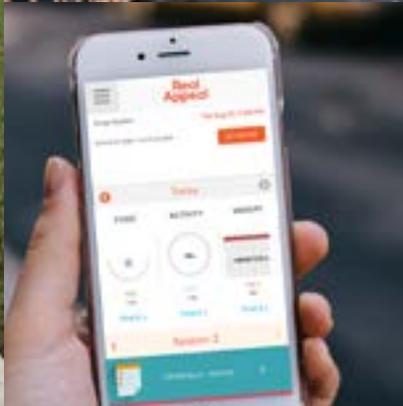




# ROI — Without the Wait? Real Appeal Delivers



**Real  
Appeal®**

Real Appeal® is a science-based, digital weight-loss program that bucks the trend of most pay-now, benefit-later prevention programs.

Finally, a preventive service that's pay-now, benefit-now.

**An ounce of prevention is worth a pound of cure.** Yet for employers looking to keep their workforce healthy, the payoff of preventive services and screenings can be years — if not decades — in the future.

That's not the case with Real Appeal, a science-based, digital weight-loss program that bucks the trend of most pay-now, benefit-later prevention programs. A recent large-scale claims analysis found that Real Appeal delivered a 1:1 ROI in year one, shaving medical costs by as much as 16 percent. What's more, **the study** — one of the largest and most expansive of its kind — shows that Real Appeal is on track to meet or exceed a projected 2:1 ROI by year three.

A preventive service that's pay-now, benefit-now? That's a sound investment both for your employees' health and your company's bottom line.

### What Sets Real Appeal Apart

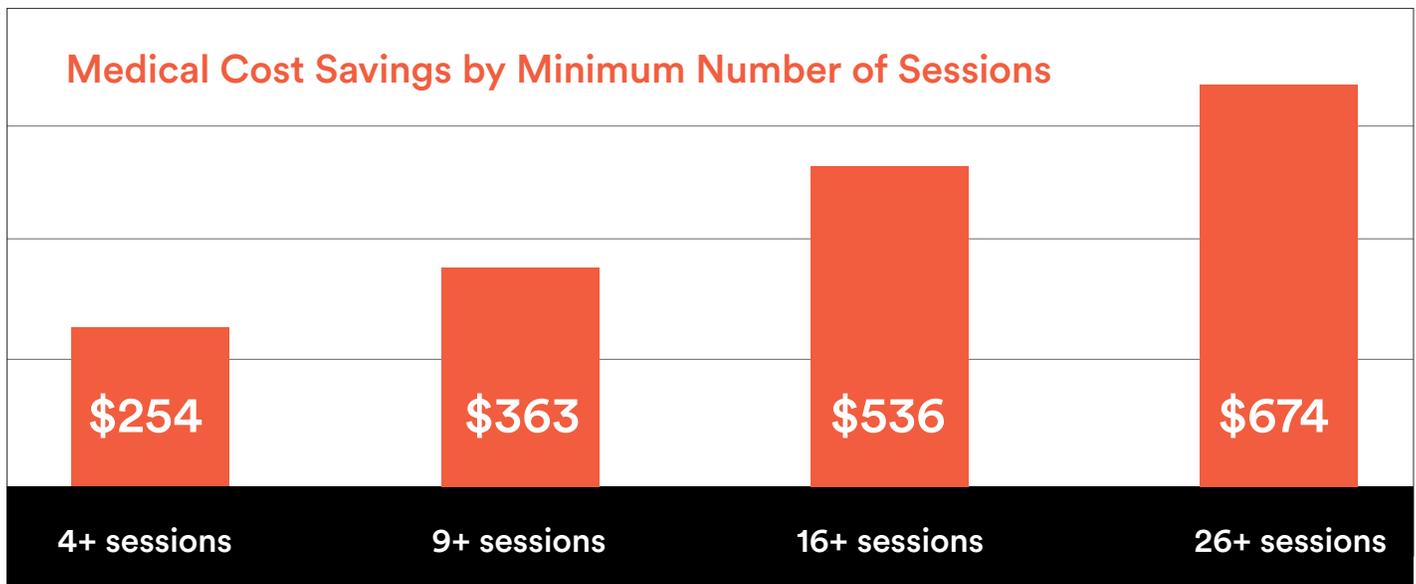
Behavior change has long been the cornerstone of weight loss and diabetes prevention, and one-on-one coaching can make that approach even more powerful. Real Appeal's Intensive Lifestyle Intervention stands out even more, because it has:

**Proven Savings:** Real Appeal participants who attended four or more sessions had 6 percent cost savings over non-participants. And with greater engagement comes even greater cost savings: Participants who attended 26 or more sessions had 16 percent cost savings over non-participants.

**Unique Pay-for-Performance Pricing Model:** Payers needn't fear that they're

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## More Sessions Mean More Savings



Average medical cost savings during year one of an ongoing three-year, large-scale study.

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shelling out for disinterested employees. After the initial welcome session, employers are charged only when participants attend sessions and if they're making progress toward their weight loss goals.

**Strong ROI:** Very few prevention programs can claim a 1:1 ROI in year one — especially with a large, expansive data pool. But Real Appeal can make that data-backed claim. And analysis shows that Real Appeal is on track to meet or beat projections for a 2:1 ROI by year three.

**Higher Engagement and Program Persistence:**

41 percent of participants who attend four or more sessions achieve at least 5 percent weight loss, according to prior Real Appeal studies.

**Broader Reach:** Unlike other programs that single out pre-diabetics and can carry a whiff of stigma, Real Appeal isn't limited to certain employees. That means more employees can participate, and payers can leverage greater cost savings across their workforce.



The Real Appeal starter pack is filled with tools for long-term success, such as a food scale, meal plans, resistance bands and other fitness tools.

When employees think about weight loss, they want something proven, effective, and easy to follow. Employers should look for the same traits when sizing up preventive services — and Real Appeal is a winner on all three counts.

For more details from this report, read the [full study here](#).

## How Does Real Appeal Work?

If you can't imagine fitting one more wellness email or engagement strategy into your employee benefits offerings — fear not. With Real Appeal, employers get a turnkey program that makes it simple to spark a profound transformation in employee health. We've thought of everything you'll need to get employees on board and supercharge their success — from enrollment resources and employee recruitment templates to ongoing content for internal communications and a metrics dashboard for monitoring engagement and results.

On the employee side, Real Appeal is just as turnkey and comprehensive. Participants receive:

- A starter pack filled with tools for long-term success, such as a food scale, meal plans, resistance bands and other fitness tools.
- 24/7 access to a suite of digital tools for tracking food and activity, and charting their progress.
- Weekly online group classes focused on problem-solving, learning, and celebrating participants' health-related wins — both on and off the scale.
- 1:1 sessions with a transformation coach for customized insights, support, and motivation.



Study after study  
has shown that  
intensive lifestyle  
interventions can  
be extremely  
effective in helping  
participants lose  
weight.

### The Science Driving Real Appeal's Intensive Lifestyle Intervention

Obesity is an issue faced by nearly every employer in the nation. According to the Centers for Disease Control and Prevention, nearly **38 percent of adults over age 20** are now clinically obese. When you include overweight individuals as well, that number tops 70 percent.

Obese employees are estimated to cost employers **43 percent** more than non-obese employees, when you tally up things like direct costs (health expenditures) and indirect costs (lost productivity, greater absenteeism, and increased rates of disability).

The good news is that, when it comes to weight loss, even a relatively small change on the scales can bring big benefits. Research has found that weight loss of **just 5 percent** can improve health outcomes, reduce health care costs, and improve employee performance and attendance.

Study after study has shown that an intensive lifestyle intervention (ILI) like Real Appeal can be extremely effective in helping participants lose weight.

In one study, overweight and obese individuals with type 2 diabetes lost **8.6 percent** of their initial body weight when assigned to an ILI, compared with only 0.7 percent lost by the control group given diabetes support and education. Fast-forward eight years, and ILI participants exhibited significantly better health outcomes.

ILIs are a scientifically proven behavior-change tool with sustained results. That's especially powerful when you consider that, with Real Appeal, those multi-year, ongoing health changes can also mean cost savings in the very first year.

# Real Appeal

Ready to spark a transformation in your workforce?  
Want to see medical expenses drop by up to 16%?

Email [RASales@rallyhealth.com](mailto:RASales@rallyhealth.com) to start the conversation.

#### Selected references

Real Appeal. 12 Month Medical Cost Savings Observed From Real Appeal Intensive Lifestyle Interventions. [Real Appeal website](#).

Real Appeal. Every Pound Lost Can Make a Difference for Your Health. [Real Appeal website](#).