



Real Appeal[®]

NTCA GHP

Employees' Success Stories Begin Here

RALLY/COACH[™]

NTA BENEFITS
THE RURAL BROADBAND ASSOCIATION

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

42 years old

75

lbs. lost

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.

Real Appeal Success Story



Mary

59 years old

36

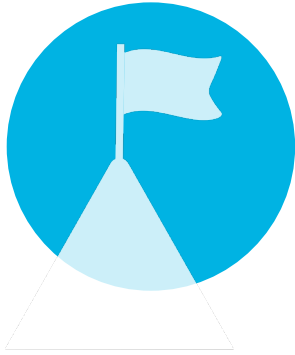
lbs. lost

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



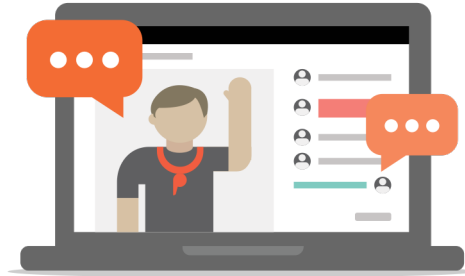
It's Free*

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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



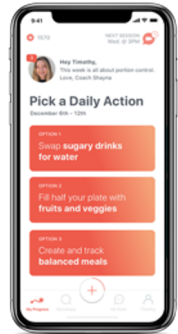
Receive a Success Kit with weight and food scales, exercise tools, food guides, and more



Eligibility criteria:

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

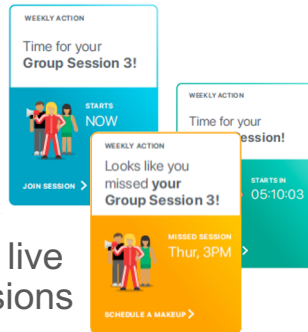
Participant Experience



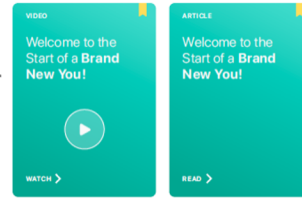
Select a goal



Check in throughout the week

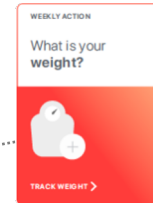
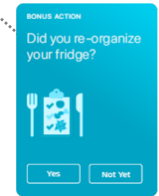


Join live sessions



Explore resources and educational materials

Engage in additional one-time activities



Track your weight

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.



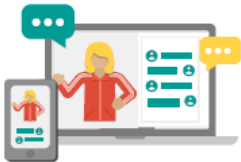
Live Online Sessions

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**

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



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 weeks¹



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

Important Notes

- Real Appeal enrollment link is <http://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