



Real AppealSM

Provide employees with a plan for lasting weight loss.

Nearly seven out of 10 adults are considered overweight or obese.¹ UnitedHealthcare's Real Appeal is working to reverse this trend, with tools and support to help employees lose weight, feel good and prevent weight-related health conditions.

How it works

Real Appeal is provided at no additional cost to your employees as part of their benefit plan. It teaches participants how to eat healthy and be active – without turning their lives upside down.

“I started the Real Appeal program about a year ago and the first six months I lost weight, and the next six months I learned that I could maintain that weight. Not only did Real Appeal change my life with my family, losing weight has changed my life professionally. I have confidence that I have some control over my life. It's just amazing!”

Abi S. – lost 58 lbs. with Real Appeal

Did you know...

- Overweight and obese workers have medical claims that are 7x higher than their fit coworkers.²
- Health care costs directly related to excess pounds are estimated to double each decade, reaching \$957 billion in 2030.³
- Being overweight increases the risk of developing diseases, such as heart disease, type 2 diabetes, hypertension, high blood pressure and sleep apnea.⁴

¹ Flegal et al., "Prevalence of obesity and trends in the distribution of body mass index among U.S. adults"; *The Journal of the American Medical Association*; 2012.

² Finklestein et al., "Obesity and Severe Obesity Forecast Through 2030"; *American Journal of Preventive Medicine*; 2012.

³ American Heart Association; "Overweight and Obesity: 2012 Statistical Fact Sheet"; January 2012.

⁴ Centers for Disease Control and Prevention (CDC); "Vital Signs: Adult Obesity"; August 2010.



Real Appeal includes:

1 A personalized transformation coach for an entire year.

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

2 24/7 online support and mobile app.

Staying accountable to goals is easier than ever with:

- Customizable food, activity, weight and goal trackers.
- Unlimited access to digital content, including streaming workout videos.
- Success group support which lets participants chat with others who are doing the Real Appeal program.
- The weekly Real Appeal All-Star Show featuring healthy tips from celebrities, athletes and health experts.
- Weekly analysis, feedback and goal reporting.

3 A Success Kit.

All the gadgets participants need to help kick-start their weight loss and keep them going strong will be delivered to their door after they attend their first group coaching session. It includes these helpful tools:

- Personal blender
- Real Appeal water bottle
- Digital food scale
- Electronic body weight scale
- Measuring cups and spoons
- Body tape measure
- “Perfect” portion plate
- Exercise DVDs
- Resistance band
- And more
- Pedometer



Unique approach

- Billed as medical expense claims with no impact on premiums.
- Year-long weight loss and maintenance program – most only last six months.
- Holistic approach, addressing diet, exercise, behaviors and willingness to change.
- Material is created with supervision from a Clinical Advisory Board of obesity experts.
- Approach drives outcomes.*

There were over 100,000 registered participants in the Real Appeal program over the past year. Of the participants who completed the program:

- 82% of the participants lost weight.
- 38% had 5% or more weight loss.
- 10 pounds average were lost per person.

*Real Appeal Book of Business - July '15-July '16.

To learn more about Real Appeal or any of our clinical or wellness solutions, contact your UnitedHealthcare representative.

