

Real Appeal weight management program

Healthier habits, healthier lifestyle

Take small steps for lasting change with Real Appeal, a healthy lifestyle and weight management program. Real Appeal is designed to help you build better habits across key areas — such as nutrition, fitness, sleep and stress — to support a healthier lifestyle. This program is available at no additional cost to eligible UnitedHealthcare members and dependents as part of their health plan benefits.



A weight management program built to help you succeed

Real Appeal uses a science-backed approach — focused on simple steps combined with personalized tools and support — to help you set practical goals and reach them.

Real Appeal members have access to:

- Ongoing support from online coaches who tailor guidance to fit your lifestyle
- Online group sessions and a passionate community of members
- A Success Kit to kick-start your health journey with scales, a balanced portion plate and more
- Hundreds of online workouts through Fitness on Demand, plus digital tools to track your food, activity and progress

Frequently asked questions about Real Appeal

How much does Real Appeal cost?



The program, including the Success Kit, is covered at 100% for all eligible UnitedHealthcare health plan members. There are no deductibles or co-payments. While you may see claims processed by your insurance company, there is no additional cost to you. We will never ask for a credit card or billing information during enrollment or throughout your participation in the program.

What's a Success Kit and what comes in it?



All Real Appeal® Programs include a Success Kit that contains: a body weight scale, an electronic food scale, a balanced portion plate and access to Fitness on Demand through your program dashboard. Each member gets one kit. Your Success Kit will be sent to you once you attend your first live session with your coach. Please allow 7-10 business days for delivery. Fitness on Demand will be available the next day through the app or your website on your dashboard. This will be accessible to members as long as they are active in the program.

How do I sign up for Real Appeal?



To enroll, go to the [Real Appeal member site](#) and select Enroll Now. Real Appeal is available at no cost to eligible UnitedHealthcare health plan members, so have your health insurance card handy.