

Start Healthier.

The power of better health at work.

Welcome to Start Healthier™, a package of health and wellness programs designed to give your employees the support they need to improve their health. UnitedHealthcare features Start Healthier at no additional cost to your employees—with proven strategies designed to help them get healthier rewards, make healthier choices, build healthier families and access healthier support.



Healthier Rewards

Digital wellness and rewards.

Rally® connects your employees with personalized health recommendations, content and resources. It's a fun and simple digital experience where employees can earn rewards for meeting their goals—and benefit their health from making small improvements along the way.



Healthier Choices

Weight loss that can really work.

Real Appeal® is a weight loss program designed to help your employees improve their health and reduce their risk of developing chronic conditions like cardiovascular disease and diabetes. To help them achieve their goals, employees get 1-on-1 and live group online coaching, a Success Kit with simple steps toward transformation and more.

Proven strategies to quit tobacco.

Quit For Life® is a tobacco cessation program that has helped over 3.5 million tobacco users quit.¹ Your employees can develop a personal action plan and work with a Quit Coach® to help kick the habit once and for all.



Healthier Families

Quality support before, during and after pregnancy.

The Maternity Support Program provides support for your employees as their family grows. They get access to a mobile app with health content and resources. And, they can work with a nurse for help on ways to stay healthier—and keep their newborn healthier.



Healthier Support

Easier access to health resources.

Start Healthier can connect your employees to help when they need it, through the Employee Assistance Program. Your employees have access to support for wellness, emotional health and well-being, financial, legal and many other needs.

Health and wellness programs designed for businesses like yours.

Healthier employees are critical to the success of your business. Give them the support they need to improve their health, boost business results and lower costs.



Better health for your employees.

More and more employers are recognizing the positive impacts of employee health and wellness programs. With Start Healthier, your employees get support to help improve their health in key areas such as weight loss, tobacco cessation, fitness, maternity care and more.



More impact for your business.

See a bigger impact from healthier, happier and more productive employees. Nearly 90% of employees who work in a company focused on health report being happier.² And employees engaged in their health may have lower rates of absenteeism and get more done at work.



Savings for everyone.

Start Healthier is built right into your health plan. This means you can address the nearly 50% of health care costs that stem from chronic or preventable disease at no additional cost to your employees.*



To learn more contact your broker or UnitedHealthcare representative.



* Program availability differs by state and business size. Talk to your UnitedHealthcare representative for more information.

¹ UnitedHealthcare, American Cancer Society reporting, 2018-19.

² Hyperbiotics: The Key Benefits of Wellness Programs, January 2019 From Better Health to Bottom Line.

Rally Health provides health and well-being information and support as part of your health plan. It does not provide medical advice or other health services, and is not a substitute for your doctor's care. If you have specific health care needs, consult an appropriate health care professional. Participation in the health survey is voluntary. Your responses will be kept confidential in accordance with the law and will only be used to provide health and wellness recommendations or conduct other plan activities.

Real Appeal is a voluntary weight loss program that is offered to eligible participants 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. 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.

The Quit For Life Program provides information regarding tobacco cessation methods and related well-being support. Any health information provided by you is kept confidential in accordance with the law. The Quit For Life Program does not provide clinical treatment or medical services and should not be considered a substitute for your doctor's care. Please discuss with your doctor how the information provided is right for you. Participation in this program is voluntary. If you have specific health care needs or questions, consult an appropriate health care professional. This service should not be used for emergency or urgent care needs. In an emergency, call 911 or go to the nearest emergency room.

The information provided under the Maternity Support 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. Employers are responsible for ensuring that any wellness programs they offer to their employees comply with applicable state and/or federal law, including, but not limited to, GINA, ADA and HIPAA wellness regulations, which in many circumstances contain maximum incentive threshold limits for all wellness programs combined that are generally limited to 30 percent of the cost of self-only coverage of the lowest-cost plan, as well as obligations for employers to provide certain notices to their employees. Employers should discuss these issues with their own legal counsel.

The material provided through The Employee Assistance Program (EAP) is for informational purposes only. EAP staff cannot diagnose problems or suggest treatment. EAP is not a substitute for your doctor's care. Employees are encouraged to discuss with their doctor how the information provided may be right for them. Your health information is kept confidential in accordance with the law. EAP is not an insurance program and may be discontinued at any time. Due to the potential for a conflict of interest, legal consultation will not be provided on issues that may involve legal action against UnitedHealthcare or its affiliates, or any entity through which the caller is receiving these services directly or indirectly (e.g., employer or health plan). This program and its components may not be available in all states or for all group sizes and is subject to change. Coverage exclusions and limitations may apply.

Insurance coverage provided by or through UnitedHealthcare Insurance Company or its affiliates. Health Plan coverage provided by or through a UnitedHealthcare company.

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