Engaging employees in better health.

Personalized, integrated digital health experience gets results.

Wanting to be healthy is one thing; getting people to take action is another. That’s where the Rally® Health and Wellness digital experience comes in. Rally helps bridge the gap by generating excitement about taking the first step, keeping people engaged and motivated through social connections, and making the process of maintaining good health habits rewarding and fun.

Rally uses personalization to speak directly to employees about simple things they can do to change their health habits. It integrates with other health and wellness resources to help support population health goals. And because Rally is similar to other popular social media platforms, the tools are familiar and easy to use. More importantly, they don’t have to take the first step alone — Rally helps support them every step of the way, breaking down barriers to behavior change.

Behavior change barrier #1: “I want to be healthy but don’t know where to start.”

Barrier-buster: Take a quick Health Survey to get personalized recommendations.

Rally helps engage employees right away with the short Health Survey. After answering a few health and lifestyle questions, employees receive immediate feedback in the form of their Rally Age®, a measure of overall health that highlights potential risk factors and areas for improvement.

Based on an employee’s responses, Rally helps them set realistic health and wellness goals and recommends specific programs — such as coaching, Real Appeal® or Quit For Life® (if applicable) — and Missions to help them get there. Missions are simple activities designed to help form healthier habits. Employees choose the Missions they want to complete and use Rally to track and celebrate progress as they advance toward their goals.

Sample Missions:
- Stick to a regular bedtime.
- Do something creative.
- Track what you eat.
- Walk 3 miles a day.
- Meditate 20 minutes a day.
- Make your coffee or tea at home.
- Bring your lunch to work.
**Behavior change barrier #2:** “Getting healthy is boring when you’re doing it alone.”

**Barrier-buster:** A fun, interactive experience helps keep users engaged and accountable.

For extra motivation, employees can compete against others in online Challenges or join one of the 30+ Communities to share their accomplishments and receive support from others with similar health goals.

The Rally Dashboard helps employees stay focused and track their progress by displaying Missions, goals, rewards, Rally Coin balance, Challenges, Communities and other important reminders every time they log in.

**Behavior change barrier #3:** “Staying motivated is hard if I don’t get immediate feedback on my progress.”

**Barrier-buster:** Rally provides visible, immediate rewards as people take action.

Just about everything employees do on Rally earns them Rally Coins, which they can redeem for sweepstakes entries, discounts on products or donate to charitable organizations.

You can also reward specific actions (for example, completing the Health Survey or getting a flu shot) by offering incentives such as health savings account (HSA) deposits or premium reductions.

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1 Book of business results through July 2016.

Rally Health provides health and well-being information and support as part of your health plan. It does not provide medical advice or other health services, and is not a substitute for your doctor’s care. If you have specific health care needs, consult an appropriate health care professional. Participation in the Health Survey is voluntary. Your responses will be kept confidential in accordance with the law and will only be used to provide health and wellness recommendations or conduct other plan activities.

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MT-1160086.0  12/17  ©2017 UnitedHealthCare Services, Inc. 17-6452