



# Real Appeal<sup>SM</sup>

**Provide employees with a plan for lasting weight loss.**

Nearly seven out of 10 adults are considered overweight or obese.<sup>1</sup> 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.<sup>2</sup>
- Health care costs directly related to excess pounds are estimated to double each decade, reaching \$957 billion in 2030.<sup>3</sup>
- Being overweight increases the risk of developing diseases, such as heart disease, type 2 diabetes, hypertension, high blood pressure and sleep apnea.<sup>4</sup>

<sup>1</sup> 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.

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

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

<sup>4</sup> 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.

