

NOOM HEALTH

# Supporting women's health at work.

Noom's comprehensive  
guide for employers.



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## Introduction.

Welcome to Noom’s comprehensive guide on the vital importance of women’s health benefits. As Noom’s Medical Director, I am honored to embark on this crucial journey with you, shedding light on a topic that deserves our utmost attention and action. Women’s health is not just a segment of healthcare; it is a cornerstone of a thriving, balanced society. By supporting women’s health across all life stages, we empower individuals, families, and communities to flourish.

In recent years, we have witnessed growing acknowledgment of women’s unique health challenges. However, acknowledgment alone is insufficient. We must proactively address these challenges with targeted health benefits that support women through key life stages, from fertility and postpartum wellness through the transitions of perimenopause and menopause. This approach ensures that women not only survive but thrive in every aspect of their lives.

For women planning to start families, maintaining a healthy weight plays a crucial role in fertility and conception. Research shows that achieving and maintaining a healthy weight through sustainable lifestyle changes can significantly improve fertility outcomes. Our program supports women on this deeply personal journey, providing them with the tools and guidance needed to optimize their health for conception. This support continues through the postpartum period, helping mothers achieve their post-pregnancy weight loss goals while adjusting to their new role with confidence and vitality.

Perimenopause, menopause, and post-menopause are often overlooked in corporate health strategies, yet they affect a significant portion of the workforce. These stages present unique challenges that, when addressed through comprehensive benefits, can significantly improve women’s well-being and productivity. Our goal is to create an environment where women feel supported and can contribute fully.



My journey with Noom is deeply personal. Before becoming its medical director, I was a Noom member. This unique dual perspective allows me to vouch for our approach from both a broad, evidence-based standpoint and my own individual experience. Through Noom, I have learned a transformative new approach to behavior change that I have enthusiastically adopted in my own life. Now, I am passionate about sharing these life-changing principles with my loved ones and the individuals I serve professionally.

Noom’s commitment to advancing women’s health benefits is unwavering. Our programs provide comprehensive healthcare solutions that foster a culture of inclusivity and equality. This underscores our dedication to better health for women everywhere.

Together, we champion a future where women’s health is prioritized. I look forward to hearing about your successes on this transformative journey.

*Karen Mann*

Dr. Karen Mann  
Medical Director, Noom

# Overview.

Women's health encompasses distinct physical, emotional, and social needs that transform across key life stages. From fertility through menopause, each phase demands specific medical attention and preventive care strategies. With women making up 47% of the U.S. workforce, employers who prioritize women's health programs are not merely supporting diversity – they are protecting their core workforce and investing in sustained productivity.<sup>1</sup>

This playbook breaks down critical health stages chronologically, examining medical challenges and evidence-based solutions for employers. Each chapter provides concrete recommendations for comprehensive health coverage and wellness interventions. Throughout these sections, you will discover how Noom's targeted solutions can strengthen your existing healthcare framework and drive meaningful health outcomes.

Women's health requires an integrated approach that recognizes comprehensive clinical needs at every life stage. Research shows that early intervention and consistent support lead to better health outcomes and reduced healthcare costs. By implementing comprehensive health strategies, employers can create an environment where women thrive professionally while managing their health effectively. This guide equips you with practical, proven approaches to achieve these essential goals.

- **FERTILITY:** Obesity plays a significant role in fertility and conditions such as PCOS (Polycystic Ovary Syndrome) that affect women across the country. Studies have shown that obesity increases rates of infertility and can reduce the success rate of infertility treatments. Weight loss and regulating insulin levels are two keys to managing PCOS. Employers can best support members in this stage by offering evidenced-based solutions that address long-term sustainable behavior change, and weight loss programs like Noom to support women in this stage.
- **POSTPARTUM:** Providing resources to support positive lifestyle changes, metabolic function, and emotional resilience offers women options to feel supported throughout their health journey, whether managing work responsibilities, taking time off, or transitioning back to the workplace. These tools aim to benefit women across various life and work circumstances.
- **PERIMENOPAUSE & POST-MENOPAUSE:** Also marked by significant changes in hormones, these life stages are often associated with a range of symptoms including belly weight gain, brain fog, mood regulation, and sleep disruptions. Noom offers a variety of solutions for women in these stages that can help with symptom management, weight maintenance or loss and productivity enhancement.



# Nurturing fertility.

How Noom supports employee reproductive health with comprehensive care.



For many women, starting a family remains a cherished milestone, yet a growing number face challenges with conception. Infertility rates among married women in the United States are rising, with the percentage of those aged 18 to 49 who are infertile increasing from 6.7% to 8.7% between 2011 and 2019.<sup>2</sup> This unsettling trend underscores the importance of comprehensive benefits plans supporting women's reproductive health and well-being. Research suggests that mental health support and lifestyle medicine interventions that contribute to improved overall health may also positively influence fertility outcomes.<sup>3</sup>

The financial implications of fertility treatments further highlight the urgency of addressing this issue. According to a 2021 workplace survey, employers that offer fertility benefits allocate an average of \$36,000 per employee.<sup>4</sup> Additionally, a recent study found that 12% of women of childbearing age in the U.S. have sought fertility treatments, emphasizing the significant investment required.<sup>5</sup>

Given these challenges and the associated costs, employers have a unique opportunity to support women in their workforce in realizing these personal milestones. By providing access to comprehensive benefits that promote mental health and lifestyle medicine, employers can safeguard the long-term health of their workforce while enhancing employee satisfaction, loyalty, and productivity.

## THE IMPACT OF OBESITY ON FERTILITY.

Maintaining a healthy weight enhances women's reproductive health by promoting regular, reliable ovulation.<sup>6</sup> Recent studies highlight that women with obesity are three times more likely to suffer from infertility compared to those with a normal BMI.<sup>7</sup> Additionally, it has been shown that obesity can reduce the success rates of assisted reproductive technologies such as in-vitro fertilization (IVF).

A 2021 study found that women with higher BMIs had significantly lower pregnancy, implantation, and live birth rates in IVF cycles. Specifically, the pregnancy rate for women with normal BMI (18.5-24.9) was 67.2%, compared to 41.9% for overweight (BMI 25-29.9) and 39.5% for obesity (BMI  $\geq$ 30). Similarly, the live birth rate dropped from 89.6% for women with normal BMI to 52.3% for overweight and 39.5% for obesity.<sup>8</sup> Obesity also correlates with higher rates of miscarriage and pregnancy complications, including gestational diabetes, hypertensive disorders, thromboembolic events, and increased rates of cesarean sections.<sup>9</sup>

# Women's fertility by the numbers.

## INCREASED INFERTILITY RISK

**3x**

Women with obesity are **3x more likely** to present with infertility compared to women with a normal BMI<sup>10</sup>

## IVF SUCCESS RATES

**67.2%**

**Normal weight (BMI 18.5-24.9):** 67.2% pregnancy rate in IVF cycles<sup>11</sup>

**41.9%**

**Overweight (BMI 25-29.9):** 41.9% pregnancy rate<sup>12</sup>

**39.5%**

**Obesity (BMI ≥ 30):** 39.5% pregnancy rate<sup>13</sup>

## MISCARRIAGE RATES

**13.6% vs 10.7%**

Obesity vs. normal BMI: **13.6%** vs. **10.7%** miscarriage rate<sup>14</sup>

**.4% vs .1%**

Recurrent early miscarriage: **0.4%** in women with obesity vs. **0.1%** in women with normal BMI<sup>15</sup>

**46% vs 43%**

Recurrent miscarriage: **46%** miscarriage rate in women with obesity vs. **43%** in women without obesity<sup>16</sup>

## WEIGHT LOSS WITH NOOM

**46.7%**

**46.7%** of participants in a Noom study achieved over 5% body weight loss in approximately 8 months<sup>17</sup>



“Given the significant impact of obesity on fertility, weight management programs can be a crucial component of improving women’s reproductive health,” says Noom Medical Director Karen Mann. “Noom’s behavior change approach fosters sustainable weight loss and helps alleviate stress and anxiety, offering significant benefits to women trying to conceive.”

A Noom-led study involving 35,921 participants, of which 78.4% were females, revealed that 46.7% achieved over 5% body weight loss in approximately eight months using Noom Weight. This significant weight reduction underscores the program’s potential in helping individuals reach and maintain a healthy weight, which can play a vital role in improving fertility.<sup>18</sup>

### PRENATAL PROGRAMMING: SHAPING FUTURE HEALTH.

Recent research highlights the role of prenatal programming in children’s long-term health. Prenatal programming describes how a mother’s environment—including nutrition, metabolic health, and stress exposure—affects fetal development. This process has been linked to an increased risk of obesity, type 2 diabetes, and cardiovascular diseases later in life. Maintaining a healthy weight during pregnancy is crucial for maternal health and preventing adverse outcomes in future generations.

A 2017 *British Medical Journal* review found children of mothers with obesity are 15-30% more likely to develop obesity by adolescence. Maternal obesity doubles gestational diabetes risk, increasing a child’s likelihood of metabolic disorders, including type 2 diabetes. Epigenetic modifications in metabolism and fat storage genes play a key role in prenatal programming, imprinting long-term effects on child health.<sup>19</sup>

These findings underscore the importance of pre-pregnancy health. Noom’s Dr. Mann explains, “Going into pregnancy at a healthy weight significantly improves outcomes. A mother’s metabolic health imprints on the

“Noom’s behavior change approach fosters sustainable weight loss and helps alleviate stress and anxiety, offering significant benefits to women trying to conceive.”

DR. KAREN MANN  
MEDICAL DIRECTOR  
NOOM

growing fetus’s metabolic health. Maintaining a healthy weight before and during pregnancy increases the baby’s likelihood of maintaining a healthy weight.” This perspective highlights the value of weight management programs, such as Noom’s, in supporting women’s optimal health before and during pregnancy.

**A GLP-1 ‘BABY BOOM’?**

In recent years, GLP-1s have emerged as a groundbreaking solution for diabetes management and weight loss. These medications are also thought to have a far-reaching impact on the hormonal pathways linked to reproductive health: Researchers have identified GLP-1 and its receptor in critical reproductive tissues, including the hypothalamus, pituitary, and ovary, indicating that GLP-1 receptor activation may significantly influence reproductive functions.<sup>20</sup>

Anecdotal reports of “Ozempic babies” have flooded social media, with many women sharing stories of successful conception while using semaglutide medications .<sup>21</sup> Some experts believe the weight loss and metabolic improvements facilitated by GLP-1s can be pivotal in enhancing fertility. However, it is also essential to consider that GLP-1 medications may alter the absorption of oral contraceptives, potentially affecting their efficacy.<sup>22</sup> Ultimately, when properly prescribed, GLP-1 medications may help address obesity-related fertility challenges through effective weight management.



**NEW HOPE FOR WOMEN WITH PCOS.**

Recent studies have highlighted the potential benefits of GLP-1 medications for women with polycystic ovary syndrome (PCOS), a condition marked by hormonal imbalances, irregular menstrual cycles, and ovarian cysts.<sup>23</sup> While GLP-1 agonists are not FDA-approved specifically for treating PCOS, some doctors are prescribing them off-label due to their potential benefits.

Weight loss is a key factor in managing PCOS symptoms, as it can improve insulin resistance and regulate menstrual cycles, thereby enhancing fertility.<sup>24</sup> GLP-1 medications have shown promise in promoting weight loss and addressing insulin resistance, which can help improve ovulatory function. Key benefits may include:

- 

**Regulated ovulation:**  
Regular periods make predicting your most fertile days easier.<sup>25</sup>
- 

**Balanced insulin levels:**  
Improved insulin regulation leads to more stable hormonal cycles, reduced hunger, and less fat storage.<sup>26</sup>
- 

**Reduced ovarian cysts:**  
Fewer cysts can improve ovarian function.<sup>27</sup>
- 

**Healthy endometrium:**  
A healthy uterine lining improves the chances of successful egg implantation.<sup>28</sup>

Alongside GLP-1 treatment, lifestyle interventions such as a balanced diet and regular physical activity are crucial for comprehensive PCOS management.<sup>29</sup>

# Myths vs facts.

Why fertility benefits matter to your workforce.

**MYTH:** Only a few employees would utilize fertility-related support.

**FACT:** A growing number of individuals are impacted by infertility. Offering support for family-planning issues can attract a broader talent pool and support those who may need it in the future.

**MYTH:** Lifestyle and weight management interventions have little impact on fertility.

**FACT:** Research indicates that lifestyle changes and weight management can positively influence fertility outcomes, helping employees address obesity-related fertility challenges and improve their overall health.

**MYTH:** Including fertility-related support in our benefits plan is too expensive.

**FACT:** Supporting fertility through behavior change and weight management programs can reduce long-term costs by lowering turnover and absenteeism, while boosting employee satisfaction and loyalty.

**MYTH:** Fertility-related support is not as crucial as other health benefits.

**FACT:** Fertility support through lifestyle interventions and weight management can profoundly impact employees' lives, while contributing to overall well-being.

**MYTH:** Fertility-related support will be misused or overused by employees.

**FACT:** Properly managed lifestyle interventions and weight management programs are used by those who genuinely need them, providing essential support without misuse.

## FOSTERING A FERTILITY-FRIENDLY WORKPLACE.

Supporting women's reproductive health presents a valuable opportunity for employers. By offering holistic benefits, companies can create a family-friendly environment that enhances both personal well-being and professional growth.

Noom's evidence-based approach to behavior change and weight management positions it as an ideal partner for employers looking to enhance their benefits offerings.

Here is how Noom can help:



**NOOM WEIGHT:** This program helps women optimize their fertility journey through sustainable lifestyle changes, including personalized fitness and nutrition guidance, paired with 1:1 coaching and peer support.



**NOOM DIABETES PREVENTION PROGRAM:** Noom's CDC Full Plus Recognized Diabetes Prevention Program (DPP) helps women achieve optimal metabolic health, essential for enhancing fertility and reducing the risk of conditions like gestational diabetes that can impact pregnancy.



**NOOM GLP-1 COMPANION:** This app-based solution provides tailored guidance for those using GLP-1 medications for weight loss, potentially supporting fertility and improving the chances of a successful pregnancy.



**NOOM MED:** Noom Med offers specialized obesity care. Members benefit from 1:1 video consultations with obesity specialists, receiving tailored treatment, medication management, and ongoing support, all of which can help optimize fertility and improve reproductive health.

"At Noom, our holistic approach to health aligns perfectly with women's fertility goals. In a study of Noom members, where the overwhelming majority of participants were women, 78% experienced successful weight loss using the app.<sup>30</sup> If having children is part of your plan, our program is designed to help you reach a healthy weight, setting the stage for a successful pregnancy when you are ready," said Noom Clinical Solutions Consultant Jennifer Jones.

By integrating Noom's innovative programs into their benefits packages, employers can provide the necessary support for women striving to optimize their health and fertility. This investment benefits individual employees and strengthens organizational performance.

# Fertility benefits: How much do you know?

## 1. WHY SHOULD EMPLOYERS PROVIDE SPECIFIC SUPPORT FOR FERTILITY ISSUES?

- A** It is required by law.
- B** It demonstrates a commitment to employee care.
- C** It has no impact on employee productivity.
- D** It only benefits a few employees.

## 2. HOW CAN INCLUDING LIFESTYLE INTERVENTIONS AND WEIGHT MANAGEMENT IN A BENEFITS PLAN SAVE MONEY?

- A** Reducing health benefit options
- B** Lowering turnover and absenteeism.
- C** Increasing HR workload.
- D** Making employees work longer hours.

## 3. WHAT PERCENTAGE OF WOMEN OF CHILDBEARING AGE IN THE U.S. HAVE TURNED TO FERTILITY TREATMENTS?

- A** 5%
- B** 8%
- C** 12%
- D** 20%

## 4. HOW DO GLP-1 MEDICATIONS POTENTIALLY BENEFIT WOMEN WITH POLYCYSTIC OVARY SYNDROME (PCOS)?

- A** By increasing the number of ovarian cysts.
- B** By improving insulin resistance and promoting weight loss.
- C** By decreasing menstrual regularity.
- D** By reducing the levels of all hormones in the body.

Answers: B, B, C, B

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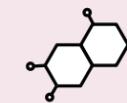
# Embracing postpartum health.

How Noom supports new mothers' journeys back to wellness.

The postpartum period is a time of profound transformation: new mothers often experience a combination of joy and exhaustion as they navigate the arrival of a newborn. However, this life stage often brings unexpected challenges: hormonal shifts, physical recovery, emotional adjustments, and the relentless demands of infant care. These challenges require more than lip service—they demand comprehensive support. Recognizing this, employers and payors should understand that investing in postpartum health not only supports women's recovery but also directly impacts healthcare costs and workforce productivity.

## UNDERSTANDING POSTPARTUM WEIGHT GAIN—AND LOSS.

Postpartum weight retention (PPWR) is common yet often misunderstood. Approximately 60 to 80% of women retain at least 22 lbs. after childbirth, and only 20% return to their pre-pregnancy weight within three months of delivery.<sup>1</sup> Several factors contribute to this postpartum weight retention:



### Hormonal changes:

The sharp decline in estrogen and progesterone levels after childbirth disrupts metabolism.<sup>2</sup>



### Lifestyle adjustments:

The all-consuming demands of caring for a newborn often lead to irregular eating patterns, decreased physical activity, and chronic sleep deprivation, all of which contribute to weight gain.



### Emotional eating:

The stress and emotional upheaval of this life stage can lead to overeating or poor dietary choices.

These weight-related challenges carry significant health implications:



**Gestational weight gain (GWG):**

According to the Institute of Medicine (IOM) guidelines, recommended weight gain during pregnancy varies by a woman’s pre-pregnancy BMI: 28-40 lbs. for underweight, 25-35 lbs. for normal weight, 15-25 lbs. for overweight, and 11-20 lbs. for obese. Women who exceed these recommendations tend to retain more weight postpartum.<sup>3</sup>



**Cardiovascular risk factors:**

Studies show that women who retain more weight postpartum face progressively worsening cardiovascular risk factors, including higher triglycerides, LDL, and glucose levels, over the first five years postpartum. A weight gain of ≥6% is independently associated with a higher risk of pre-diabetes/diabetes within five years.<sup>4</sup>



**Metabolic outcomes in women with gestational diabetes:**

Higher postpartum weight retention is linked to adverse metabolic outcomes, such as elevated fasting glucose and HbA1c levels, at one year postpartum.<sup>5</sup>

Adhering to IOM guidelines for GWG and engaging in behavioral weight management interventions, such as dietary changes and regular exercise, can effectively manage long-term PPWR.<sup>6</sup>

**HORMONAL SHIFTS AND MENTAL HEALTH IN POSTPARTUM RECOVERY.**

Postpartum hormonal changes significantly impact both physical and mental well-being. Estradiol, progesterone, oxytocin, cortisol, and thyroid hormones contribute to postpartum depression (PPD). The dramatic shifts in these hormone levels, coupled with the physical exhaustion and emotional demands of newborn care affects about 1 in 7 mothers.<sup>7</sup> Understanding these neuroendocrine changes is essential for addressing the mental health challenges new mothers face.<sup>8</sup>

In addition to the 14% affected by PPD, postpartum anxiety is estimated to affect 13-40% of new mothers.<sup>9</sup> Depression, anxiety, and stress are closely linked to PPWR, contributing to negative health outcomes and increased risks in future pregnancies.<sup>10</sup> Addressing these mental health issues is crucial for overall well-being and effective weight management.

**THE ROLE OF GLP-1S IN POSTPARTUM HEALTH.**

GLP-1 (glucagon-like peptide-1) receptor agonists have shown remarkable promise in managing type 2 diabetes and aiding in weight loss. These medications enhance insulin secretion, suppress appetite, and slow gastric emptying, making them particularly beneficial for postpartum women struggling with weight retention and metabolic health.

A 2019 study highlighted the benefits of GLP-1s for postpartum women with a history of gestational diabetes. Those treated with a combination of liraglutide and metformin saw significant improvements in weight loss and metabolic health compared to those treated with metformin alone. This combination therapy resulted in better insulin sensitivity, substantial weight loss, and reduced central adiposity, along with improvements in triglyceride levels and other lipid ratios.<sup>11</sup>

However, it is essential to understand the timing and safety of GLP-1 usage:



**When not to use GLP-1s:**

These medications should be avoided during pregnancy and breastfeeding due to potential risks to the mother and child.<sup>12</sup> Additionally, women who had a cesarean birth may need to delay starting these medications until they fully recover.



**When to use GLP-1s:**

Once no longer pregnant or breastfeeding and after complete recovery from childbirth, including cesarean section, GLP-1s can be considered under medical supervision.

“Our programs are designed to provide the tools and support women need to cultivate their well-being during this pivotal stage of motherhood.

DR. KAREN MANN  
MEDICAL DIRECTOR  
NOOM

Postpartum health by the numbers.

**60-80%**

The estimated percentage of women who retain at least 22 lbs. after childbirth.<sup>13</sup>

**90%**

The increase in healthcare expenses for women with postpartum depression (PPD) compared to those without.<sup>14</sup>

**14%**

The estimated percentage of new mothers in the U.S. affected by postpartum depression.<sup>15</sup>

**20%**

The increase in mental wellness reported by Noom Weight members in a recent survey highlights the effectiveness of Noom’s psychology-powered program in supporting overall well-being.<sup>16</sup>

**80%**

The percentage of Noom members who gave birth in the last two years and experienced more than a 2-unit reduction in BMI at week 24 of the program.<sup>17</sup>



# Myths vs facts.

Supporting postpartum health in today's workplace.

## IMPACT OF POSTPARTUM HEALTH ON THE WORKPLACE.

The ripple effects of postpartum health issues extend into the professional realm. PPWR and PPD can lead to increased healthcare costs and reduced productivity. Women suffering from PPD incur 90% higher healthcare costs and experience presenteeism and absenteeism, significantly impacting workplace productivity.<sup>18</sup>

## NOOM'S IMPACT ON POSTPARTUM MOTHERS.

A retrospective data analysis of Noom members who had given birth in the last two years revealed significant results. Participants saw a significant decrease in BMI at week 24, with 80% experiencing more than a 2-unit reduction in BMI. Participants who completed the program lost significantly more weight than starters. At 16 weeks, the average weight loss for all participants was 8.3 lbs.<sup>19</sup>

**✗ MYTH:** Breastfeeding guarantees weight loss.

**✓ FACT:** Breastfeeding burns calories but does not guarantee weight loss. Diet, activity, and metabolism also play important roles. New mothers can achieve their health goals with the help of personalized programs, such as Noom, regardless of whether they are breastfeeding.

**✗ MYTH:** Postpartum depression only affects women immediately after birth.

**✓ FACT:** Postpartum depression can occur anytime within the first year after childbirth. Symptoms may develop gradually, affecting a mother's self-care and baby care abilities.

**✗ MYTH:** Once you have gained weight during pregnancy, it is impossible to lose it.

**✓ FACT:** Weight gain during pregnancy can be lost through healthy eating, regular exercise, and support programs. Persistence and tailored approaches help achieve long-term weight management goals.

**✗ MYTH:** Only mothers who had complicated pregnancies will struggle with postpartum mental health.

**✓ FACT:** Any new mother can experience postpartum mental health issues, regardless of pregnancy complications. Hormonal changes, personal history, and social support influence mental health.

**✗ MYTH:** GLP-1 medications are unsafe for postpartum women.

**✓ FACT:** GLP-1 medications can support postpartum weight management when prescribed under medical supervision, though they should be avoided during pregnancy and breastfeeding.

# Tackling postpartum depression with Noom.

Contrary to its depiction in popular media, PPD is not just the “baby blues.” It is a serious condition affecting about 14% of new mothers in the United States, with symptoms that can severely disrupt daily life and overall health.<sup>20</sup> Postpartum anxiety, which affects 13-40% of new mothers, often occurs alongside PPD. However, both conditions are frequently underreported and underdiagnosed, suggesting the true prevalence is likely higher.<sup>21</sup>

## THE ECONOMIC IMPACT OF PPD.

Beyond the emotional toll on new mothers and their children, PPD has broader implications for employers and payors:



**Healthcare costs:** Women with PPD face healthcare expenses that are 90% higher than those without PPD, underscoring the need for effective interventions.<sup>22</sup>



**Workplace productivity:** PPD impacts productivity through presenteeism (working while unwell) and absenteeism (missing work). In the U.S., productivity losses linked to absenteeism and presenteeism cost U.S. employers \$2,945 per employee a year.<sup>23</sup>

## CBT: THE GOLD STANDARD FOR PPD.

Cognitive behavioral therapy (CBT) is widely recognized as the most effective treatment for PPD. CBT helps mothers challenge and change negative thought patterns, significantly reducing symptoms. A systematic review and meta-analysis of randomized controlled trials confirm CBT’s effectiveness in improving mental health for new mothers.<sup>24</sup>



## HOW NOOM LEVERAGES CBT.

Here is how Noom leverages CBT-based techniques to help all members change their behaviors:



**Behavioral tracking:** Encourages members to track daily activities, identifying patterns and triggers.



**Thought restructuring:** Includes exercises to challenge and change negative thought patterns, helping members adopt more balanced perspectives.



**Goal setting:** Emphasizes realistic, achievable goals to promote gradual progress and a sense of accomplishment.

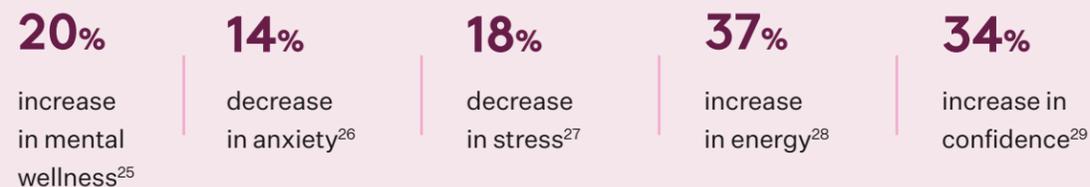


**Stress management:** Provides mindfulness and relaxation techniques to manage postpartum stress.



**Community engagement:** Fosters a supportive community where members share experiences and encouragement, combating feelings of isolation.

The effectiveness of Noom’s psychology-powered program in improving mental well-being is evident. In a cross-sectional analysis of 3,485 Noom Weight members, participants retrospectively self-reported:



Noom’s CBT-informed solutions help new mothers manage their mental and physical health, reducing healthcare costs and improving workplace productivity.

## HOW NOOM SUPPORTS POSTPARTUM HEALTH.

Noom's comprehensive approach to health and wellness is designed to support new mothers through four key programs:



**NOOM WEIGHT:** This program helps women achieve and maintain a healthy weight through sustainable behavior changes, nutritional counseling, 1:1 coaching, and community support. By promoting healthy weight loss, Noom Weight reduces the risk of long-term weight retention and associated chronic conditions.



**NOOM DIABETES PREVENTION PROGRAM (DPP):** Noom's CDC Full Plus Recognized DPP supports new mothers in achieving optimal metabolic health, which is crucial for managing the aftereffects of conditions like gestational diabetes that can complicate postpartum recovery.



**NOOM GLP-1 COMPANION:** Noom's GLP-1 Companion offers behavior change support for postpartum mothers using GLP-1 medications for weight loss, helping them address unique post-pregnancy health challenges.



**NOOM MED:** Members access 1:1 video visits with obesity specialists for tailored treatment, medication management, and continuous support. Noom Med's comprehensive approach ensures postpartum women receive the care and guidance needed to optimize their health and well-being.

With these programs, Noom provides a robust support system designed to address both the physical and mental health challenges of the postpartum period. By focusing on evidence-based methods and personalized care, Noom helps new mothers achieve their wellness goals, benefiting both their personal and professional lives.

"Noom is committed to supporting new mothers through the critical postpartum period," says Noom Medical Director Karen Mann. "Our programs are designed to provide the tools and support women need to cultivate their well-being during this pivotal stage of motherhood."

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# Redefining perimenopause.

A new approach to midlife health is reshaping how employers view and support employee wellbeing.

Perimenopause, an often overlooked life stage, affects millions of women in their prime working years. Despite its prevalence, it remains absent from public discourse and workplace policies. Its physical and emotional challenges impact workplace productivity and healthcare costs, with researchers estimating menopause-related issues cost the U.S. economy \$26.8 billion annually.<sup>1</sup> For employers and payors, addressing perimenopause is not just about employee health—it is a critical operational issue that affects organizational performance. Creating environments where women can thrive professionally during this transition is both an ethical imperative and a sound business strategy.

## UNDERSTANDING PERIMENOPAUSE AND ITS IMPACT ON WOMEN'S HEALTH.

Perimenopause marks a significant transition in a woman's life, typically beginning in the 40s but sometimes as early as the late 30s. This phase can last several years, ending when a woman has gone 12 consecutive months without a menstrual period, at which point menopause is officially confirmed, and post-menopause begins.<sup>2</sup> During perimenopause, fluctuating hormone levels, especially the decline in estrogen, lead to profound changes in both physical and mental health.

One of the most challenging aspects of perimenopause is weight gain. On average, women gain about 2 to 5 pounds during this transition, with some gaining more, especially those who are already overweight.<sup>3</sup> However, perimenopause shifts more than numbers on a scale—it changes where fat accumulates. Belly or visceral fat increases during this time, posing serious health risks. Unlike fat stored in other parts of the body, visceral fat is linked to higher risks of chronic diseases, including type 2 diabetes, heart disease, and certain cancers. As estrogen levels drop, this redistribution becomes more pronounced, making weight management increasingly challenging for many women.<sup>4</sup>

“Menopause is challenging enough, with all of the inconvenient symptoms that can come along with it. When you add the additional stressor of weight gain, the whole process can become overwhelming,” says Noom Medical Director Karen Mann. “Support through this life phase is imperative and includes all wellness modalities, from nutrition and community support to mindfulness and medical care.”

Addressing perimenopause requires a comprehensive strategy. Noom emphasizes sustainable lifestyle changes by equipping women with personalized plans for balanced nutrition, regular exercise, and stress management. This support helps women navigate the physical and emotional challenges of perimenopause while maintaining their health.

A 2023 study of the Noom Weight program, which included a majority of female participants, found that 75% of members maintained at least 5% of their weight loss one year after completing the program, with 64% maintaining it for two years. These results suggest that behavioral interventions such as Noom's can be particularly effective in addressing the weight gain associated with perimenopause.<sup>5</sup>

Recent research emphasizes the growing importance of digital health interventions. A 2022 analysis of studies found that app-based solutions led to modest increases in physical activity and improvements in menopause-related symptoms, such as weight management. The review, which included both perimenopausal and postmenopausal women, highlighted one study where midlife women increased their moderate to vigorous physical activity by 61 minutes per week after 16 weeks of using a mobile app, resulting in benefits like weight reduction and better sleep quality. It also cited another study that showed a significant decrease in waist circumference and overall improvements in menopause-specific quality of life after using a mobile app paired with wearable activity trackers. These findings underscore the potential of technology-driven solutions to support women throughout the menopausal transition.<sup>6</sup>

#### THE ROLE OF GLP-1S IN MANAGING PERIMENOPAUSAL SYMPTOMS.

Perimenopause increases women's risk of metabolic disorders and cardiovascular disease, primarily due to visceral fat accumulation. GLP-1 receptor agonists such as Wegovy and Zepbound offer targeted management of these risks. These medications enhance insulin sensitivity, countering the insulin resistance common in perimenopause. Improving insulin response can significantly reduce type 2 diabetes risk in susceptible individuals. Some GLP-1s have also shown potential in lowering cardiovascular event risk, particularly in patients with type 2 diabetes or established cardiovascular disease.<sup>7</sup>

A 2020 study demonstrated that GLP-1s and similar antidiabetic agents can significantly reduce visceral fat, restore insulin sensitivity, and inhibit the release of



inflammatory mediators contributing to cardiometabolic risk. These findings highlight the potential of GLP-1s to not only aid in weight management but also protect against the broader health risks associated with perimenopause.<sup>8</sup>

GLP-1 medications effectively promote weight loss but may come with a significant drawback: loss of lean muscle mass. This potential side effect is particularly worrisome for perimenopausal women, who are already at an increased risk for bone density issues. The

combination of muscle loss and high-fat mass can lead to sarcopenic obesity, a condition that further complicates efforts to maintain bone density and overall health.<sup>9</sup>

Noom GLP-1 Companion helps members optimize the benefits of GLP-1 therapy while mitigating potential risks. This program frontloads protein-focused nutrition guidance, essential for preserving lean muscle mass during weight loss, and its Muscle Defense™ exercise regimen, designed to maintain and build muscle strength. A Noom-led retrospective study on the early stages of

## Perimenopause by the numbers.

### 13.4%

The percentage of employed women aged 45 to 60 who reported at least one adverse work outcome due to menopause symptoms.<sup>10</sup>

### 15.6x

The increased likelihood that women with severe perimenopausal symptoms will experience adverse work outcomes compared to those with milder symptoms.<sup>11</sup>

### \$26.8 billion

The estimated annual cost to the U.S. economy due to menopause-related issues, including those from perimenopause, driven by lost workdays, medical expenses, and reduced productivity.<sup>12</sup>

### 54%

The percentage of women who believe their employers should provide more support for menopause.<sup>13</sup>

### 64%

The percentage of participants who maintained at least 5% of their weight loss two years after completing Noom Weight.<sup>14</sup>

this program revealed that participants who actively engaged with Noom GLP-1 Companion experienced significantly better outcomes: they adhered to their GLP-1 medication longer, achieved more significant weight loss (averaging 11.8% of their initial body weight), and reported higher satisfaction with their weight loss journey compared to those who did not fully engage.<sup>15</sup>

For perimenopausal women on GLP-1 therapy, birth control options may warrant consideration. Weight loss can increase fertility, and there are concerns about GLP-1s potentially reducing oral contraceptive effectiveness. Since injectable contraceptives may contribute to weight gain, an IUD or barrier methods (such as condoms with spermicide) may be more suitable. Healthcare providers can help determine the best approach based on individual circumstances.<sup>16</sup>

### HOW PERIMENOPAUSE IMPACTS THE BRAIN.

Perimenopause is not just a reproductive transition – it also marks a significant neurological shift. This life stage is characterized by disruptions in estrogen-regulated systems that affect cognitive function, mood regulation, and sleep. Estrogen plays a crucial role in the brain, influencing neurotransmitter systems that govern mood, memory, and cognition. As estrogen levels fluctuate and decline during perimenopause, these changes can lead to mood swings, increased anxiety, and a higher risk of depression.<sup>17</sup> Many perimenopausal women also experience “brain fog,” which often manifests in memory lapses, concentration difficulties, and slower cognitive processing.<sup>18</sup>

The decline in estrogen significantly impacts executive function—a set of cognitive processes including planning,

working memory, attention, and problem-solving. These functions are crucial for daily task management and mental clarity. As estrogen levels drop, neural pathways supporting these cognitive functions become disrupted.<sup>19</sup> This disruption can lead to difficulties in decision-making, focus, and multitasking. These challenges often peak during early perimenopause, potentially affecting a woman’s personal and professional life.<sup>20</sup>

Unaddressed cognitive issues during perimenopause may serve as a critical tipping point, potentially increasing the risk of neurodegenerative diseases later in life. This possibility underscores the importance of early intervention and comprehensive support during this transitional period.<sup>21</sup>

The 2022 pilot randomized controlled trial with 50 participants on Noom Weight demonstrated improved

weight loss outcomes and better brain functioning in participants. Specifically, the Noom group maintained or improved their performance on tasks related to executive functioning, such as inhibitory control and mental flexibility, while the control group experienced declines. These tasks are crucial for managing behaviors like impulse control and attention, which play significant roles in weight management. Additionally, the Noom group showed greater accuracy in cognitive tasks like the Flanker and Stroop tasks, indicating better brain functioning during the 16-week intervention. Alongside cognitive benefits, Noom participants lost an average of 7.1 pounds compared to a 1-pound gain in the control group.<sup>22</sup>

These findings suggest that digital interventions based on cognitive-behavioral therapy (CBT), such as Noom,



# Myths vs facts.

Why addressing perimenopause in your benefits plans matters.

**MYTH:** Perimenopause symptoms are minor and will go away on their own.

**FACT:** Ignoring symptoms like weight gain, sleep disruptions, and mood swings may increase health risks. Proactive lifestyle changes and medical guidance can help maintain well-being during this phase.

**MYTH:** Perimenopause only impacts women's periods.

**FACT:** More than menstrual changes occur. Mood swings, cognitive symptoms, and sleep disturbances can impact personal and professional life.

**MYTH:** Perimenopause only concerns older women.

**FACT:** Hormonal changes can begin in a woman's late 30s or 40s, marking the start of a transitional phase that spans several years and brings both physical and emotional shifts.

**MYTH:** Gaining weight during perimenopause is inevitable.

**FACT:** Weight gain is not inevitable during this life stage: holistic approaches combining nutrition, exercise, and stress management can effectively control weight.

**MYTH:** The cognitive impairments women experience during perimenopause are just part of getting older.

**FACT:** Cognitive impairments are linked to hormonal shifts, not just aging. CBT and healthy lifestyle choices can improve mental clarity during this transition.

could be particularly valuable in helping individuals sustain cognitive performance while managing weight, especially during major transitional periods like perimenopause.

## THE HIDDEN COSTS OF PERIMENOPAUSE IN THE WORKPLACE.

In warehouses, offices, and boardrooms across the country, a significant but often invisible force is shaping the experiences of millions of working women. Perimenopause, which affects roughly half of the workforce in their prime working years, profoundly impacts individual careers, workplace dynamics, and the broader economy.

Two recent studies have sought to measure the extent of this impact. A comprehensive survey conducted by the Mayo Clinic in 2023 of 4,440 employed women aged 45 to 60 revealed that 13.4% reported at least one adverse work outcome due to menopause symptoms.<sup>23</sup> These outcomes ranged from missed workdays to reduced hours and, in some cases, even job changes or early retirement.

The severity of symptoms plays a crucial role. Women experiencing the most severe symptoms were 15.6 times more likely to report an adverse work outcome compared to those with milder symptoms.<sup>24</sup> This stark difference underscores the variability of the perimenopause experience and its potential to disrupt professional lives.

Translating these individual experiences into economic terms reveals a startling picture. Lost workdays alone due to menopause symptoms cost an estimated \$1.8 billion annually in the United States. When factoring in medical expenses and over-the-counter treatments, the total economic burden soars to approximately \$26 billion per year.<sup>25</sup>

Yet, despite these substantial costs, menopause remains largely unaddressed in many workplaces. According to a 2023 AARP survey, nearly a third of workers and almost four in ten employers report that the topic is simply not discussed.<sup>26</sup> This silence perpetuates a cycle where

women struggle privately with symptoms that affect their work while employers remain unaware of the need for support.

Racial and ethnic disparities further complicate the issue. Black and Hispanic women report significantly higher rates of adverse work outcomes related to menopause symptoms compared to their white counterparts.<sup>27</sup> This disparity highlights the need for nuanced, culturally sensitive approaches to addressing perimenopause in diverse workplaces.

However, signs of growing awareness and a desire for change are emerging. A majority of employers (73%) and women (54%) agree that employers need to do more to support workers in menopause. Additionally, a growing number from both these groups are calling on policymakers to ensure access to high-quality, personalized menopause care.<sup>28</sup>

The impact of perimenopause in the workplace presents both challenges and opportunities for organizations. As research advances, there is growing evidence of the need for targeted support strategies. Addressing perimenopause-related issues in professional environments will likely contribute to improved employee retention rates, enhanced productivity, and more positive health outcomes for women in this demographic.

“Menopause is challenging enough, with all of the inconvenient symptoms that can come along with it. When you add the additional stressor of weight gain, the whole process can become overwhelming.”

DR. KAREN MANN  
MEDICAL DIRECTOR  
NOOM

## 5. HOW NOOM SUPPORTS PERIMENOPAUSAL WOMEN.

Noom offers a comprehensive suite of programs that effectively address the challenges women face during this life transition:



**NOOM WEIGHT:** This program helps individuals manage weight gain through sustainable behavior change and offers nutritional guidance, 1:1 coaching, and community support. For perimenopausal women, Noom Weight can be particularly beneficial for addressing the mood fluctuations often experienced during this transition.



**NOOM DIABETES PREVENTION PROGRAM ( ):** Noom's CDC Full Plus Recognized DPP supports optimal metabolic health through lifestyle changes and weight management. This approach is particularly helpful during perimenopause when metabolic shifts and weight gain can become more challenging to manage.



**NOOM GLP-1 COMPANION:** Designed specifically for those on GLP-1 medications, this program maximizes weight loss outcomes through personalized nutrition planning and sustainable behavior modification. The comprehensive support system helps perimenopausal women optimize their medication's effectiveness while adapting to physical and psychological changes.



**NOOM MED:** This program provides 1:1 video consultations with clinicians for personalized obesity treatment, medication management, and ongoing support—a valuable option for women looking to manage perimenopausal weight changes.

“By making Noom’s suite of programs available to their populations, employers can provide comprehensive support that addresses the unique health challenges of this life stage. Our evidence-based approach not only helps women navigate perimenopause more effectively but also contributes to improved health outcomes, increased productivity, and potentially reduced healthcare costs,” says Noom Clinical Solutions Consultant Jennifer Jones. “Investing in women’s health during this critical transition is not just good for employees—it is good for business.”

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# Navigating postmenopause.

As women continue to work longer into their careers, employers must adapt their wellness strategies to support this dynamic and growing demographic.



Postmenopausal women represent a growing segment of today's workforce. As more women advance their careers through and after menopause, employers need to adapt. Clear policies and health initiatives can improve both employee well-being and company performance.

The importance of this demographic is clear: As of April 2023, women aged 55 and older make up just over 10% of the workforce, a significant increase from two decades ago. Additionally, the share of women within these age groups who are actively working or seeking work has grown. Among women aged 55 to 64, labor force participation has risen from 56.6% to 59.6%, while for those over 65, it has jumped from 10.6% to 16.0%. By 2031, women over 55 are projected to represent 11.7% of the workforce, with notable growth in the participation of those aged 65 to 74.<sup>1</sup>

Unfortunately, the stigma surrounding menopause often leads to a cultural silence, where women usually suffer quietly, fearing discrimination or misunderstanding. This silence creates a broader lack of awareness and support, representing a missed opportunity for employers. Addressing postmenopausal health openly can foster a more inclusive and supportive work environment, benefiting all employees and signaling a commitment to comprehensive well-being across life stages.

Noom Medical Director Karen Mann highlights the potential impact of this approach: "Employers have a unique opportunity to support women going through menopause in the workforce. By acknowledging the challenges of this transition while valuing their wisdom and experience, companies can create a more inclusive environment. Encouraging openness about these experiences fosters a safer, kinder workplace and enhances the well-being of this valuable demographic."

## NAVIGATING THE POSTMENOPAUSAL WEIGHT PUZZLE.

Transitioning into postmenopause brings about profound physiological changes that can significantly impact a woman's health. One of the most noticeable is related to weight management. Weight gain usually begins during perimenopause and typically continues as women progress through their 50s, with an average increase of about 1.5 pounds per year.<sup>2</sup>

Postmenopausal women are at a significantly higher risk of obesity due to hormonal changes, with approximately 50% being classified as overweight and 25% as obese.<sup>3</sup> And recent studies show these women have a three to five times greater risk of developing obesity compared to premenopausal women.<sup>4</sup> This weight gain is concerning because it often accumulates around the abdominal area. This visceral fat accumulation is particularly problematic due to its metabolic activity, contributing to inflammation and hormonal imbalances.

Simultaneously, the decline in estrogen levels associated with menopause contributes to loss of muscle mass (sarcopenia) and decreased bone density, putting women at higher risk for osteoporosis. These interconnected changes — weight gain, altered fat distribution, loss of muscle mass, and reduced bone density — collectively impact a woman’s metabolic health, physical function, and overall well-being. The combination of these factors underscores the importance of comprehensive health management strategies for postmenopausal women, addressing weight loss, muscle strength, and bone health to maintain quality of life and reduce health risks.

Given these challenges, effective weight management strategies are crucial for postmenopausal women. A recent Noom-led single-arm prospective study of individuals who self-enrolled in the mobile behavior change weight-management program demonstrated the effectiveness of its mobile, cognitive behavioral therapy (CBT)-based weight management program, Noom Weight, in promoting sustainable weight loss. Over 12 months, participants lost an average of 14.8 lbs. (6.7 kg) or 5.6% of initial body weight while experiencing significant improvements in health-promoting behaviors such as physical activity, nutrition, and stress management. The study found that nutritional behaviors were a key predictor of weight loss success, suggesting that Noom’s focus on overall health-promoting behaviors, rather than just calorie restriction, may be particularly

**“By acknowledging the challenges of this transition while valuing these women’s wisdom and experience, companies can create a more inclusive environment.**

DR. KAREN MANN  
MEDICAL DIRECTOR  
NOOM

beneficial for long-term weight management. The digital nature of the program also contributed to better engagement and retention rates among participants.<sup>5</sup>

These findings are particularly relevant for postmenopausal women. Noom’s focus on physical activity helps address concerns about bone density and muscle mass loss, which are common concerns after menopause. Its focus on nutritional behaviors aligns well with the imperative to adapt eating habits to changing metabolic needs. In this context, Noom’s comprehensive, behavior-focused approach is particularly suitable for addressing the complex health changes during this life stage. Additionally, the convenience of a digital solution is ideal for busy women balancing multiple responsibilities in their professional and personal lives.

## THE HIDDEN HEALTH HURDLES OF POSTMENOPAUSE.

The physiological changes that occur during menopause not only affect weight and body composition but also significantly increase the risk of several chronic health conditions. Two critical health concerns for postmenopausal women are type 2 diabetes (T2D) and cardiovascular disease (CVD). These conditions are often interrelated with the weight gain and altered fat distribution patterns discussed earlier, forming a complex web of health risks that can impact a woman’s professional life and overall well-being. Understanding these risks is crucial for both employers and employees in developing effective strategies to maintain health and productivity in the workplace.

### (a) Type 2 Diabetes (T2D)

The decline in estrogen during menopause marks a critical turning point with far-reaching effects on various systems in the body, including how the body processes insulin. A 2019 study published in *Menopause* found that approximately 13% of postmenopausal women were diagnosed with type 2 diabetes, indicating that menopause-related changes may play a key role in this risk.<sup>6</sup> Additionally, data from the 2022 National Health Interview Survey shows that around 19% of women aged 65 and older—equating to 5.8 million women—have been diagnosed with T2D.<sup>7</sup> This increased diabetes risk creates significant health and workplace challenges for women in their postmenopausal years.

Noom’s Diabetes Prevention Program (DPP) has demonstrated significant success in helping members prevent or delay the onset of type 2 diabetes, a critical concern for this demographic, who are at higher risk due to hormonal changes. Among Noom DPP participants, 64% successfully prevented or delayed the onset of type 2 diabetes, highlighting the effectiveness of Noom’s evidence-based, behavior-focused approach. For those who completed the program, there was also a notable reduction in HbA1c levels—by 0.28%—demonstrating improvements in blood sugar management. These results underscore the value of Noom DPP in supporting postmenopausal women as they navigate increased risks for insulin resistance and type 2 diabetes.<sup>8</sup>

### (b) Cardiovascular Disease (CVD)

Menopause also significantly increases the risk of cardiovascular disease (CVD), which remains the leading cause of death among women worldwide. Think of estrogen as a protective shield for your heart. As this shield weakens during menopause, your cardiovascular system will likely face new challenges without its usual armor. This shift leads to an increase in LDL cholesterol (“bad” cholesterol), triglycerides, and blood pressure while reducing HDL cholesterol (“good” cholesterol). Studies have shown that the risk of CVD for women rises sharply in the years following menopause, with conditions such as hypertension, atherosclerosis, and coronary heart disease becoming more prevalent. According to the



American Heart Association, postmenopausal women are more likely to suffer from heart disease than their premenopausal counterparts, underscoring the critical need for early intervention and preventive care.<sup>9</sup>

In addition to lipid imbalances, weight gain and changes in fat distribution — particularly visceral fat accumulation around the abdomen — further exacerbate cardiovascular risk. Visceral fat is metabolically active and contributes to inflammation and insulin resistance, compounding the threat of CVD. Moreover, a 2023 study published in *Archives of Medical Science* highlights that women who experience early menopause (before age 40) are at an even greater risk of cardiovascular events.<sup>10</sup> Given these compounding factors, women in this life stage would be well served to adopt heart-healthy lifestyles, including regular physical activity, balanced nutrition, and stress management.

To this end, Noom offers beneficial features for postmenopausal women who aim to reduce cardiovascular risk. The app’s focus on long-term behavior change aligns with the need for sustainable lifestyle modifications. Its personalized meal planning and logging features promote a heart-healthy diet, while activity tracking encourages regular exercise—both crucial for cardiovascular health. Noom’s stress management and mindfulness techniques address psychological aspects of heart health, helping members develop successful coping strategies. And its educational content empowers women to make informed health decisions. These features collectively support maintaining healthy blood pressure and cholesterol levels, which are critical factors in reducing cardiovascular risks for this demographic.

Employers who invest in comprehensive wellness programs that target cardiovascular health not only support the well-being of their workforce but also help reduce the long-term health costs associated with untreated CVD.

**THE ROLE OF GLP-1S IN MANAGING POSTMENOPAUSAL HEALTH.**

GLP-1s have emerged as a powerful tool in addressing obesity across various demographics.



For postmenopausal women facing weight management challenges, medications like Wegovy and Zepbound can offer promising benefits.

GLP-1s mimic a naturally occurring gut hormone, inducing feelings of fullness, slowing gastric emptying, and improving insulin sensitivity. For postmenopausal women struggling with weight gain and metabolic shifts, these effects can be transformative. Clinical trials have shown impressive results, with the STEP 1 trial demonstrating an average weight loss of 33.7 lbs (15.3 kg) over 68 weeks with semaglutide use.<sup>11</sup>

Beyond weight loss, GLP-1s offer additional benefits crucial for postmenopausal health. They provide

cardiovascular protection, help regulate blood sugar levels, and appear to have a neutral or positive effect on bone health. This multifaceted approach aligns well with the complex health needs of women after menopause.<sup>12</sup>

However, it is essential to consider these medications within a broader health context. A key concern is sarcopenic obesity, the combination of excess fat and reduced muscle mass common in postmenopausal women.<sup>13</sup> While GLP-1s effectively reduce overall weight, they do not specifically target fat loss or muscle preservation. This underscores the importance of a comprehensive health strategy, including resistance training and adequate protein intake, to maintain muscle mass during weight loss.

“As awareness of postmenopausal health impacts grows, smart organizations recognize the need for targeted support.”

JENNIFER JONES  
CLINICAL SOLUTIONS CONSULTANT  
NOOM

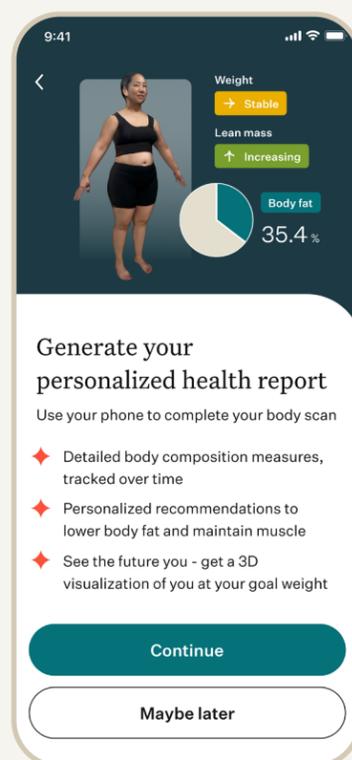
## Visualize your health: Unlock personalized insights with Noom's 3D Body Scan.

Noom's revolutionary 3D Body Scan feature offers members a powerful way to visualize their health progress and identify areas for improvement. Members can take a photo at home and receive a personalized report within minutes through a simple in-app process. This report goes beyond traditional weight metrics, providing crucial health insights such as lean mass and waist-to-hip ratio.

What sets this feature apart:

- **DETAILED ANALYSIS:** Members receive comprehensive health metrics, offering a complete wellness picture
- **PEER COMPARISONS:** The report includes comparisons to individuals of the same age and gender, providing valuable context.
- **"FUTURE YOU" PROJECTION:** This motivational tool uses real data to show members what they could look like at their goal weight.

By offering these innovative insights, Noom's 3D Body Scan empowers members to set actionable goals and stay motivated throughout their wellness journey.



Noom GLP-1 Companion provides personalized support for individuals on GLP-1 medications. Its Protein Power feature sets individual protein goals with daily tracking to help maintain muscle mass—a key concern for postmenopausal women. The MuscleDefense™ feature adds a curated workout library focused on strength training to combat age and weight-loss-related muscle loss. This solution also offers expert coaching and peer support. This comprehensive approach helps postmenopausal women manage their weight and maintain overall health during this significant life transition.

### MENTAL HEALTH IN LATER LIFE.

Recent studies have found that depression risk for women peaks during perimenopause but remains an elevated concern in the postmenopausal period.<sup>14</sup> A comprehensive meta-analysis published in 2024 found that 28% of postmenopausal women globally experience depressive symptoms, highlighting persistent mental health challenges for women in this life stage. Some of the risk factors for depression include marital status, history of mental illness, and chronic diseases.<sup>15</sup>

Researchers have identified several effective interventions to address these challenges. Regular physical activity, strong social support networks, and cognitive behavioral therapy (CBT) have shown particular promise. Digital health solutions such as Noom that integrate behavior change, community engagement, and personalized nutrition and fitness recommendations have emerged as scalable options in recent years. An internal cross-sectional analysis of 3,485 Noom Weight members demonstrated the potential of such platforms, revealing significant improvements in mental wellness. Three-quarters of participants reported at least moderate improvement and better stress management, with notable increases in energy and confidence, alongside decreases in anxiety and stress.<sup>16</sup>

Employers can support postmenopausal employees by adding Noom to their benefit plans. Noom's evidence-based approach addresses the physical and emotional challenges of menopause, helping improve workplace wellbeing and employee satisfaction.

### THE BUSINESS CASE FOR MENOPAUSE SUPPORT AT WORK.

While much attention is given to the transitional phase of menopause, the postmenopausal period also presents significant economic considerations for employers. A 2023 Bank of America report, produced in partnership with the National Menopause Foundation, illuminates this frequently overlooked aspect of workforce management, revealing both challenges and opportunities.

Postmenopausal women embody a wealth of experience and leadership potential, yet many organizations may unknowingly alienate this crucial demographic. The report uncovers a stark disconnect in workplace perceptions: while 71% of employers believe they foster a positive culture around menopause, only 32% of female employees share this view. This considerable gap points to a larger issue of unmet needs and untapped potential, suggesting that many companies are missing out on the full value these experienced professionals can bring to their organizations.<sup>17</sup>

By investing in support for postmenopausal employees, companies stand to gain in multiple areas. The report indicates that 61% of employers anticipate productivity improvements, while 58% expect increased engagement when addressing postmenopausal needs. Perhaps most striking is the potential for brand ambassadorship — women with access to menopause benefits are 14% more likely to recommend their employer as a great place to work.<sup>18</sup>

The stakes are high, with over half of women reporting that menopause impacts their career progression. This suggests a critical leak in the leadership pipeline, potentially contributing to the persistent lack of women in senior positions. A recent Mayo Clinic study has quantified the broader economic impact of menopause symptoms, estimating an annual cost of \$1.8 billion in lost workdays alone. When factoring in additional healthcare costs, the total economic burden rises to approximately \$26 billion annually in the United States.<sup>19</sup> Building on these findings, the Bank of America report highlights the specific opportunities for employers who address this issue proactively, including improved retention, productivity, and employee loyalty.



# Myths vs. facts.

Why postmenopausal support is essential for a changing workforce.

**✗ MYTH:** Postmenopausal weight gain is inevitable.

**✓ FACT:** While hormonal shifts can lead to weight gain, lifestyle changes can significantly mitigate this. Noom, which focuses on sustainable behavior change, has shown that weight management is achievable during this life stage.

**✗ MYTH:** After menopause, women no longer face mental health hurdles

**✓ FACT:** Postmenopausal women still face an increased risk of depression due to hormonal changes, chronic conditions, and life stressors. Noom's psychology-backed approach includes strategies to support both physical and mental health.

**✗ MYTH:** Your metabolism shuts down permanently after menopause.

**✓ FACT:** Postmenopausal women can improve their metabolic health through proper nutrition, physical activity, and behavior modification. Noom's tailored solutions help women manage their weight and metabolic health even after menopause, countering the effects of hormonal changes.

**✗ MYTH:** Women must simply endure menopausal symptoms as they age.

**✓ FACT:** Postmenopausal symptoms like weight gain, muscle loss, and mood changes can be effectively managed through lifestyle changes. Noom offers evidence-based strategies to help women navigate both the physical and psychological aspects of postmenopause.

**✗ MYTH:** Menopause impacts the body more than the mind.

**✓ FACT:** Postmenopause impacts both physical and mental well-being. Women may experience shifts in mood, anxiety, and cognitive function. Noom's comprehensive program addresses physical and emotional health, helping women maintain overall wellness during this life stage.

## Study: Noom helps breast cancer survivors lose weight.

For postmenopausal women, the risk of developing breast cancer increases due to hormonal changes, making weight management crucial for both prevention and recovery. A 26-week prospective, single-arm pilot study, led by researchers from Memorial Sloan Kettering Cancer Center and Weill Cornell Medicine in collaboration with the Dempsey Center, evaluated Noom for weight loss in 31 breast cancer survivors. The study assessed weight change, app engagement, physical activity, dietary patterns, and patient-reported outcomes. With a mean participant age of 56.8 years, the study's cohort closely represents women in this life stage.<sup>20</sup>

The study's results are promising. Participants achieved an average weight loss of 5.6% of their initial body weight, with over a third losing 5% or more. This level of weight loss is significant for postmenopausal women, as even modest reductions can lead to meaningful health benefits, including improved insulin sensitivity and reduced inflammation—factors crucial for breast cancer survivors.



Noom's approach also drove impressive improvements in physical activity levels. Daily step counts increased from 2,744 to 4,245 on average, while the percentage of participants meeting WHO physical activity guidelines rose from 45.2% to 74.2%. This increase in activity is essential for postmenopausal women to maintain bone density, muscle mass, and cardiovascular health.

Participants demonstrated strong dietary adherence, consistently maintaining a calorie-restricted intake of 1,300-1,400 calories per day. This level of caloric control, combined with Noom's nutritional guidance, can help counteract the natural tendency towards weight gain in postmenopause.

Beyond physical changes, the study reported significant improvements in body image and perceived support for weight management. These psychological benefits are especially valuable for breast cancer survivors who may struggle with body image issues related to both menopause and cancer treatment effects.

By incorporating cognitive behavioral therapy and mindfulness principles into its curriculum, Noom offers a comprehensive approach to weight management. The app's personalized coaching, dietary tracking, and activity monitoring provide an accessible, scalable solution for postmenopausal women navigating these health challenges.

MANAGING POSTMENOPAUSAL HEALTH WITH NOOM.

Noom offers a suite of digital health solutions specifically designed to address the key challenges of postmenopause:



**NOOM WEIGHT:** This program addresses postmenopausal weight gain by promoting sustainable behavior changes, offering personalized nutrition plans, and implementing targeted exercise strategies tailored to individual needs.



**NOOM DIABETES PREVENTION PROGRAM (DPP):** Tailored to support optimal metabolic health, Noom’s CDC Full Plus Recognized Diabetes Prevention Program is essential for postmenopausal women at increased risk of insulin resistance and type 2 diabetes.



**NOOM GLP-1 COMPANION:** This program provides specialized support for individuals using GLP-1 medications for weight loss, including strategies to preserve muscle mass through targeted exercise and nutrition plans. This is particularly important given the risk of muscle loss in postmenopause.



**NOOM MED:** This program provides comprehensive obesity care, combining medication management with evidence-based behavioral change strategies. It addresses the distinct metabolic challenges of postmenopausal weight management while supporting sustainable lifestyle modifications for long-term health and well-being.

By integrating comprehensive support programs like those offered by Noom, organizations can ensure that postmenopausal women receive holistic care that addresses their unique health needs.

“As awareness of postmenopausal health impacts grows, smart organizations recognize the need for targeted support,” says Noom Clinical Solutions Consultant Jennifer Jones. “Strategically addressing postmenopausal health is evolving from a niche concern to a core component of workplace wellness initiatives, promising benefits for both employees and organizations alike.”

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# Next steps.

Organizations that support women’s health see real results: higher productivity, lower turnover, and reduced healthcare costs. To make this vision a reality, organizations need a thoughtful, multifaceted approach.

A successful women’s health strategy should integrate these three essential components:



## INFORMATION AND EDUCATION

- General education on key life stages
- Symptom checklists
- Awareness of current benefit offerings



## ACCESS TO COMPREHENSIVE CARE RELATED TO

- Mental health
- Weight management
- Menopause care and support
- Reproductive health



## WORKPLACE CULTURE

- Flexible work and leave policies
- Menopause-friendly workplace practices
- Women-focused business resource groups
- Employee education and training

When these elements work together, organizations can better support women through every life stage — from fertility and postpartum health through menopausal transitions. The impact extends beyond individual employees to strengthen families and entire communities.

A comprehensive benefits plan for women’s health is not just a moral imperative; it is a strategic advantage that can drive organizational success. By prioritizing women’s health, employers foster a healthier, more engaged workforce, ultimately leading to enhanced performance and growth.

At Noom, we are committed to turning women’s health goals into reality with personalized support and proven strategies. Because when women thrive, we all thrive.

## TAKE THE NEXT STEP WITH NOOM HEALTH

To learn more about how Noom Health can help organizations drive total population health outcomes, visit us at [noom.com/health](https://noom.com/health) or email [enterprisesales@noom.com](mailto:enterprisesales@noom.com).

