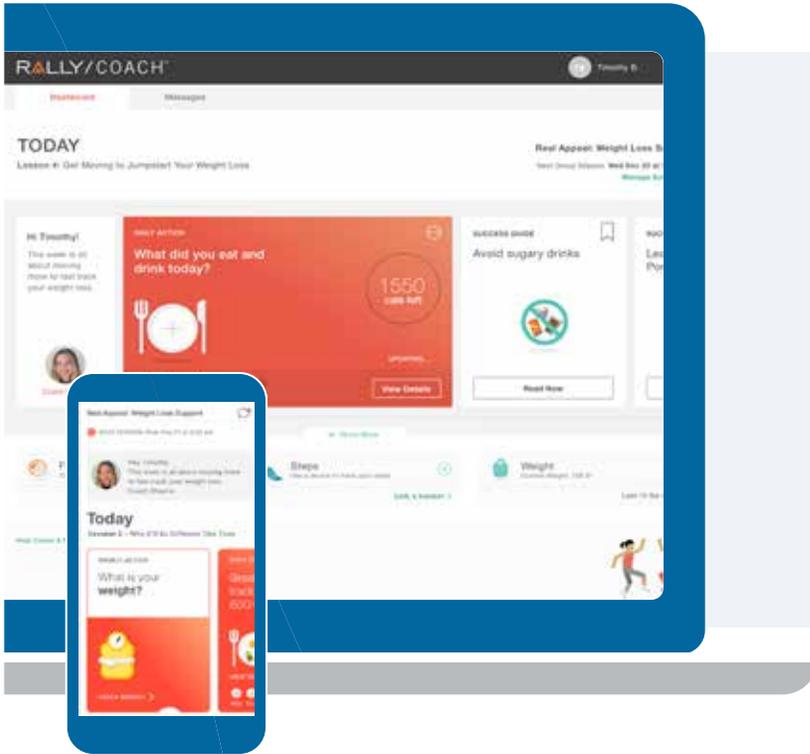


Real Appeal

Lose weight. Feel better. Be healthier.



Supports weight loss with an evidence-based approach:

- ▶ Reduces pre-diabetes and cardiovascular risk
- ▶ Entertaining, Hollywood quality videos
- ▶ Clinically sound guidance
- ▶ Direct-to-consumer strategies
- ▶ Aspirational messaging



How it works

Real Appeal helps people make small changes necessary for larger, long-term health results, based on weight-loss research studies commissioned by the National Institutes of Health. Real Appeal uses a highly interactive weekly internet show, videos and live online coaching to drive small behavior changes, week-by-week, over a full year.

The program is designed to support members with:

- ≥ 30 body mass index (BMI)
- ≥ 25 to ≤29.9 BMI with qualifying co-morbidity*
- ≥ 23 to ≤29.9 BMI with no co-morbidity

* Diabetes, dyslipidemia, high blood pressure, pre-diabetes, tobacco user

Members receives:

- Small, actionable changes
- Engaging, inspiring content
- Ongoing coaching
- Customized plan support

Customer receives:

- Improvement engagement
- Employee satisfaction
- Potential for reduced medical costs
- Pay-for-performance pricing



A UnitedHealthcare Company