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Novo Nordisk partners Noom around digital health to help obese people

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Novo Nordisk, a global healthcare company, and Noom, a leading behaviour change company, have announced collaboration on digital health solutions focusing on weight management and education, with the aim of improving the lives of people living with obesity. The collaboration follows a successful 8-month pilot that combined Noom's proven, science-backed behaviour change programmes with Novo Nordisk's more than 95 years of experience in helping people living with chronic diseases. This collaboration, as one of many ways Novo Nordisk is partnering to improve care, will make solutions for behaviour change and education available to people with obesity in the US.

"We are passionate about improving the lives of people with obesity and finding new solutions to support respectful and complete care, which includes lifestyle change and medical management," said Camilla Sylvest, Novo Nordisk executive vice president, Commercial Strategy & Corporate Affairs. "We believe that the combination of Noom's services, with Novo Nordisk's offerings to support people with obesity, will help educate and empower people with obesity to lose weight, keep it off – and live healthy lives."

Noom's solutions seek to understand individual motivations and obstacles and use cutting-edge technology, including artificial intelligence, behavioural coaching by over 1,000 personal health coaches, data and wellness insights, to guide people towards sustainable change.

"Sustainable change can't happen in a vacuum, and those living with obesity who want to manage their weight are in need of personalised human coaching to help them change their habits, so they can lose weight for good," said Saeju Jeong, CEO and co-founder of Noom. "We've worked with the Novo Nordisk team for over a year and have engaged with over 4,000 people with obesity. We're enthused by the exciting feedback and know that by jointly testing and refining what works, we will continue to deliver much-needed, sustainable solutions and support, as part of a scientific, insight-driven treatment plan."