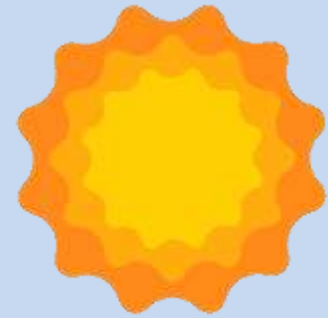


## Noom Coach: Health & Weight



**Version:** 6.4.1 (Android)

**Last update:** 27/03/2018

**Date of review:** April 2018

**Cost:** FREE version (In-app purchases available from \$1.19 - \$200+)

**Platform:** Android, Apple, Website ([www.noom.com](http://www.noom.com))

**Purpose:** Food and exercise tracker with emphasis on behavior change for weight loss

**Suitable for:** Highly motivated adults (18+ years) who enjoy more sophisticated software – and are prepared to pay for additional support services

**Clinical safety:** Lack of professional expertise to inform advice – especially around weight loss, diabetes & hypertension. Noom.com are a health and wellness tech company who create products that “help people live healthier lives”, however does not document nutrition expertise. Virtual Health Coach pre-requisites list nutrition and psychology as desirable but not necessary.

### **PROS:**

- Easy to use, intuitive platform with clear layout, including records, graphs and basic analysis;
  - GREEN – great choice
  - YELLOW – moderate portions
  - RED - limit
- Ability to customize own goals
- Links to some fitness trackers
- Evaluation completed ~2015 showing Noom App assisted weight loss in users (Nature 2016)
- Advice to see health professional for high/low blood glucose or BP

### **CONS:**

- FREE version has limited analyses, e.g. nutrition analysis includes energy (kJ) only
- Meal log analysis does not align with NZ Eating & Activity Guidelines, e.g. muesli coded as RED (limit)
- Question energy/nutrient prescriptions, e.g. both sensible and unsafe (BMI 17) weight loss goals recommended 0.5kg/week reduction
- Regular upselling, e.g. Healthy Weight Prog @ \$44.99/mth, Diabetes / Hypertension Prevention Prog @ \$89.99/mth

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### *Dietitian recommendation:*

*Intuitive app and nice to use, but contents are vague with non-prescriptive information and advice. The developers' nutrition qualifications are not stated and nutrition advice / meal analyses do not align with (NZ) evidence-based Eating and Activity Guidelines. There are no safety limits for recommended bodyweight range – or desired weight loss goals. This app promises many functions but users have to pay for most services with only basic support offered in the FREE version.*

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