



Real Appeal

State of Nevada

Data from July 2015 through September 2025

Dashboard Report



1,874

Enrollment

Members enrolled since program inception*



85%

At-Risk

Members with BMI > 30, or BMI between 25 to 29.99 and a qualifying comorbidity



1,022

Engagement

Members attending one or more coaching sessions



113

Currently Engaged

Members actively engaged due to logging activity within the last six weeks



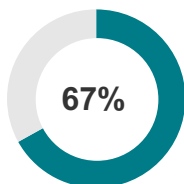
Member Satisfaction Rating

4.84

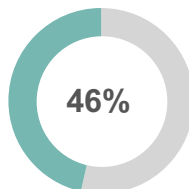
*Data since program inception, unless an alternative date range has been specified on the cover page.

At-Risk Attendance

4+ Sessions Attended



9+ Sessions Attended



At-Risk

Diabetes, Cardiovascular or other related conditions
Attend 4+ Sessions
Real Appeal Expectations **70%**
Attend 9+ Sessions
Real Appeal Expectations **50%**

At-Risk Weight Loss

35%
5%+ Weight Loss

Attended 4+ Sessions
In Program 16+ Weeks

5.8
Average lbs. Loss
(per member)

Attended 4+ Sessions
In Program 16+ Weeks



740

Members Reporting Weight Loss

6,889

Total Pounds Lost

5%+ Loss: Real Appeal Expectations **33%**
5%+ Loss: Represents members that have reported weight loss

If visualizations are blank above, there are no relevant data.

Dashboard Report



1,874

Enrollment

Members enrolled since program inception*



85%

At-Risk

Members with BMI > 30, or BMI between 25 to 29.99 and a qualifying comorbidity



1,022

Engagement

Members attending one or more coaching sessions



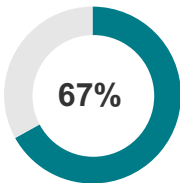
113

Currently Engaged

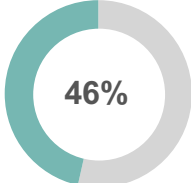
Members actively engaged due to logging activity within the last six weeks

At-Risk Attendance

4+ Sessions Attended



9+ Sessions Attended



At-Risk

Diabetes, Cardiovascular or other related conditions

Attend 4+ Sessions

Real Appeal Expectations **70%**

Attend 9+ Sessions

Real Appeal Expectations **50%**

At-Risk Weight Loss

35%
5%+ Weight Loss

Attended 4+ Sessions
In Program 16+ Weeks

5.8
Average lbs. Loss
(per member)

Attended 4+ Sessions
In Program 16+ Weeks



740

Members Reporting
Weight Loss

6,889

Total Pounds Lost

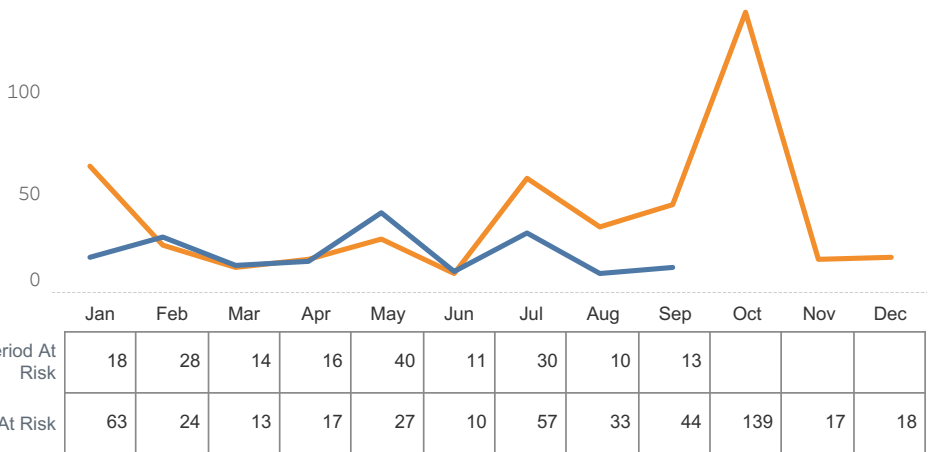
5%+ Loss: Real Appeal Expectations **33%**

5%+ Loss: Represents members that have reported weight loss

At-Risk Enrollment

Current Period At Risk

Prior Period At Risk



Disqualification Criteria:

- Younger than 18 years old
- BMI under 23 (based on client set up)
- Anorexia or bulimia nervosa
- Severe chronic or acute illness
- Pregnancy

*Data since program inception, unless an alternative date range has been specified on the cover page.

Enrollment Summary



1,874

Enrollment

Members enrolled since program inception*



1,593

At-Risk

Members with BMI>30, or BMI between 25 - 29.9 and a qualifying comorbidity



36

Re-Enrolled

Members who completed the programs and enrolled for another period



113

Currently Engaged

Members actively engaged due to logging activity within the last six weeks

*Data since program inception, unless an alternative date range has been specified on the cover page.

Enrollments by Year

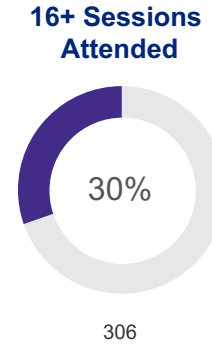
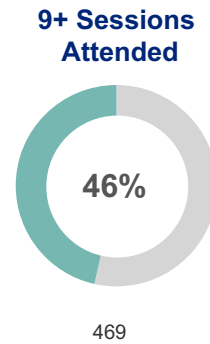
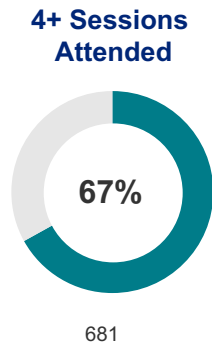
Grand Total	2023	2024	2025
1,874	1,125	542	207

Enrollments by Month

	2023	2024	2025
Jan		71	22
Feb		29	34
Mar		15	18
Apr		17	19
May		36	44
Jun		12	13
Jul	869	66	34
Aug	121	34	10
Sep	35	47	13
Oct	47	168	
Nov	33	27	
Dec	20	20	

Note: Enrollments by Month only displays the most current three years.

At-Risk Class Progression & Session Engagement



Real Appeal Expectations

70% Will Attend 4+ Sessions

50% Will Attend 9+ Sessions

30% Will Attend 16+ Sessions

Currently in Week / Session Engagement

	1+ Attended	4+	Attended 4+	9+	Attended 9+	16+	Attended 16+	26+	Attended 26+
1 - 3 Weeks	5	0	0%	0	0%	0	0%	0	0%
4 - 8 Weeks	8	5	63%	0	0%	0	0%	0	0%
9 - 15 Weeks	23	19	83%	6	26%	0	0%	0	0%
16 - 25 Weeks	43	26	60%	19	44%	9	21%	0	0%
26 - 52 Weeks	943	631	67%	444	47%	297	31%	140	15%
Grand Total	1,022	681	67%	469	46%	306	30%	140	14%

At-Risk Outcomes



740
Members with
Weight Loss



6,889
Pounds Lost



2.7%
Average Weight Loss
Members began 16+ weeks
ago & attended 4+ sessions

2.9% Book of Business



35%
4+ Attended Sessions
with 5%+ Loss
Real Appeal Expectations
33% with 5%+ Loss

Your Results

	All Weeks 1+ Attended	Began 16+ Weeks Ago		
		1+	4+	9+
1+ Attended	1,022	986	657	463
3%+ Loss	33%	33%	44%	50%
5%+ Loss	19%	19%	26%	31%
Total Weight Loss	4,425	4,306	3,826	2,519
Avg. Start lbs.	214.5	215.2	214.3	213.5
Avg. lbs. Loss	4.3	4.4	5.8	5.4
Avg. % lbs. Loss	2.0%	2.0%	2.7%	2.5%

At-Risk 5%+ Weight Loss

2025 20%

2024 19%

2023 19%

Real Appeal Book of Business

	All Weeks 1+ Attended	Began 16+ Weeks Ago		
		1+	4+	9+
3%+	33%	34%	41%	47%
5%+	20%	20%	26%	30%
Avg. Start lbs.	217.9	218.0	217.4	216.8
Avg. lbs. Loss	4.9	5.0	6.3	7.3
Avg. % lbs. Loss	2.3%	2.3%	2.9%	3.4%

If visualizations are blank above, there are no relevant data.

* Note: Outcomes in above charts include members who may have weight loss, weight gain, or remain unchanged.

Optum

Real
Appeal

@ 2023 Optum, Inc. All Rights Reserved

Enrollee Characteristics & Outcomes

BMI

** 23-24.9	25-29.9	>=30
131 7%	555 30%	1,188 63%

Medical Need

At-Risk	Not At-Risk
1,593 85%	281 15%

Gender

Female	Male
1,563 83%	311 17%

Plan Member Type

Employee	Spouse/Other
1,787 95%	87 5%

Age Range

18-29	30-39	40-49	50-64	65-69	70+
111 6%	428 23%	527 28%	696 37%	82 4%	30 2%

**On occasion individuals with a BMI <23 will be included in this category.

Attendance & Weight Loss

		% 4+	5%+ Loss
>=30	Female	66.4%	18.8%
	Male	61.3%	16.8%
25-29.9	Female	66.2%	17.6%
	Male	55.6%	20.6%
** 23-24.9	Female	55.4%	13.8%
	Male	42.9%	0.0%

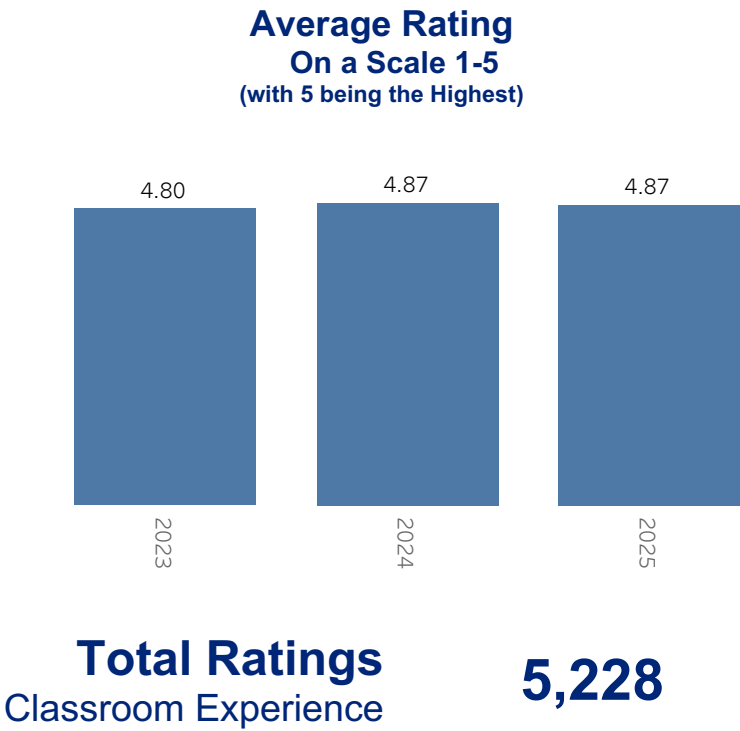
Book of Business Attendance & Weight Loss

		% 4+	5%+
>=30	Female	73.6%	21.0%
	Male	68.6%	22.8%
25-29.9	Female	66.7%	17.6%
	Male	57.6%	16.4%
18.5-24.9	Female	48.0%	13.9%
	Male	38.0%	9.7%

Member Satisfaction



Book of Business 4.82



Registration & Enrollment

Relationship

	Relationship	Grand Total	2023	2024	2025
Registered	Employee	1,849	1,099	550	200
	Spouse/Other	91	67	9	15
Disqualified	Employee	62	37	17	8
	Spouse/Other	4	4	0	0
Enrolled	Employee	1,787	1,062	533	192
	Spouse/Other	87	63	9	15
At-Risk	Employee	1,518	897	455	166
	Spouse/Other	75	54	7	14
Not At-Risk	Employee	269	165	78	26
	Spouse/Other	12	9	2	1
Re-Enrolled	Employee	36	0	19	17
	Spouse/Other	0	0	0	0

Month

	Total	January	February	March	April	May	June	July	August	September	October	November	December
Registered	439	22	35	18	19	45	14	39	10	13	174	28	22
Disqualified	17	0	1	0	0	1	1	5	0	0	6	1	2
Enrolled	422	22	34	18	19	44	13	34	10	13	168	27	20
At-Risk	354	18	28	14	16	40	11	30	10	13	139	17	18
Not At-Risk	68	4	6	4	3	4	2	4	0	0	29	10	2
Re-Enrolled	22	0	3	1	2	4	1	3	2	1	5	0	0

Appendix

Measure

Definition

Completed Registration

Based on valid insurance the member is eligible for the program.
Member can be counted 1+ times in this section if they re-enroll.

At-Risk

Member medically qualified to participate in the program.

At-Risk Weight Loss

Members medically qualified to participate in the program and have tracked weight loss.

At-Risk Engagement & Attendance

Members who medically qualify to participate.
% Engaged attended ≥ 1 session
% Engaged attended 4+ sessions
% Engaged attended 9+ sessions

Disqualified

Medically excluded or found ineligible.

Enrolled

Member has been identified to participate in the At-Risk or Not At-Risk program and has selected a class to participate in.

Engaged

Attended 1+ sessions

Active

Member in program for ≤ 52 weeks and has participated in the past 6 weeks

Average Pounds Start

Average weight when enrolled

At-Risk Measurements

Total Pounds Lost

At-Risk members with weight loss

3%+ Loss

At-Risk members who lost $\geq 3\%$

5%+ Loss

At-Risk members who lost $\geq 5\%$

Average Pounds Lost

At-Risk members average pounds lost (Total At-Risk Pounds Lost) / (At-Risk Members)

Outcomes

All

At-Risk participants regardless of class participation or length in program

1+

Members attended 1+ sessions

4+ Attended 16+ Weeks

At-Risk participants 4+ class participations, in program 16+ weeks