

# A lifestyle and weight management program

**Real Appeal®** is a personalized program designed to help employees achieve their weight goals. Created to help members make behavior and lifestyle changes, and save on medical expenses with the assistance of:



A success kit



A health coach  
and group classes



Digital support  
and tracking



**904k+** enrolled participants<sup>1</sup>

**88%** of at-risk participants lost weight<sup>1</sup>

**37%** lost 5% or more in body weight<sup>1</sup>

**2:1 ROI** over 3 years<sup>2</sup>

<sup>1</sup> UnitedHealthcare book of business, results through May 2022: Cohort represents participants at risk, in program 26+ weeks, attending 9+ ILIs (N > 50,000).

<sup>2</sup> Horstman, et al. "Return on Investment: Medical Savings of an Employer-Sponsored Digital Intensive Lifestyle Intervention, Weight Loss." Obesity; 2021. Based on Real Appeal financial model. Results may vary by population.

