



Real Appeal[®]: A lifestyle and weight management program

Nearly 1 in 3 adults is overweight.¹ Obesity costs the U.S. health care system nearly \$173 billion a year.² Real Appeal is working to help reverse this trend, with resources and support to help employees with weight goals and prevent weight-related health conditions. Real Appeal is provided at no additional cost to eligible employees as part of their Oxford plan.

Support to help achieve weight goals and healthy lifestyle habits

Real Appeal uses clinically proven science to help motivate employees to improve their health and reduce their risk of developing costly chronic conditions such as heart disease and diabetes. The program offers:

- Encouraging and inspirational messaging
- A Success Kit
- Online classes
- Digital support and tracking
- A Health Coach

Real Appeal success

904k+
enrolled participants³

88%
of at-risk participants lost weight³

37%
lost 5% or more in body weight³

2:1 ROI
over 3 years⁴

Real Appeal includes:



A Success Kit

After attending their first group coaching session, employees receive a Success Kit with tools to help them kick-start their weight loss.

The kit includes:

- Balanced portion plate
- Electronic food scale
- Digital weight scale
- Digital fitness app



A personal Health Coach

Coaches guide employees through the program step by step, customizing it to help fit their needs, personal preferences and goals.



Online support and mobile app

Real Appeal is designed to help employees stay accountable to their goals with:

- Customizable food, activity, weight and goal trackers
- Unlimited access to digital content
- Online group sessions where members can support each other through chat
- An online lifestyle program to help employees learn new ways to be their healthiest selves

[Learn more](#)

Contact your Oxford representative

**United
Healthcare
Oxford**

¹ National Institute of Diabetes and Digestive and Kidney Diseases. Overweight & Obesity Statistics. niddk.nih.gov/health-information/health-statistics/overweight-obesity#econ#:~:text=As%20shown%20in%20the%20above%20table.%20More%20than,adults%20%2837.7%20percent%29%20were%20considered%20to%20have%20obesity. Last Reviewed September 2021.

² Centers for Disease Control and Prevention. Obesity and Overweight. cdc.gov/obesity/about-obesity/why-it-matters.html. Page last reviewed: July 14, 2022

³ UnitedHealthcare book of business; results through May 2022: Cohort represents participants at risk, in program 26+ weeks, attending 9+ ILIs (N > 50,000).

⁴ Horstman, et al. "Return on Investment: Medical Savings of an Employer-Sponsored Digital Intensive Lifestyle Intervention, Weight Loss." Obesity; 2021. Results may vary by population.

Real Appeal is a voluntary weight loss program that is offered to eligible members at no additional cost as part of their benefit plan. The information provided under this program is for general informational purposes only and is not intended to be nor should be construed as medical and/or nutritional advice. Participants should consult an appropriate health care professional to determine what may be right for them. Results, if any, may vary. Any items/tools that are provided may be taxable and participants should consult an appropriate tax professional to determine any tax obligations they may have from receiving items/tools under the program.

Oxford insurance products are underwritten by Oxford Health Insurance, Inc. Oxford HMO products are underwritten by Oxford Health Plans (CT), Inc. and Oxford Health Plans (NJ), Inc. Administrative services provided by Oxford Health Plans LLC.

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