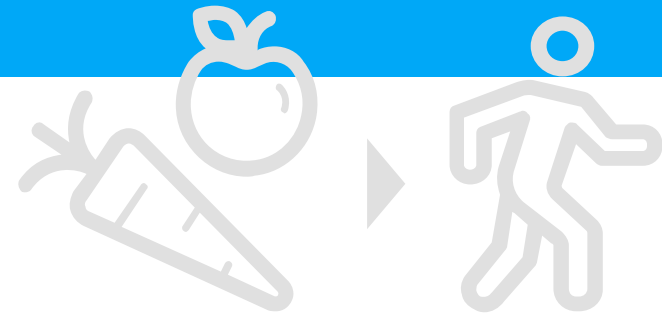




Real Appeal®

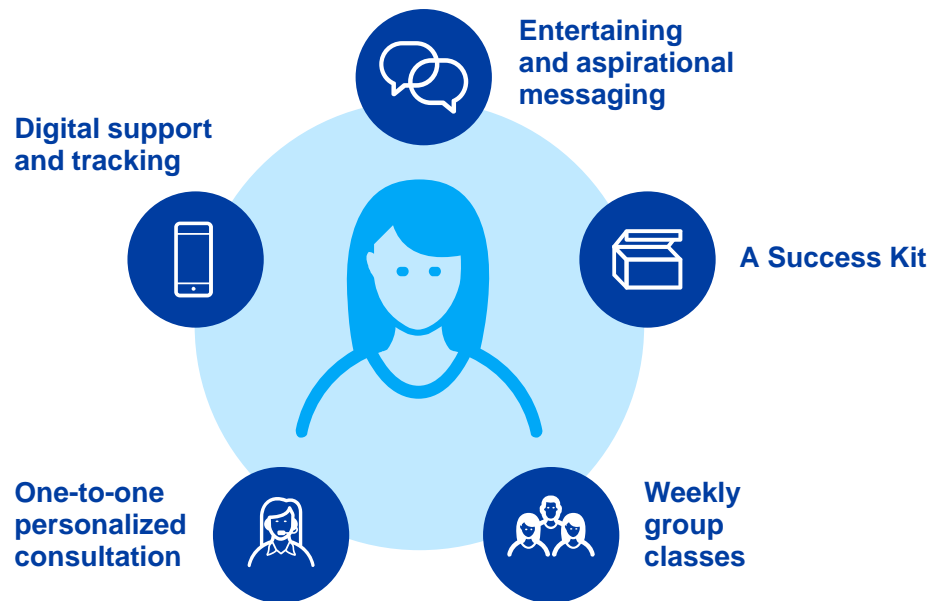
With the majority of U.S. adults being overweight or obese, the health of your employees and your business could be at risk.¹

Motivate employees to lose weight, prevent disease and change behavior with a program that's as engaging as it is effective.



Uniting clinically proven science with a transformation coach and engaging content.

The Real Appeal weight-loss program helps members prevent disease, change behavior and save on medical expenses.



Here's what sets Real Appeal apart from other programs:

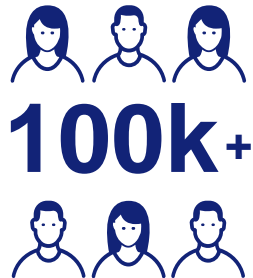
- **Billed as medical expense** and paid via claims — no copay or deductible.
- Focuses on **multiple components** of weight loss.
- Impacts several **chronic conditions**.
- **Year-long program** with weekly group classes.
- **Interactive experiences** with aspirational messaging.



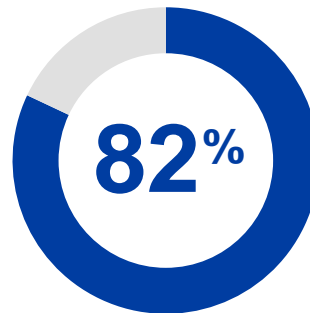
From the start, Real Appeal works to help employees succeed.



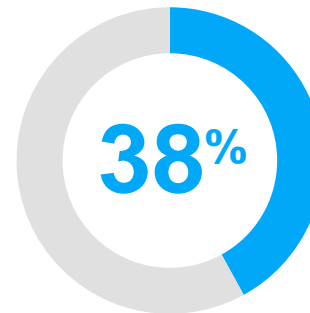
Real Appeal yields real success.



registered participants



of participants lost weight

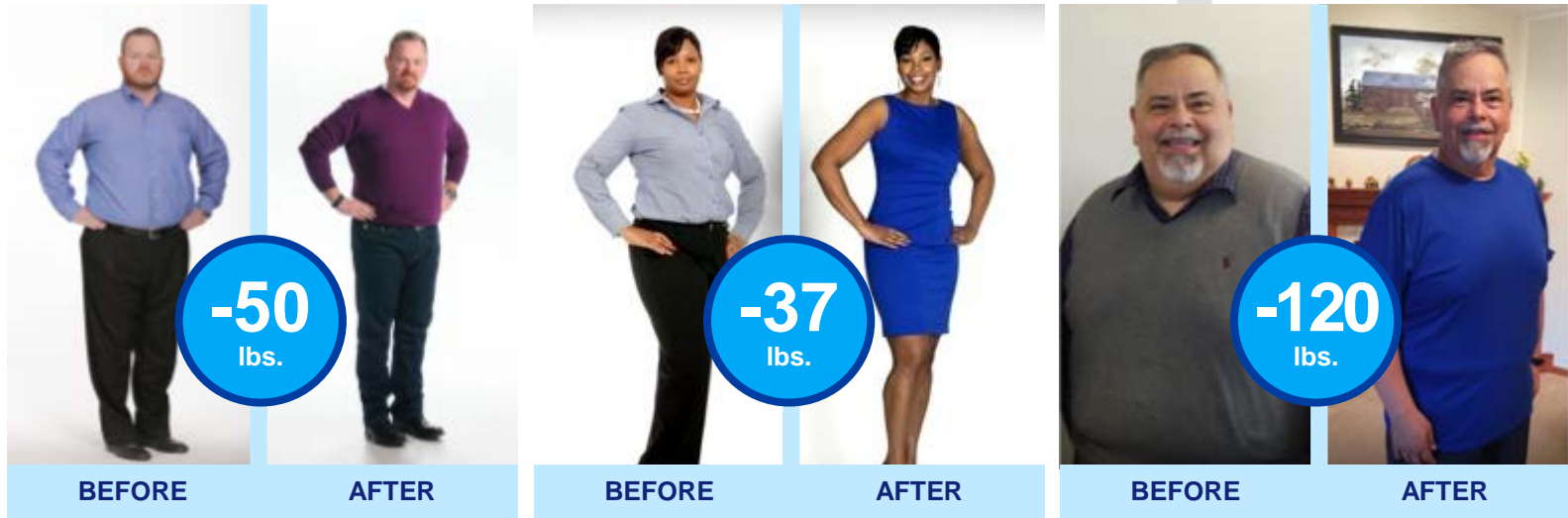


lost 5 percent or more in body weight



weight lost per person (on average)

Real results from Real Appeal.



Why Real Appeal works.



Employees

A **personalized weight-loss plan** that provides customized support.



Engaging content and robust resources inspire action.



Small, **actionable changes** achieve big results.



Employers

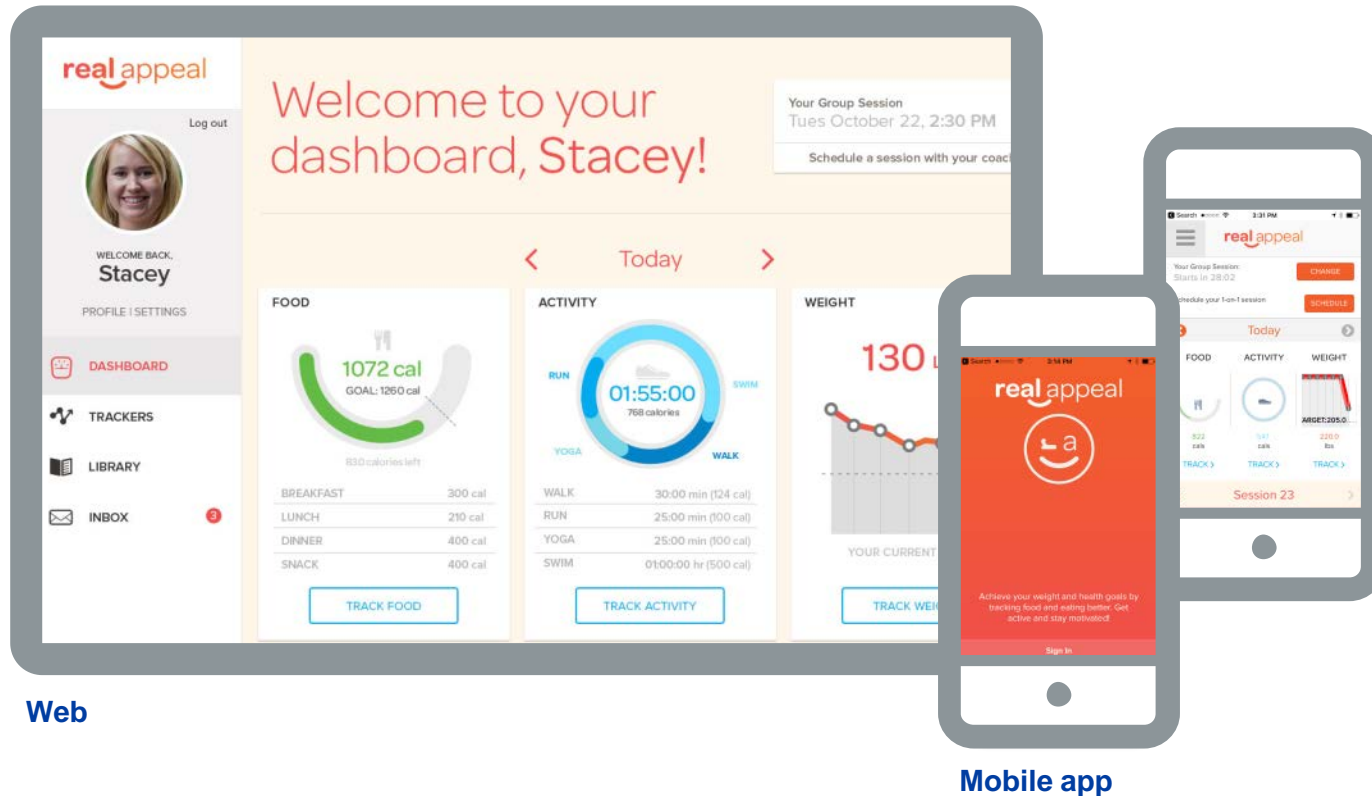
Improved employee engagement and satisfaction.



Improved medical cost trend.

Appendix.

Online tools provide anytime, anywhere support.



Participants receive a Success Kit after they attend their first group session.



Best-practice engagement plans tailored to your timeline.

Date	Tactic	Description
Week one	Onsite promotion	Posters and table tents hung in employee areas, i.e., cafeterias and break rooms.
	Launch email	Email sent from Engagement Champion, executive or HR representative announcing Real Appeal and encouraging people to enroll.
Week two	Launch party	Engagement Champion hosts meeting. <ul style="list-style-type: none"> • Provides program overview. • Shows consumer experience video. • Discusses success kit. • Passes out postcards.
	Second email	Announces how many have signed up and encourages more to do so.
Week three	Intranet posting	PDF or text article posted visibly on site.

Tactics drive significant enrollment.

The top tactics that achieve the highest engagement.



Launch Email — Sending an email from leadership or HR Engagement Champion announcing the Real Appeal launch to all employees.



Follow-Up Email — Sending to all employees an email that includes answers to commonly asked questions.



Registration Results Email — Sending to all employees an email that includes number of members already enrolled, and encouraging others to sign up.



Intranet Article — Adding a two-page PDF about Real Appeal to the intranet and internet.



In-Service Event — Integrating Real Appeal into the in-service event. Sharing information in a group setting, putting the success kit on display and distributing handouts with the enrollment URL for employees.



Webinar Invite — Emailing an invite for the Real Appeal webinar to all employees.



Webinar — Hosting a Real Appeal webinar where employees can come to learn more about the program.



Onsite Promotion — Hanging Real Appeal posters across campus, in rooms where employees often congregate or find benefit information.

22%–53%

**engagement achieved
by the top 25 clients.**

Source: Real Appeal Book of
Business data through April 2015.

Robust toolkit to help engage members.

Poster



Flyer



Postcard



Emails from executive

