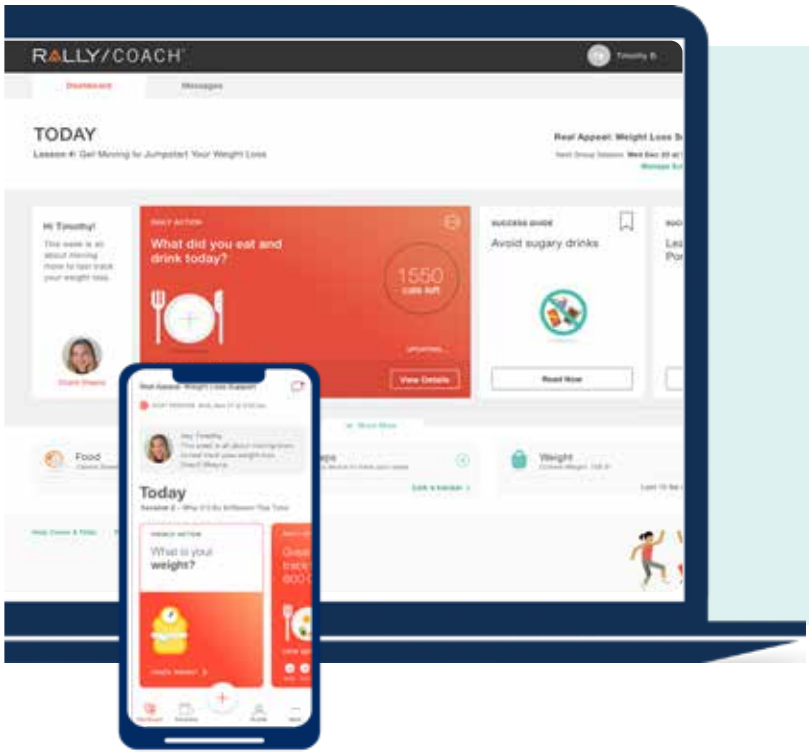
Real Appeal

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 interactive group sessions, on-demand content, live coaching, and more to create small behavior changes 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 (self-directed program)

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

Member receives:

- Small, actionable changes
- Ongoing coaching support
- Engaging, inspiring content
- Customized plan
- A Success Kit
- A free fitness app

Customer receives:

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

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