



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 can 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

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



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.



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 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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