



Savings You Can See

With Real Appeal®,
weight loss and ROI
go hand in hand.

**Real
Appeal**®

RALLY/COACH™

In the employer battle against workplace obesity, there's a high cost to doing nothing.

Health care expenses are \$2,299 higher — per person per year — for those with moderate obesity. For a company with a typical workforce (42% of Americans are affected by obesity, estimates the CDC), that means every 100 employees is a potential \$100,000 drag on the bottom line.

Yet even as the rate of obesity rises, fewer than one in five employers offer a weight loss program. One barrier employers have pointed to: a dearth of data on the real ROI of weight loss programs.

That changes now. In one of the largest studies of its kind — looking at real-world data from nearly 15,000 employees over a three-year time frame—researchers found that medical expenditures were 12% less for Real Appeal participants, compared with a control group. **That translated to \$771 of cost avoidance per employee over three years. In aggregate, these medical cost savings were more than double the program costs, resulting in a 2.3:1 ROI.**

Plenty of weight loss programs claim they can deliver an ROI. But those calculations tend to be back-of-the-napkin projections or optimistic estimates. Real Appeal sets a new industry standard, by meeting the rigorous requirements for a peer-reviewed study and examining real-life results across a large commercial insured population. **We're not simply projecting results — we're proving them.**

And unlike other programs that might parse their data to include only “successful” participants who complete the program, Real Appeal's ROI calculation includes every employee who attended at least one session,

2.3:1 ROI

12%
lower
medical costs

\$771
average savings
for all program participants

\$956
average savings
for employees who attended
nine or more sessions

whether they opted out immediately or went the distance in the 52-week program. This approach is the gold standard in understanding what will work for large, diverse groups of people. That means employers can feel confident the program will work for them.

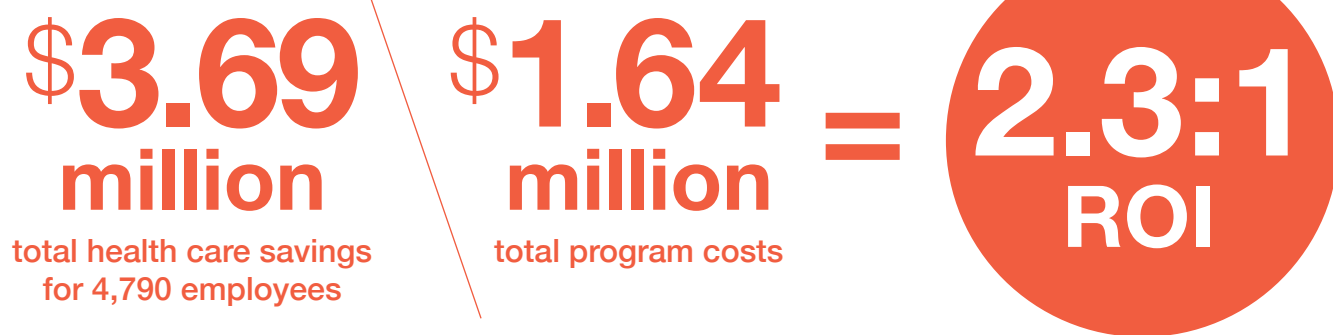
The Outsize Cost of Unhealthy Employees

No organization wants to waste resources. And COVID-19 has forced even the most financially robust businesses to second-guess common budget lines. But it's a mistake to discount weight loss programs as merely a workplace perk.

For tips on how to address the risk with your employees, click here

Obesity puts employees at higher risk of serious (and costly) complications from COVID-19. Being obese can double the risk of needing hospital treatment for COVID-19 and can increase the risk of mortality by nearly 50%, according to an analysis by the University of North Carolina, Chapel Hill. Yet even once the pandemic has receded, there's real value to empowering employees to reach a healthy weight.

While the health risks of obesity are widely known, the financial burden this condition carries for employers brings the urgency of doing something into sharp focus. A 2020 study that looked at health care data for nearly 40,000 employees over seven years found that direct health care costs increased as employees' BMI increased. Compared with employees unaffected by obesity, health care costs were \$2,299 higher — per employee per year — for those who with moderate (or “class I”) obesity. For employees with severe (or “class III”) obesity, mean health care costs surged \$14,316 each year. Indirect costs associated with obesity — like lost productivity, greater absenteeism and greater disability claims — drive the price of doing nothing even higher.

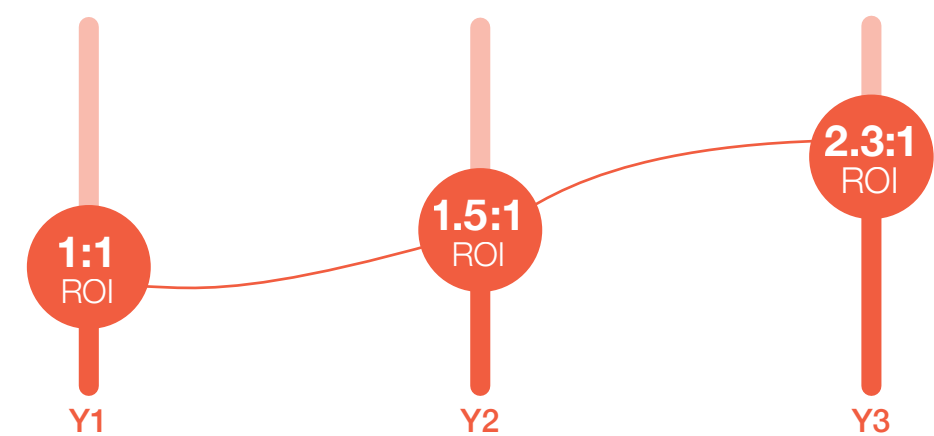


But keep in mind that employers don't have to eradicate obesity to reap the benefits of a healthier and more productive workforce. In fact, **health benefits and cost savings are kick-started with relatively minor weight loss.** For overweight individuals, studies show that losing just 5% of their initial weight can be enough weight loss to lower cholesterol, lower blood pressure, and reduce the risk of developing Type 2 diabetes by 50%. If someone weighs 200 pounds, that means even a 10-pound loss is meaningful.

Small, meaningful, lasting changes that scale across broad employee populations? That's the foundational promise of Real Appeal. Because targeting only your highest-risk employees can backfire: creating a culture of shame and stigma, and limiting the potential impact of your offering. **With a scalable, inclusive weight loss program, employers can dramatically curb the runaway expenses associated with obesity, while also helping employees with excess weight avoid obesity entirely.**

From Fuzzy to Fact

For some benefits leaders, spending money on an employee weight loss program can seem like a current cost with a payoff that's many years (even decades) down the line. But **Real Appeal proves that empowering employees to lose weight can pay off quickly.** Even with a model that includes every person who signs up for even one session, Real Appeal delivers a 1:1 ROI in the first year. And that ROI only increases over time, with employers achieving a 2.3:1 ROI within a three-year time frame.



Not only does Real Appeal create cost savings, it pays for itself within one year, and ROI by Year 3 is 2.3:1.

When researchers looked at 4,790 employees who attended at least one Real Appeal session and matched them to a separate control group of 4,790 employees with similar ages, sex and body mass index, the results were clear-cut: **Real Appeal participants had lower health care costs** over the three years. And the longer participants stuck with the program, the more weight they tended to lose, and the more their health care costs lowered.

Want even more peace of mind that this digital offering won't weigh down your bottom line? Real Appeal has a unique pay-for-performance model that lowers the financial risk even further. With this model, employers pay only when participants attend sessions, log their weight and are on track for 5% weight loss. If employees aren't engaged or aren't making measurable progress toward that 5% target, the employer incurs no fees.

That means there's no potential downside to offering your employees this digital weight loss tool that can engage and empower them to improve their health — and the company's bottom line. The cost of doing nothing, on the other hand, is a significant drag.

And the upsides, as this study highlights, are both significant and lasting. Research shows that, even eight years later, people are more likely to maintain their weight loss when they use weight loss programs like Real Appeal. Because when lifestyle habits drive weight loss, the benefits (and savings) extend long after the program's end date.

How Does Real Appeal Work?

Real Appeal is a 52-week digital weight loss program that combines online group sessions led by a weight loss coach with 24/7 access to science-backed content and a suite of tools to create lasting behavior change.

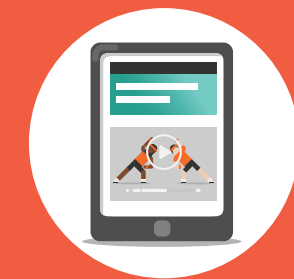
With Real Appeal, employers get a turnkey program that makes it simple to drive a profound transformation in employee health, little by little, week by week. We've thought of everything you'll need to get employees on board and supercharge their success — from enrollment resources and employee recruitment templates to ongoing content for internal communications and a metrics dashboard for monitoring engagement and results.

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



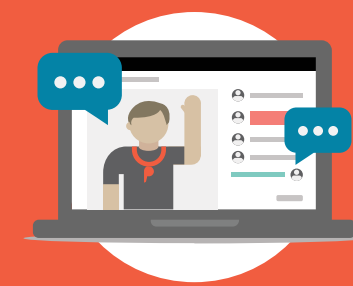
A Success Kit filled with tools for long-term success, such as a food scale, meal plans, resistance bands and other fitness resources.



24/7 access to a suite of digital tools for tracking food and activity, and charting their progress.



1:1 live coaching sessions with a transformation coach for customized insights, support, and motivation.



Weekly online, coach-led group classes focused on problem-solving, learning, and celebrating participants' health-related wins — both on and off the scale.

attended at least

1

session

3%

average weight loss

\$771

lower medical expenditures

attended at least

4

sessions

3.7%

average weight loss

\$847

lower medical expenditures

completed



the program

4.4%

average weight loss

\$956

lower medical expenditures



RALLY/COACH™

Real Appeal is available on Rally Coach, a unified suite of well-being and chronic condition prevention programs that empower people to take control of their health. Each program is road-tested, coach-connected, and evidenced-based to deliver unparalleled results.

Sources:

Journal of Occupational and Environmental Medicine; Centers for Disease Control and Prevention; *American Journal of Health Promotion*; ACTION; the University of North Carolina at Chapel Hill; Centers for Disease Control and Prevention; *BMJ Open*; *Obesity*; *Obesity*

ROI pertains to members who enrolled and attended 1+ sessions in the Real Appeal program from July 2015 to June 2016, with available claims data from 2015 to 2019. Results may vary by population.



Ready to drive transformation in your workforce?

Email RSales@RallyHealth.com to start the conversation.



If you already offer Real Appeal, keep that momentum going!

Encourage your employees to enroll at Enroll.RealAppeal.com.