

Real Appeal: Making the Science of Behavior Change Appealing

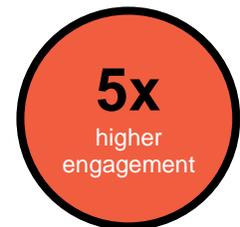
Weight-related issues have reached epidemic proportions. In the U.S. alone, 69% of adults are overweight or obese.¹ Real Appeal is transforming preventive weight loss services by closing the gap in how these services are marketed and communicated to participants. The Real Appeal weight loss program draws on best practices in intensive lifestyle intervention (ILI) and applies them to all people who would benefit from weight loss. As a result, Real Appeal delivers a simple yet clinically effective solution to impact one of the largest areas of preventive medical expense faced today.

The underlying basis of our philosophy is simple:

- Most people at risk of developing weight-related illnesses don't want to be singled out for being unhealthy and/or don't perceive themselves to be at-risk (even though they may recognize that they need to lose weight). As a result, they aren't motivated to participate in traditional prevention programs.
- Employees are more inclined to participate alongside their peers in a general weight loss program than in a program geared toward the chronically ill.

Real Appeal delivers high engagement rates

Real Appeal's one-of-a-kind approach results in employee engagement five times higher than traditional disease-gearred programs. The biggest challenge traditional disease management and weight loss programs encounter is getting and keeping people engaged long enough to truly establish the changes that result in new habit formation. Traditional disease management programs struggle to maintain a 5-10% participation rate.^{2,3} Real Appeal engagement rates typically exceed 30% among companies that implement best practices and have strong executive support for the program.



Engagement by employer size

	Employer size		
	Client A	Client B	Client C
Number of employees	~2,000	~26,000	~85,000
Employee engagement in Real Appeal	50%	45%	38%
Typical enrollment in traditional disease management programs	5%	5%	5%
Percent at-risk or diagnosed with a chronic condition	87%	83%	92%

Backed by clinical science

Using research gathered over 40 years, the National Institutes of Health (NIH) created the diabetes prevention program (DPP) which has become the gold standard in intensive lifestyle intervention (ILI) and behavior change. Building upon DPP research, The Centers for Disease Control and Prevention (CDC) recently created the Diabetes Prevention Recognition Program (DPRP). The U.S. Preventive Services Task Force's (USPSTF) research recommended an official U.S. health policy of promoting ILI for cardiovascular disease prevention. Real Appeal's ILI is based on the recommendations of the USPSTF and the DPRP and builds upon them with innovative engagement strategies.

Obesity increases the risk of developing multiple chronic and costly diseases^{1, 4-14}

Chronic Condition	Prevalence	Annual cost
Heart Disease	30%	\$315 billion
Diabetes	9%	\$245 billion
Mental Health	25%	\$210 billion
Obesity	69%	\$147 billion
Sleep Apnea	26%	\$65 billion
Pre-Diabetes	37%	\$44 billion

43%

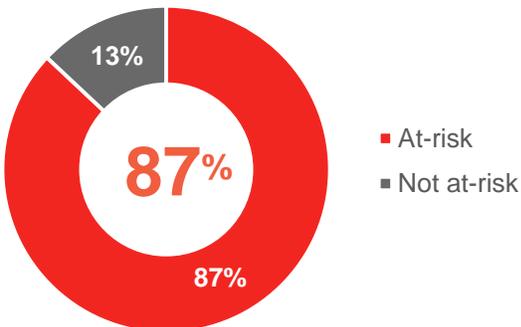


Annually, obese employees cost employers 43% more than non-obese employees¹⁴

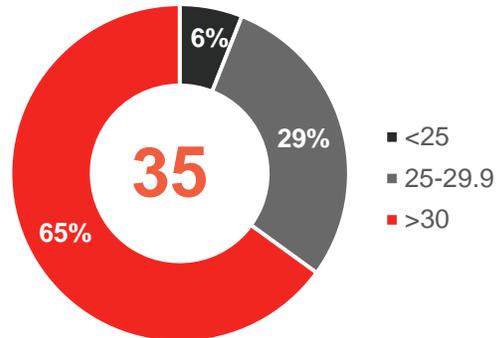
87% of Real Appeal participants are at risk of developing chronic diseases

The average Real Appeal member is 44-years-old with a body mass index (BMI) of 35 and at risk for or already diagnosed with heart disease, diabetes hypertension, COPD, sleep apnea and other high-cost medical conditions.

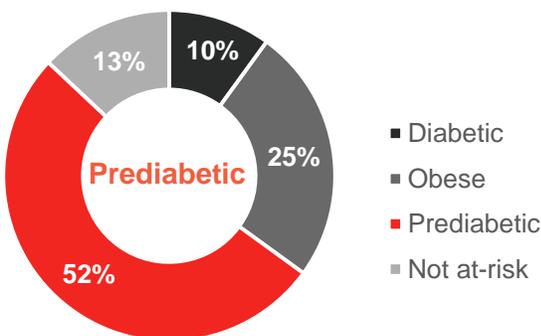
87% of participants are at-risk



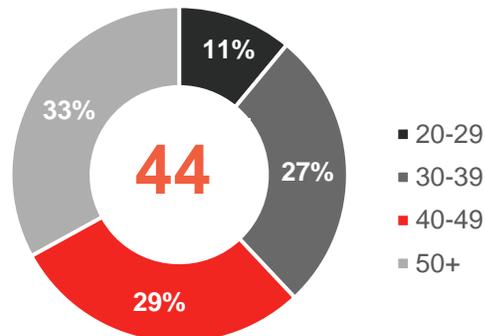
Average BMI is 35



Participants Condition



Average Age is 44



Real Appeal helps employees learn simple steps that can transform

The biggest challenge is to keep people engaged long enough to change their perceptions and habits. With that goal in mind, Real Appeal provides extensive tools and support to keep participants continuously engaged and motivated. Real Appeal is based on clinical science demonstrating that simple and steady changes, over time, can lead to transformational results. The Real Appeal program gradually presents participants with new information on nutrition and exercise along with strategies for staying motivated to reach their personal goals. The cornerstone of that effort is a weekly, 30-minute online group or one-on-one coaching session that includes feedback and goal reporting.



The Real Appeal program is an attractive incentive for employees and can help employers' bottom line.

Real Appeal's approach removes multiple, long-standing barriers to participation.

- Open to all employees, not solely who are at risk for diabetes.
- Removes the cost barrier; Real Appeal is available to employees at no additional cost as part of their health benefit plan.
- Convenient and accessible via any digital platform at any time, from any location.

For employers, the program is designed to maximize cost-efficiencies.

- Real Appeal uses a pay-for-performance model. Employers only pay for participants who attend class and are "on-track" for weight loss.

Real Appeal's proven success with employee weight loss

46% of the at-risk participants who have been with the program for at least twenty-six weeks and attended at least four sessions reported a loss of 5% or more in body weight. Clinical research suggests a 5% loss in body weight decreases disease symptoms, disease progression and reduces health care expenditures.^{10,15}

 <p>> 100,000 Enrolled participants</p>	 <p>10 lbs. Average weight loss</p>	 <p>82% At-risk participants attended four or more sessions and lost weight</p>	 <p>46% At-risk participants who attended four or more sessions had 5% or more loss in weight</p>
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Real Appeal's value is proven

Participants are very satisfied with Real Appeal with an average satisfaction rating of 4.83 out of 5 after each coaching session. Real Appeal is helping employees lose weight, make long-term lifestyle changes, reduce their risk of developing chronic diseases, and reduce the progression and severity of chronic diseases. The Real Appeal pay-for-performance model aligns our objective to help employees lose weight with the employer's desire to reduce health care expenditures: employers only pay for those who attend class and are "on-track" for weight loss.

To learn more, visit realappeal.com

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