



A program designed to help employees lose weight and keep it off

More than 7 out of 10 adults are considered overweight or obese.¹ Health care costs directly related to excess pounds are estimated at \$480 billion per year and continue to rise.² Real Appeal® is working to help reverse this trend, with resources 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.**

Support to help achieve and maintain weight loss

Real Appeal may help motivate employees to improve their health and reduce their risk of developing costly chronic conditions such as heart disease and diabetes. The program combines clinically proven science with 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.

- ✓ Entertaining and aspirational messaging
- ✓ A Success Kit
- ✓ Online classes
- ✓ Digital support and tracking
- ✓ Health Coach

Real Appeal yields real success

720k+
enrolled participants³

56%
of at-risk participants lost weight³

36%
lost 5% or more in body weight³

2:1 ROI
over 3 years⁴

United
Healthcare

Real Appeal includes:



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
- Blender
- Fitness guide
- 12 fitness DVDs
- Resistance bands



A personal Health Coach

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



24/7 online support and mobile app

Real Appeal is designed to help employees stay accountable to their goals with:

- Customizable food, activity, weight and goal trackers
- Unlimited access to digital content
- Success group support, which lets employees chat with others in the program
- An online program to help employees learn new ways for a healthier lifestyle

Learn more

Contact your UnitedHealthcare representative

United Healthcare

¹ Centers for Disease Control and Prevention. Obesity and Overweight. cdc.gov/nchs/fastats/obesity-overweight.htm. Page last reviewed March 1, 2021.

² The Milken Institute. America's Obesity Crisis: The Health and Economic Costs of Excess Weight. milkeninstitute.org/reports/americas-obesity-crisis-health-and-economic-costs-excess-weight. Published Sept. 20, 2020.

³ UnitedHealthcare book of business; results through December 2020: Cohort represents participants at risk, in program 26+ weeks, attending 9+ ILIs (N > 50,000).

⁴ Horstman, et al. "Return on Investment: Medical Savings of an Employer-Sponsored Digital Intensive Lifestyle Intervention, Weight Loss." Obesity; 2021. Based on Real Appeal financial model. ROI pertains to members who enrolled and attended 1+ sessions in the Real Appeal program from July 2015 to June 2016. Results may vary by population.

Real Appeal is a voluntary weight loss program that is offered to eligible members at no additional cost 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, if any, may 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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