More than 7 out of 10 adults are considered overweight or obese.¹ Health care costs directly related to excess pounds are estimated at $480 billion per year and continue to rise.² Real Appeal® is working to help reverse this trend, with resources and support to help employees lose weight and prevent weight-related health conditions. Real Appeal is provided at no additional cost to eligible employees as part of their medical benefit plan.

**Support to help achieve and maintain weight loss**

Real Appeal may help motivate employees to improve their health and reduce their risk of developing costly chronic conditions such as heart disease and diabetes. The program combines clinically proven science with content that teaches employees how to eat healthier and be active—without turning their lives upside down—to help them achieve and maintain their weight-loss goals.

- Entertaining and aspirational messaging
- A Success Kit
- Online classes
- Digital support and tracking
- Health Coach

**Real Appeal yields real success**

- 720k+ registered participants³
- 56% of at-risk participants lost weight³
- 36% lost 5% or more in body weight³

continued
Real Appeal includes:

**A Success Kit**

After attending their first group coaching session, employees receive a Success Kit with tools to help them kick-start their weight loss. The kit includes:

- Nutrition guide with recipes
- Portion plate
- Electronic food scale
- Digital weight scale
- Blender
- Fitness guide
- 12 fitness DVDs
- Resistance bands

**A personal Health Coach**

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

**24/7 online support and mobile app**

Real Appeal is designed to help employees stay accountable to their goals with:

- Customizable food, activity, weight and goal trackers
- Unlimited access to digital content
- Success group support, which lets employees chat with others in the program
- An online program to help employees learn new ways for a healthier lifestyle

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Learn more

Contact your UnitedHealthcare representative