

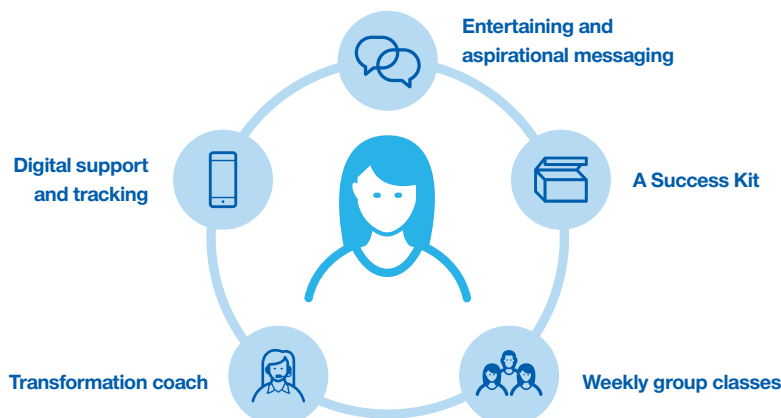


Provide employees with a program for lasting weight loss.

Nearly seven 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 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. **Real Appeal is provided at no additional cost to eligible employees as part of their medical benefit plan.**

Simple steps that can 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 year-long program combines clinically proven science with engaging content and easy-to-understand principles that teach employees how to eat healthier and be active, without turning their lives upside down, so that they can achieve and maintain their weight-loss goals.



Real Appeal yields real success.³

100k+
registered participants.

82%
of participants lost weight.

38%
lost 5 percent or more in
body weight.

10 pounds
of weight lost per person
(on average).

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; September '15 - May '16; includes participants who started 16+ weeks ago and attended 4+ sessions.

Real Appeal includes:

1 A Success Kit.

Tools employees 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. The Success Kit includes these helpful tools:

- Program Success Guides.
- Nutrition Guide with recipes.
- Portion plate.
- Electronic food scale.
- Digital weight scale.
- Fitness Guide.
- 12 fitness DVDs.
- Resistance bands.

Employees will also receive a personal blender during week eight of the program, in advance of the class on healthy smoothie options.



2 A personalized transformation coach for an entire year.

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 is easier than ever with:

- 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.
- A weekly online TV show that is fun, engaging and helps employees learn new ways to be healthy.

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 simple steps for long-term transformation, which may translate to a happier, healthier workforce.



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

Launching Real Appeal for your company is simple.

We provide everything you need to promote Real Appeal to your employees to help get them excited about the program. Just follow these three easy steps to get started:



1. **Create an account.** Create an account at **engage.realappeal.com**. Here, you'll choose a username and password, provide contact information and fill out a company profile to match with your eligibility file from your policy holder number.



2. **Choose a launch date.** The launch date will be the date of your first email to employees.



3. **Configure your launch email.** Choose an email sender and upload email addresses.

All trademarks are the property of their respective owners. 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.

Insurance coverage provided by or through UnitedHealthcare Insurance Company or its affiliates. Administrative services provided by United HealthCare Services, Inc. or their affiliates.

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