Real Appeal®

NTCA GHP

Employees’ Success Stories Begin Here
January 2022
What’s Real Appeal?

Real Appeal® is a comprehensive online weight loss program that teaches participants how to take small, manageable steps that lead to a healthier lifestyle.

- **Free* clinical weight loss program with up to one year of support from a coach**
- **26 weekly + 6 monthly group sessions**
- **Track progress from a daily dashboard on phone or browser**

*Real Appeal is available at no additional cost to eligible medical plan participants ages 18 or older with a BMI of 19 or greater, subject to eligibility requirements. Please talk with your doctor before enrolling if you fall into any of the following categories: are pregnant; are nursing an infant; or have severe liver, heart, kidney, neurologic, psychiatric or any other severe chronic or acute illness. Real Appeal is not recommended for those who have or have had anorexia or bulimia nervosa.
The Real Appeal Difference

Small Steps To Success
Real Appeal is different because it gradually changes eating, drinking, sleeping, and exercise habits by altering perceptions with coaching tailored to your needs

Proven Results
Participants who attended 4 or more sessions lost 10 pounds on average
Real Appeal Success Story

Tim’s Real Appeal Stats:

- Lost 75 pounds with Real Appeal
- Beginning weight: **275 lbs.**
- Starting BMI: **33.5**

Real Appeal members who attended 4 or more sessions during the program lost 10 pounds on average. Talk to your doctor before starting any weight loss program.

Tim
42 years old
75 lbs. lost
Real Appeal Success Story

Mary’s Real Appeal Stats:

• Lost 36 pounds with Real Appeal
• Beginning weight: 165 lbs.
• Starting BMI: 29.2

Real Appeal members who attended 4 or more sessions during the program lost 10 pounds on average. Talk to your doctor before starting any weight loss program.
So, Why Enroll In Real Appeal?

It’s Achievable
It’s Convenient
It’s Free*

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It’s Achievable

The program is built to help you achieve your goals

Personalized support from your coach and group

Improved habits with small gradual changes
It’s Convenient

Access the resources anywhere anytime

Coaching sessions fit around participant schedules

Integration with more 3rd party apps means more options to track nutrition and activity:
It’s 100% Free*

It’s part of the benefits plan for eligible participants so there’s nothing to lose but the weight

Receive a Success Kit with weight and food scales, exercise tools, food guides, and more

Eligibility criteria:

*Available to all medical plan participants ages 18 or older with a BMI of 19 or greater, subject to eligibility requirements.
Participant Experience

Select a goal

Check in throughout the week

Explore resources and educational materials

Engage in additional one-time activities

Join live sessions

Track your weight

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Drive Success Stories for Employees

Here’s how you can spread the word with the provided campaign materials:

- Send emails to your population
- Display print materials in high traffic areas
- Show digital display asset on flat panels
Real Appeal Weight Loss

Make the Change You’ve Always Wanted
Real Appeal is a program on Rally Coach™ available to you and eligible family members at no additional cost as part of your health insurance.

- Live Online Sessions
  Join weekly online group sessions led by a coach, with the flexibility to reschedule anytime.

- Tailored to You
  You are not visible in the online group sessions and can choose how you’d like to participate.

- Stay on Track
  Use our fitness, food and weight trackers to stay on top of your progress and hit your goals.

- Success Kit
  Receive a Success Kit with food and weight scales, exercise tools, food guides and more.

With Real Appeal, You’ll Learn Ways to

- Eat Healthier
- Stay Active
- Fit healthy choices into your lifestyle
- Stay motivated and energized
- Develop lasting, healthy habits

www.ntca.org/benefits
Real Appeal Weight Loss

“Real Appeal is there for you. It totally fit into my lifestyle and day to day routine.”

Veronica
Real Appeal Member

5%+ body weight loss

42% lost 5%+ body weight

50% risk reduction

Real Appeal uses small, sustainable steps to push members toward clinically significant weight loss.

Forty-two percent of Real Appeal participants achieved clinically significant weight loss in just 9 weeks\(^1\)

Losing 5%+ body weight can decrease the risk of type 2 diabetes by 50%, lower blood pressure, and lower LDL (bad cholesterol)\(^2\)

Every member receives:

- A Transformation Coach who leads online group sessions.
- Online Tools to help track your food, activity and weight loss progress.
- A Success Kit with food and weight scales, recipes, workout DVDs and more.

www.ntca.org/benefits
Important Notes

- Real Appeal enrollment link is ntcaghp.realappeal.com
- Participants should register for the program on a desktop computer or phone using a web browser rather than registering on the Rally Coach mobile app.
- Once registered in the Real Appeal program, participants can use both the Rally Coach mobile app and a desktop computer to check in, attend sessions, etc.
- During registration, participants should choose NTCA GHP Benefits for the insurance provider field.
- During registration, participants are asked to pick a certain day/time for their group sessions. Participants should pick a day/time that is convenient on an ongoing basis, since this will be the same day/time they meet with their group for 26 weeks.
- The participant registration process includes a disclosure consent form. This form asks whether participants give permission to disclose information to NTCA GHP. They may choose yes or no. If they choose yes, the only details provided to NTCA GHP are what activities were completed and date of completion, not personal health details. See example below:
  - Participation Activity – ex. Real Appeal Assessment Completion + 9 group sessions
  - Date activity achieved – ex. 4/24/22