

# Every Pound Lost Can Make a Difference for Your Health

## Small weight loss is beneficial

Most people assume they have to lose a large amount of weight in order to significantly improve their health. Industry standards typically report on 5% weight loss (a 10 pound weight loss for a person weighing 200 pounds) as the benchmark for seeing an improvement in a person's health.<sup>1</sup> Yet, research shows that losing as little as 3% of one's body weight can have a positive health impact.<sup>1</sup> For a person weighing 200 pounds, this means that losing as little as six pounds can improve his or her overall health.

Both outcomes (3% and 5% weight loss) show that every pound lost can be beneficial. Research demonstrates that blood glucose levels can begin to lower and triglycerides decrease when people lose 3% of their body weight.<sup>1</sup>

A 5% weight loss can lower blood pressure, increase HDL (good cholesterol), lower LDL (bad cholesterol) and reduce the risk of developing type 2 diabetes by 50%.<sup>1</sup> Research also shows that losing 5% body weight can lessen disease symptoms, alter disease progression, and reduce health care costs.<sup>1-3</sup> A weight loss of 5% improves employee health, performance, attendance, physical function and reduces body pain and physical disability.<sup>4,5</sup>

**Table 1. Description of weight loss percentage by starting weight**

Starting weight	3% weight loss	5% weight loss
150	4.5 pounds	7.5 pounds
200	6 pounds	10 pounds
250	7.5 pounds	12.5 pounds
300	9 pounds	15 pounds

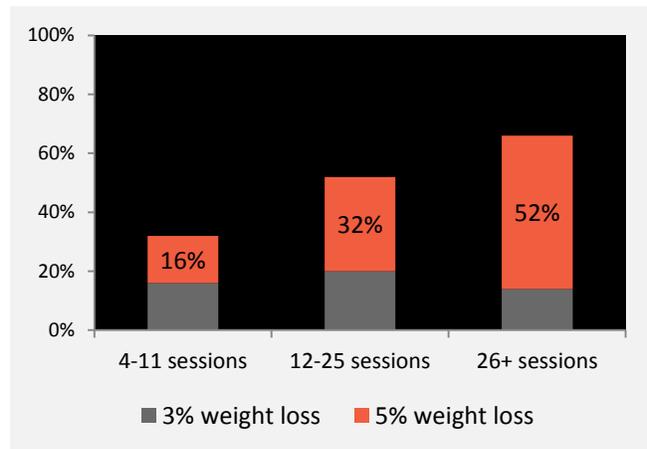
## The appeal of losing

Real Appeal® is based on clinical science demonstrating that simple and steady changes, over time, can lead to transformational results. Participants attend up to a year of digital program sessions with Transformation Coaches who present new information during each session on nutrition and exercise along with strategies for staying motivated to help them reach their personal weight loss goals.

Session attendance matters. Real Appeal member results showed that the more sessions a participant attended, the more weight he or she lost. Based on data for over 52,000 individuals who participated in Real Appeal for one year, 66% of the participants who attended 26 or more sessions lost 3% or more of their body weight. As Figure 1 shows, participants who attended 26 or more sessions had the highest proportion of members who achieved the 5% weight loss threshold. 52% of participants who attended 26 or more sessions lost 5% or more of their original body weight.

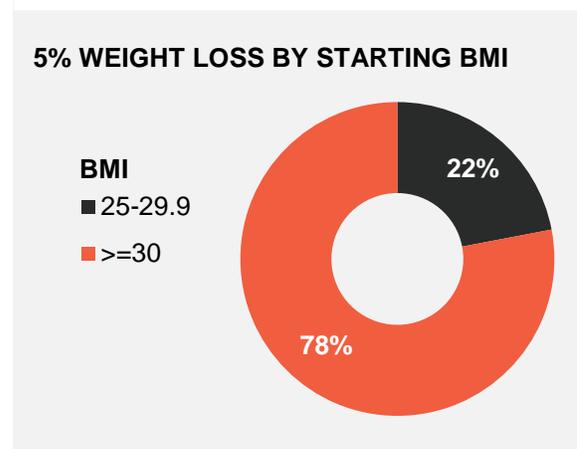
Real Appeal's weight loss program attracts the people who need the most help. 65% of program participants started the program with a BMI (Body Mass Index) of 30 or higher, which is categorized as obese and at-risk for developing obesity-related chronic diseases. As Figure 2 shows, of the participants who achieved at least 5% weight loss success, 78% had a starting BMI of 30 or higher.

**Figure 1. Percentage of participants who lost 3% and 5% body weight\***



\*participants who attended at least four or more program sessions

**Figure 2. Participants who lost 5% body weight, by starting BMI\*\***



\*\*participants who attended at least four or more program sessions and achieved a 5% weight loss

## The obesity impact and its cost

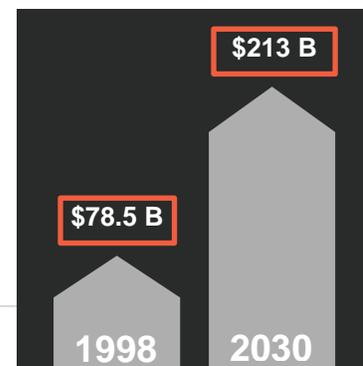
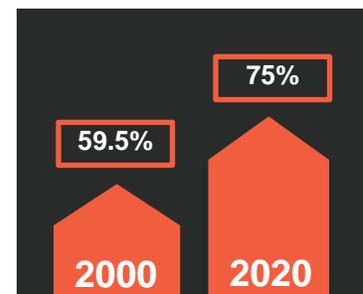
There is an obesity epidemic, and it is costly. Obesity increases the risk of developing several chronic diseases, including heart disease, type 2 diabetes, depression, asthma, sleep apnea and some cancers.<sup>1-3,6-9</sup> Over the past 20 years, the percentage of overweight or obese Americans has increased and obesity-related health care costs also continue to rise.

In 2000, 59% of the U.S. population was overweight or obese. By 2010, over 69% of the U.S. population was overweight or obese. By 2020, the number is projected to increase to 75%.<sup>6,7</sup>



**ANNUALLY, OBESE INDIVIDUALS HAVE 43% HIGHER MEDICAL EXPENSES THAN NORMAL WEIGHT ADULTS.<sup>2</sup>**

By 2030, the estimated cost to treat obesity in the U.S. will be \$213 billion.<sup>8,9</sup>



## Real Appeal: achieving weight loss success

Real Appeal delivers a simple yet clinically effective solution to impact one of the largest areas of preventive medical expense faced today. Real Appeal helps its members get and stay on track with coaching, exercise, and a healthy diet.

Real Appeal's unique approach encourages people who are interested in losing weight to enroll. Real Appeal helps remove multiple, long-standing barriers to participation and the program is convenient and accessible via any digital platform at any time, from any location.

The Real Appeal pay-for-performance model aligns its objective to help employees lose weight with the employer's desire to reduce health care expenditures: employers only pay for members who attend class and are on-track to achieve 5% weight loss.



*\*Based on Real Appeal at-risk participants who attended four or more sessions. Individual results may vary. Consult your physician or health care provider before starting any weight loss program.*

Learn more at [RealAppeal.com](http://RealAppeal.com)

### References

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