

# Real Appeal

An evidence-based approach to support weight loss



Weight issues in the U.S. have reached epidemic proportions. It's estimated that nearly seven out of 10 adults (69 percent) are considered overweight or obese.<sup>1</sup> UnitedHealthcare's Real Appeal program can help you 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 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 who are obese (body mass index (BMI) over 30), overweight (BMI of 25 to 29.9) or simply ready to lose weight.

## 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.

## Features

### Expert coaching

- One-on-one coaching with a weight-loss expert
- Weekly group coaching and live online discussion

### Personalized support

- Tools to help support success based on individualized needs:
  - Nutrition guides, meal plans, recipes, shopping lists and tips for dining out
  - Video workouts and fitness guides

### Engaging entertainment

- Educational videos featuring popular celebrities and experts:
  - **Samantha Harris** – former *Dancing with the Stars* host
  - **Dr. Ian Smith** – co-host of *The Doctors* and correspondent for *Rachael Ray*
  - **David Jack** – recognized sports performance and conditioning coach
  - **Ellie Krieger** – host of the Food Network show, *Healthy Appetite with Ellie Krieger*
  - And more!

### Tools and tracking

- Hands-on tools tailored to participant needs
- Online support tools, including educational website and digital applications
- Online or mobile tracking tools to monitor nutrition and exercise – such as changing moods, cravings, feelings of satiety, exercise and food intake



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

## Different approach

- Entertaining delivery of evidence-based content
- Aspirational messaging
- Use of celebrities to deliver valuable tips
- Year-long program, compared to typical weight loss program duration of six months
- Holistic approach, addressing diet, exercise, behaviors and willingness to change
- Robust online tools and gadgets
- Combination of individualized one-on-one and group support
- Material is created with supervision from a Clinical Advisory Board of obesity experts

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