Real Appeal®

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

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.
   - A weekly online TV show that is fun, engaging, and helps participants learn new ways to be healthy.
   - Weekly analysis, feedback and goal reporting.

3. A Success Kit.
   All the tools 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:
   - Digital food scale
   - “Perfect” portion plate
   - Resistance band
   - Electronic body weight scale
   - Body tape measure
   - Exercise DVDs
   - And more

Unique approach

- Billed as medical expense claims with no impact on premiums.
- Year-long weight loss and maintenance program.
- 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 more than 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 on 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.