support and, when appropriate, prescription medications like oral anti-obesity medications (AOMs) or injectable glucagon-like peptide-1 medications (GLP-1s).

With Noom Med, you¹ can:

- Connect with a clinician for an in-depth evaluation.
- Receive a customized treatment plan targeting your specific needs.
- Determine if you qualify for a weight management medication—and if you do, obtain that medication prescribed directly through the Noom Med program.
- Get ongoing support from a health coach and peer support groups to help you stay motivated.

Eligibility Requirements²

To be eligible for Noom Med, you must be 18 years and older and either:

- Have a Body Mass Index (BMI) of 30 or higher; or
- Have a BMI of 27 or higher AND one or more comorbidities.³

Members are ineligible for Noom Med while pregnant or breastfeeding.

Noom Med Is Available Exclusively Through the Noom App via CareFirst WellBeing

- If you are currently enrolled in Noom (Noom Weight or Noom DPP) through CareFirst⁴ and have a BMI of 23 or more, log in to the Noom app to see a message in **Today's Lessons**.
- If you are new to Noom, register for or log in to **CareFirst WellBeing**. Go to **Your Wellness Resources**. Next, click **Health & Fitness**, then **Noom**. If you're eligible, you will be directed on how to create a Noom account through CareFirst.
- If you would like to speak with a member services representative, you can call CareFirst Member Services at 833-556-3163, Monday through Friday between 8 a.m.–9 p.m. ET. (Eligibility requirements apply.)

¹ Must meet eligibility requirements to participate in Noom as determined by results of online assessment.

² You must be an active DC government employee or under 65 retiree hired after October 1, 1987.

³ Comorbidities include high blood pressure, type 2 diabetes, high cholesterol, osteoarthritis of other joint/muscle issues, liver disease, heart disease, polycystic ovary syndrome (PCOS) and low testosterone.

⁴ If you already have a Noom account outside CareFirst, you can convert your personal account to a CareFirst-sponsored account by following the Noom registration/enrollment process through CareFirst WellBeingSM using the same email address as your personal Noom account. The registration will prompt additional screens asking if you want to transition your personal account to a CareFirst account. If you agree, your personal account will be converted.

⁵ Noom Med blood tests collect the following information: comprehensive metabolic panel, A1c, thyroid stimulating hormone, lipid panel. If you have had blood work within the past six months, you may upload this information via the app instead. If you live in Virginia, state regulations require you to get blood pressure and pulse readings as a part of your onscreen consultation with the Noom Med provider. A blood pressure cuff will be mailed to you once you are enrolled in the program.

⁶ If you live in Virginia, state regulations require you to take a blood pressure reading during a video visit with the Noom Med Care Team. You will be asked to provide your mailing address, and a complimentary blood pressure cuff and instructions will arrive from Amazon Prime in one to two days.

How do I enroll in Noom Med?

Once in the Noom app, if you're eligible for Noom Med, you'll see the message "You may qualify for medication: Noom Med" in your lessons for the day. Click the message to complete an assessment to be evaluated for Noom Med. The assessment will ask about your current weight, medications, medical conditions and goals for the program. Based on your results of the assessment, you may either be enrolled in Noom Med or remain in your current Noom program.

If eligible, once enrolled, Noom Med walks you through three phases—**Evaluation, Treatment and Maintenance**—to assess your current health and specific needs, then connects you with tools and resources to get you on your way.

- **Phase One—Evaluation:** To be considered for Noom Med, you will complete an online assessment about your current weight, medications and medical conditions. You'll also need to get blood work⁵ done, which the program covers. If you meet the eligibility criteria, you'll be enrolled in one of three Noom Med paths: 1) enhanced weight management support, 2) support with an AOM or 3) support with a GLP-1 medication. You'll then schedule an onscreen consultation with the Noom Med Care Team to review your medications, blood pressure⁶ and lab work, and to go over your customized treatment plan.
- **Phase Two—Treatment:** You and the Noom Med Care Team will review your assessment and discuss your results. You'll then receive a customized treatment plan, which may include an AOM, a GLP-1 medication or no medication. The team will monitor your progress, checking in frequently and reinforcing key concepts. Peer support groups are also available to offer support and accountability. You'll use the Noom app for about 10 minutes per day to read educational articles, do activities and use tracking tools. It's that simple.
- **Phase Three—Maintenance:** Everyone's journey to health and wellness is unique. If you reach your goal weight, congratulations! The Noom Med Care Team will work closely with you to discuss the next steps tailored to your experience. For those taking an AOM or GLP-1, this may mean tapering off the medication, while others may continue with different approaches. Regardless of your path, Noom will continue to support you through resources and tools available in Noom Weight.

How do I get the medication?

If you are prescribed a new AOM or GLP-1, the Noom Med Care Team will ask how you would like to get the medication (local pharmacy or mail order) and submit the prescription for you. You won't need to provide additional claims information. The full cost of the prescription will be managed and processed automatically through Noom and CareFirst.

What if I'm already taking an AOM or GLP-1 medication for weight management?

During your initial consultation, you'll work together with the Noom Med Care Team to review your current medications and how they are factored into your custom treatment plan.

Note: To have your AOM or GLP-1 prescriptions for weight management covered through CareFirst, they must be prescribed by the Noom Med Care Team. If you try to fill a GLP-1 prescription from another prescriber, such as your primary care provider, the prescription will be denied at the pharmacy. You'll need to call CareFirst Member Services at 833-556-3163 to discuss how to access care through Noom Med.

To get started, log in to the Noom app or register for Noom through CareFirst WellBeing.

Noom Med is administered by Noom, Inc., independent companies that provide health improvement management services to CareFirst members.

CareFirst WellBeing is administered by Sharecare, Inc., an independent company that provides health improvement management services to CareFirst members.

CareFirst BlueCross BlueShield is the shared business name of CareFirst of Maryland, Inc., Group Hospitalization and Medical Services, Inc., and First Care, 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.