

DTx Expert Perspective



18th-20th February | San Mateo, CA

Industry Expert Interview



Saeju Jeong

Co-Founder & CEO

Noom

What is Noom's Mission / Vision?

Our mission is simple: help people everywhere to live healthier lives. From the start, we felt that our healthcare system was not set up to address all aspects of chronic condition prevention and management. I founded Noom to partner with traditional healthcare stakeholders to create a comprehensive care ecosystem.

We began with the power of psychology and human coaching and have spent over a decade creating an engaging, consumer-focused mobile experience. Whether people are looking to lose weight or manage their chronic conditions, we make it

easier for people to do the hard work of adopting a healthier lifestyle.

What led to Noom's growth in the past three years?

We knew from the start that user engagement was critical to changing behaviors. We also knew that behavioral psychology was a powerful tool. After several years of curriculum and product experimentation, we arrived at a consumer experience that was both engaging and delivered outcomes.

Where is Noom going?

We reach millions of users each year with our consumer weight loss program. We plan to expand our reach in 2020 through a new consumer offering and additional life science partnerships.

What is the future of digital health & where do you see Noom fitting?

In the future, digital interventions will be an integral component of patient care. We feel that the addition of digital therapy to traditional pharmaceutical intervention

has the ability to transform care and improve patient outcomes. Partnerships between digital health and pharmaceutical companies will become more important and prevalent as each stakeholder will add specific value in support of overall patient care.

Noom is the world's leading behavior change company, disrupting the weight loss and healthcare industries. By combining the power of artificial intelligence, mobile tech, and psychology with the empathy of over 1,600 personal coaches, Noom helps people live healthier lives by changing their habits for the long-term.

You can hear more from Saeju Jeong, CEO, Noom when he gives his presentation "Noom, Healthier Lives Through Behavior Change" at DTx West 2020 held in San Mateo, CA on the 18th-20th February.