



Provide employees with a program that encourages lasting weight loss.

Nearly 7 out of 10 adults are considered overweight or obese.¹ Health care costs directly related to excess pounds are estimated at \$190 billion per year and will continue to rise.² Real Appeal® is working to reverse this trend, with tools and support to help employees lose weight and prevent weight-related health conditions. **Real Appeal is provided at no additional cost to eligible employees as part of their medical benefit plan.**

Steps that may help lead to successful transformation.

Real Appeal is designed to help motivate your employees to improve their health and reduce their risk of developing costly, chronic conditions like cardiovascular disease and diabetes. The program combines clinically proven science with engaging content that teaches employees how to eat healthier and be active, without turning their lives upside down, to help them achieve and maintain their weight-loss goals.



Real Appeal yields real success.

620k+
registered participants.³

80%
of participants lost weight.⁴

42%
lost 5 percent or more in
body weight.⁴

10 pounds
of weight lost per person
(on average).⁴

¹ The Journal of the American Medical Association; "Trends in Obesity Among Adults in the United States"; June 2016.

² American Heart Association; "Understanding the American Obesity Epidemic"; 2017.

³ UnitedHealthcare book of business; results through March 2019: Cohort represents participants at risk, in program 26+ weeks, attending 9+ ILIs (N > 50,000).

⁴ UnitedHealthcare book of business, 2018 results through December 2018: Cohort represents participants at risk, in program 26+ weeks, attending 9+ ILIs (N > 50,000).

Real Appeal includes:

1 A Success Kit.

After attending their first group coaching session, employees receive a Success Kit with tools to help them kick-start their weight loss. The kit includes:

- Nutrition guide with recipes
- Portion plate
- Electronic food scale
- Digital weight scale
- Fitness guide
- 12 fitness DVDs
- Resistance bands

Employees will also receive a personal blender during week 8 of the program—before the class on healthy smoothie options.



2 A personalized Transformation Coach.

Coaches guide employees through the program step-by-step, customizing it to help fit their needs, personal preferences, goals and medical history.

3 24/7 online support and mobile app.

Staying accountable to goals may be easier than ever.

- Customizable food, activity, weight and goal trackers.
- Unlimited access to digital content.
- Success group support, which lets employees chat with others who are doing the Real Appeal program.
- An online TV show that is fun, engaging and helps employees learn new ways to be healthier.

Why Real Appeal works.

Real Appeal is guided by a Clinical Advisory Board of obesity, nutrition and behavior-change experts that create customized content to help keep your employees engaged throughout their weight-loss journey. Your employees will learn steps to help with long-term transformation, which may translate to a happier, healthier workforce.



To learn more, contact your UnitedHealthcare representative.

How to implement Real Appeal.

We provide resources to promote Real Appeal to your employees. Just follow these 3 steps to get started:



1. Create an account.

Go to engage.realappeal.com. Here, you'll choose a username and password, provide contact information and fill out a company profile to match with your eligibility file from your policyholder number.



2. Choose a launch date.

This will be the date of your first email to employees.



3. Configure your launch email.

Choose an email sender and upload email addresses.



Real Appeal is a voluntary weight loss program that is offered to eligible UnitedHealthcare members and dependents who are 18 years of age or older as part of their benefit plan. The information provided under this program is for general informational purposes only and is not intended to be nor should be construed as medical and/or nutritional advice. Participants should consult an appropriate health care professional to determine what may be right for them. Results will vary. Any items/tools that are provided may be taxable and participants should consult an appropriate tax professional to determine any tax obligations they may have from receiving items/tools under the program.

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8331655.1 4/19 ©2019 United HealthCare Services, Inc. 19-11977