

# Real Appeal®: FAQs

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## Program Information

### PROGRAM SUMMARY

#### Is Real Appeal a weight-loss product?

Real Appeal offers proprietary 52-week lifestyle transformation programs that focus on helping members lose weight, prevent chronic disease and live healthier lives. This is very different than what people normally think of as weight-loss products like diets, cleanses, shakes, calorie controlled packaged meals or video workouts. Studies have shown that common weight-loss products do not prevent diseases because they only focus on temporary behavior changes and water loss to produce rapid results that end in weight regain within 12 months. This yo-yo effect is the human body's physiological reaction to sudden energy deficits, which causes lowered metabolism and long-term food cravings.

Real Appeal is different because it gradually changes eating, drinking, sleeping and exercise habits by altering perceptions with new information and an enormous amount of customized coaching.

#### What is the science behind Real Appeal?

Real Appeal programs are rooted in clinical research and this science-based approach drives lasting lifestyle changes in small, steady and sustainable steps. The academic term for this science is Intensive Lifestyle Intervention (ILI). The essence of the science is to gradually present people with new bits of information about nutrition and exercise along with strategies about how to stay motivated to reach their personal fitness goals.

Transformation Coach virtual sessions take place online for 30 minutes typically, with longer planned sessions for Real Appeal Effect program participants. The best results require a

year or more of continuous coaching. The biggest challenge is to keep people engaged long enough to establish the changes to their perceptions that result in new habit formation.

The science of intensive lifestyle intervention has been firmly established over the past 50 years with hundreds of studies that prove it is effective for about half of the individuals who receive it. Four landmark studies funded by the National Institutes of Health at a cost of nearly \$1 billion form the backbone of the most modern science. These methods were developed and studied in randomized controlled tests that were replicated across several countries by dozens of academic institutions. Real Appeal's clinical advisory board includes several of the principal investigators who developed and implemented these longitudinal research programs that tracked nearly 10,000 subjects over the past 20 years. Real Appeal simply translates the science into a program that is as engaging as it is effective in accomplishing the lasting changes to habits that result in healthier lifestyles.

#### How will I work with my coach?

Beginning with the Success Kit and easy online access, our Transformation Coaches take members through their personal transformation journey both in live online sessions and with personal messaging through our secure site. As they guide members through various healthy lifestyle changes centered on exercise, nutrition and behavior, they also provide the support, accountability and positive motivation during the various stages of the program.

#### How long does the program last?

Real Appeal lifestyle transformation programs are delivered over 52 weeks or up to 1 year of support based on your needs. Once you start a program, depending on your individual goals, you can lose 10, 20, 30 pounds or more with

Real Appeal as you implement the simple steps that lead to lasting weight loss. Our program starts with “Season One”, which lasts 16 weeks to get you started with a solid foundation and tools for transformation. For the next 36 weeks, your Transformation Coach will further build out the foundation with “Season Two” and “Season Three” content based on your goals and needs along the journey. Overall, Real Appeal provides a full 52 weeks of support to help make a lasting lifestyle change that fits you.

**When I register with Real Appeal, which gender should I choose if I don’t identify as either male or female?**

We recommend that you answer “Male” if your biological sex is male, and “Female” if your biological sex is female. We understand that questions about gender and identity can be complicated, but the goal of this question is to ensure that we provide you appropriate weight-loss guidance. Our coaching product seeks to help individuals achieve a healthy BMI by referencing, among other things, ideal caloric targets, which vary based on biological sex. The reference to gender in our product is therefore strictly objective, but also absolutely central to our ability to deliver an effective solution for our valuable users and clients. We thank you again for reaching out and hope that this explanation is responsive to your question.

**What is a Success Kit?**

The Real Appeal Success Kit contains tools you need to start taking simple steps that help you transform.

Some of the items that you will find in the Success Kit include:

- Two Real Success Guides:
  - Volume One (Sessions 1-8) has everything from deciding on a meal plan and exercise routine to being a

savvy food shopper and managing stress.

- Volume Two (Sessions 9-16) covers increasing your calorie burn, getting enough sleep, weight loss plateaus, and much more.
- Real Foods Nutrition Guide: contains recipes, cooking techniques, tips on reading food labels, and sample shopping lists. Find the “Fast Track” and “Real Steady” Mix-n-Match Meal Plans that guide you on how to eat for the best results.
- Real Moves Fitness Guide: contains three distinct exercise programs that come complete with calendars suggesting specific exercises, and even the number of minutes to aim for at each workout to help you with the “calories out” side of the equation.
- Real Moves Workout DVDs: videos of the three Real Appeal Exercise programs:
  - The Real Moves workout video program
  - The Walk It Off! program
  - The DIY (Do It Yourself) program
- Electronic body weight scale: an accurate and easy-to-use digital scale. The maximum weight capacity for the body weight scale is 550 pounds.
- Electronic food scale with bowl: use to obtain an accurate measurement of the food you eat and enter into the Real Appeal Tracker.
- Perfect Portion Plate: BPA free. Dishwasher-safe. Use to recognize healthy serving sizes of the foods you eat. Although dairy is not represented specifically on the plate, Real Appeal meal plans recommend dairy.
- Resistance bands: beginner bands considered “light resistance,” providing 4.8 to 6 pounds of resistance when stretched to 250% of their original size.

Additional items (e.g., an extra Perfect Portion Plate) cannot be ordered to supplement the kit at this time. Similar items can be found at many retail and online stores.

**How quickly will I see results?**

Everyone is different and transformation can vary based on your personal goals and lifestyle needs.

**GENERAL QUALIFICATION REQUIREMENTS**

Real Appeal is available at no additional cost to eligible PayPal US employees, spouses/domestic partners and dependents 18 years of age or over on our UnitedHealthcare® insurance plan with a BMI of 23 or higher.

**Do I need to have permission from my doctor to participate?**

It's always a good idea to check with your health professional or physician before starting any plan.

**What if I am not covered by my company's medical plan, can I participate in Real Appeal?**

Real Appeal is working on a self-payment option in the near future and you may be eligible to participate at that time.

**What if I'm enrolled in my spouse's/domestic partner's employee health plan that offers Real Appeal? Can I participate?**

If you're enrolled in your spouse's/domestic partner's employee health plan that offers Real Appeal, you may be eligible to participate. The easiest way to find out quickly is to try to enroll online through the links provided by the employer.

Real Appeal is also working on a self-payment option in the near future.

**Am I required to download a program to my computer or app on my phone in order to participate?**

Real Appeal is optimized for mobile devices, so participants can do it anywhere, anytime. You

can participate from your computer, iPhone®, iPad® or Android™ device. If you are participating from your computer, there may be a need to complete a one-time download of a plug-in to your computer. If you are participating via your iPhone®, iPad® or Android™ device, you will need to download the Real Appeal app from the App Store® or Google Play™. The app is available at no cost to you.

If you need help getting your computer or mobile device ready to attend Real Appeal sessions, please contact our Answer Center at 1-844-344-REAL (7325) Monday – Friday between the hours of 4 am and 8pm Pacific. Our team would be happy to assist you.

**To participate, do I need to have a camera so my coach can see me or do I just need to be able to view the video?**

If you have a camera on your device, we encourage you to use it in 1-on-1 conversations with your coach, but it is not required. You will need to be able to see the coach and the video in your own view but there is no absolute need to use a camera to participate.

**What if I leave the company? Can I still participate?**

If your new employer has elected to participate in the Real Appeal program, you may still be eligible.

**CONTRAINDICATIONS TO PROGRAM PARTICIPATION****What are the qualifications to participate?**

Qualifications for participation are defined by the employer or insurer that elected to offer Real Appeal as a covered benefit. All individuals must meet the required BMI requirement as defined by the electing employer or insurer guidelines.

**I was told I cannot participate for a medical reason, why not?**

Real Appeal follows medical guidelines and has outlined a few exceptions for enrollment into the program. If you fall in any of the following categories, Real Appeal is not recommended.

- Younger than 18 years of age
- Pregnant
- Nursing an Infant (possible with doctor's permission if the baby is at least 3 months old)
- Anorexia or Bulimia Nervosa (Presence or recent history)
- Severe liver, heart, kidney, neurologic, psychiatric or any severe chronic or acute illness

Learn more at <http://RAMedicalBrochure.com/>

**I recently had a baby; can I participate in the program?**

Yes. After your baby is 3 months old you are welcome to participate in our program. If you are nursing your baby, we do request that you provide a note from your doctor indicating his or her permission you do so. Please contact our Answer Center at [support@realappeal.com](mailto:support@realappeal.com) or 1-844-344-REAL (7325) for more information.

**Can I be successful if my physical activities are limited?**

Yes. Generally any increase in physical activity can help you get a step closer to your goals of living a healthier lifestyle; however, consult with your physician before engaging in any new program.

**Will I need to buy special equipment or products to participate?**

No. The Real Appeal Success Kit is already included in the program therefore no special equipment or products need to be purchased.

**Will I have to change what I eat (my diet)?**

To spark a transformation, your coach will walk you through recommended lifestyle and behavioral changes each week to get you to your goals. This will include looking at what you consume or eat and how that fits into your lifestyle and goals. It's all about making healthy choices and keeping it real – so changes around eating will NOT require any special packaged food or supplements.

**What if I am not covered by my company's medical plan, can I participate in Real Appeal?**

Real Appeal is working on a self-payment option in the near future and you may be eligible to participate at that time.

**Can my friend/neighbor also participate?**

If your friend or neighbor is covered by an employer or insurance plan that has elected to participate in the Real Appeal program, he/she may be eligible to enroll. Real Appeal is also working on a self-payment option in the near future.

**Can I join later?**

You may join at any time, as long as your employer still offers the program. There are new classes starting each week.

**CANCEL PARTICIPATION****What if I want to leave the program?**

Real Appeal is a voluntary program and you may discontinue the program at any time. Please call our Answer Center at 1-844-344-REAL (7325) if you would like to request the cancellation of your account. Our hours of operation are Monday – Friday from 4 am to 8 pm Pacific Time.



### **If I don't complete the Real Appeal program, will I have to return my success kit?**

As a standard policy, Real Appeal will not request return of your success kit if you do not complete the program. However, program participation will ensure you receive the maximum benefit from the tools you received in your kit.

### **PROGRAM COST AND BILLING**

How much does Real Appeal cost?

Real Appeal is available at no additional cost as part of the employee health plan benefits to all employees, as well as spouses/domestic partners and dependents 18 years of age or over with a BMI of 23 or greater, subject to eligibility.

### **TRANSLATION SERVICES AND BILINGUAL SUPPORT**

At this time, Real Appeal sessions are only available in English. We are currently unable to accommodate sessions in a bilingual format or offer translation services. We apologize we are unable to offer our sessions in other languages but we hope to do so in the future. If you need further assistance, please contact us at 1-844-344-REAL (7325). Our hours of operation are Monday through Friday between 4 am to 8 pm Pacific Time.

### **CLOSED-CAPTIONING AND TDD/TTY SUPPORT**

#### **Closed-Captioning**

Season 1 videos with closed-captioning are available upon request for eligible, qualified members who are participating in Real Appeal. Please email us at [support@realappeal.com](mailto:support@realappeal.com) if you would like to request access to those videos.

Please see your Real Appeal Success Guides for additional support. The guides were included in your Success Kit, and they cover all the

program content from the videos. Also your coach can be a great support, and you can send a message to your coach anytime. By working with your coach and utilizing your guides and Real Appeal website features, you have many tools to help you be successful in the program.

#### **TDD/TTY**

At this time TDD/TTY support is unavailable. If you need Answer Center assistance, please contact us at [support@realappeal.com](mailto:support@realappeal.com), and our team can support you through email exchange.

## **Sign Up for Real Appeal**

### **ENROLLMENT TROUBLESHOOTING**

Our team is happy to help you if you see error messages when enrolling or need assistance. If you need enrollment support when the program becomes available on January 1st, 2018, please call us at 1-844-344-REAL (7325) or email us at [support@realappeal.com](mailto:support@realappeal.com). Our hours of operation are Monday through Friday from 4 am to 8 pm Pacific.

### **HIPAA AUTHORIZATION CONSENT**

During online enrollment you are prompted to sign a HIPAA Authorization Consent form online. Disclosures within the HIPAA authorization form are included to support the group session activities in Real Appeal, a fundamental aspect to success. Active participation may include voluntary sharing of personal information by members. In order to participate in Real Appeal, we do require an electronically signed HIPAA Authorization for Release of Information.

## **System FAQs**

### **System Requirements**

#### **SYSTEM TEST**

To ensure that you can connect to the live online Real Appeal session successfully, we



recommend that you conduct a system test on the device that you will use. The system test is available for both mobile devices and computers, and it takes just moments to complete.

### **INTERNET CONNECTION RECOMMENDATIONS AND TROUBLESHOOTING TIPS**

Your Real Appeal sessions are all online, live-streaming, audio/video conferences. Whenever possible, we recommend that you use your own private Internet connection for the best Real Appeal experience. We've found that sometimes company firewalls, VPNs and/or computer configurations can prevent successful connections to the live online Real Appeal sessions.

#### **It's best to use either:**

- The Real Appeal app on a mobile device (iOS or Android) with a private Wi-Fi connection. Note: If you must use data instead of a Wi-Fi connection, we recommend that you have an unlimited data plan.
- The Real Appeal website from your personal computer with high-speed internet

#### **Internet Connection Troubleshooting Tips**

Try these tips if you are experiencing difficulties connecting to the live online session:

- Ensure you are connected to the Internet.
- Check the Ethernet connection or the Wi-Fi signal.
- Open another browser and access a different web page to make sure that your Internet is connected.
- Ensure your bandwidth is sufficient.

- If you are on a computer, close additional browser windows/tabs that may be open.
- If you are using the app, close all background apps that may be running.
- If you are sharing a Wi-Fi connection with others, ask that they do not use other video streaming services (e.g., Netflix or Hulu) during your Real Appeal session.

If the problems persist, close the live session pop up window. Then, re-launch the session using the "Join Now" button.

We are here to help if you need additional assistance! Please contact us at 1-844-344-REAL (7325), and one of our team members can help you. We are available Monday through Friday between 4 am to 8 pm Pacific Time.

## **Connect with Your Mobile Device**

### **DOWNLOAD THE REAL APPEAL APP**

If you are participating via your iPhone®, iPad® or Android™ device, you will need to download the Real Appeal app from the App Store® or Google Play™. The app is available at no cost to you. App Store, iPhone and iPad are registered trademarks of Apple, Inc. Android and Google Play are trademarks of Google, Inc.

## **Connect with Your Computer**

If you are participating from your computer, there may be a need to complete a one-time download of a plug-in to your computer.

### **CONNECTING FROM A WORK COMPUTER**

Your work computer may not be set up to access Real Appeal, and if this is the case, we



apologize for the inconvenience. We've found that sometimes company firewalls, VPNs and/or computer configurations can prevent successful connections to the live online Real Appeal sessions.

Real Appeal is optimized for smartphones and tablets. If you have an Android™ device, iPhone® or iPad®, using it to attend your weekly sessions after completing enrollment is your best bet.

If you prefer, you can use a personal computer as long as it has the necessary operating system and supported browser and does not

have a VPN or firewall that would block access to certain parts of the site.

Please run a system check on the device that you will use to join your live online Real Appeal sessions. This is an important one-time step to complete before joining your session, and it takes just moments to complete. Please see the System Test article for more information.

For a complete list of supported browser and operating system versions, please see our System Requirements.

New questions and answers are added on a regular basis – for the most current list of FAQs please go to <https://realappeal.com/support>