



Real Appeal

State of Nevada

Data through August 2024

Dashboard Report



1,405

Enrollment

Members enrolled since program inception



85%

At-Risk

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



764

Engagement

Members attending one or more coaching sessions



216

Currently Engaged

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

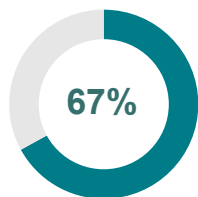


Member Satisfaction Rating

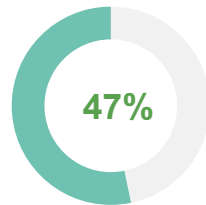
4.82

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

33%
5%+ Weight Loss

Attended 4+ Sessions
In Program 16+ Weeks

5.8
Average lbs. Loss
(per member)

Attended 4+ Sessions
In Program 16+ Weeks



548

Members Reporting
Weight Loss

4,775

Total Pounds Lost

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

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

Dashboard Report



1,405
Enrollment
Members enrolled since program inception



85%
At-Risk
Members with BMI > 30, or BMI between 25 to 29.99 and a qualifying comorbidity

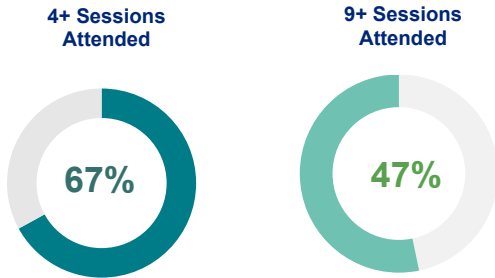


764
Engagement
Members attending one or more coaching sessions



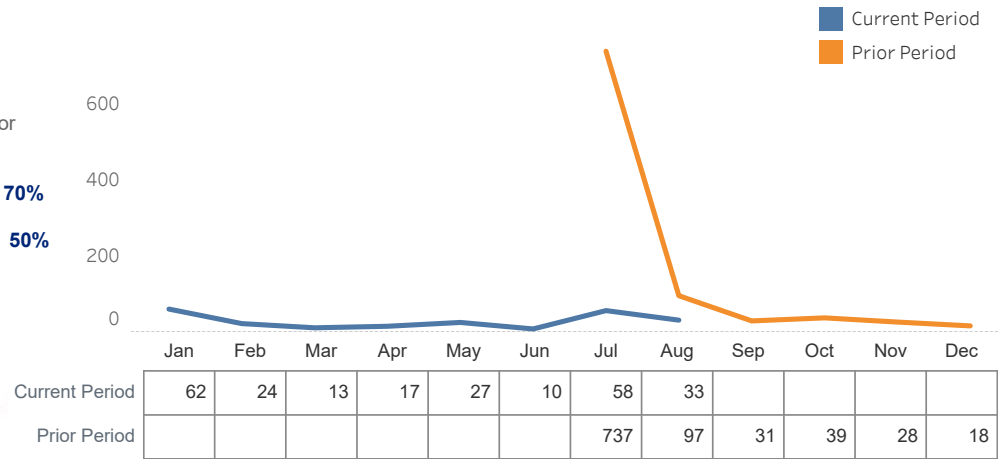
216
Currently Engaged
Members actively engaged due to logging activity within the last six weeks

At-Risk Attendance



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

At-Risk Enrollment



At-Risk Weight Loss

33%
5%+ Weight Loss
Attended 4+ Sessions In Program 16+ Weeks

5.8
Average lbs. Loss
(per member)
Attended 4+ Sessions In Program 16+ Weeks



548
Members Reporting Weight Loss

4,775
Total Pounds Lost

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

	2023	2024
Enrolled	1,125	280
Disqualified	41	7

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

Enrollment Summary



1,405
Enrollment

Members enrolled since program inception



1,194
At-Risk

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



9
Re-Enrolled

Members who completed the programs and enrolled for another period



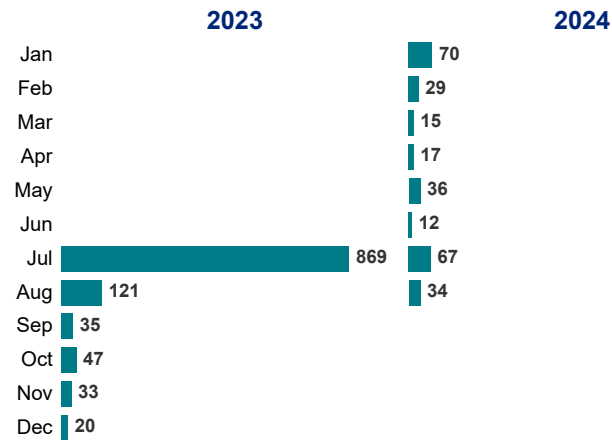
216
Currently Engaged

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

Enrollments by Year

Grand Total	2023	2024							
1,405	1,125	280							

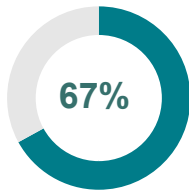
Enrollments by Month



Note: Enrollments by Month only displays the last three years.

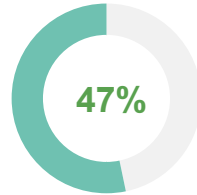
At-Risk Class Progression & Session Engagement

4+ Sessions Attended



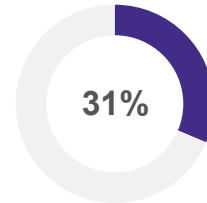
502

9+ Sessions Attended



331

16+ Sessions Attended



218

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	15	0	0%	0	0%	0	0%	0	0%
4 - 8 Weeks	41	32	78%	0	0%	0	0%	0	0%
9 - 15 Weeks	13	8	62%	6	46%	0	0%	0	0%
16 - 25 Weeks	28	14	50%	8	29%	4	14%	0	0%
26 - 52 Weeks	667	448	67%	317	48%	214	32%	107	16%
Grand Total	764	502	67%	331	47%	218	31%	107	16%

At-Risk Outcomes



548

Members with Weight Loss



4,775

Pounds Lost



2.7%

Average Weight Loss

Members began 16+ weeks ago & attended 4+ sessions

3.2% Book of Business



33%

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	764	695	462	325
3%+ Loss	32%	34%	45%	51%
5%+ Loss	17%	18%	25%	30%
Total Weight Loss *	3,168	3,042	2,666	1,854
Avg. Start lbs.	215.6	215.7	214.6	214.3
Avg. lbs. Loss	4.1	4.4	5.8	5.7
Avg. % lbs. Loss	1.9%	2.0%	2.7%	2.7%

At-Risk 5%+ Weight Loss

2024 31%

Real Appeal Book of Business

	All Weeks 1+ Attended	Began 16+ Weeks Ago		
		1+	4+	9+
3%+ Loss	36%	36%	44%	50%
5%+ Loss	22%	22%	27%	33%
Avg. Start lbs.	218.6	218.6	218.1	217.6
Avg. lbs. Loss	5.6	5.7	7.1	8.2
Avg. % lbs. Loss	2.6%	2.6%	3.2%	3.8%

2023 33%

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

Enrollee Characteristics & Outcomes

BMI

** 23-24.9	25-29.9	>=30
97	403	905
7%	29%	64%

Medical Need

At-Risk	Not At-Risk
1,194	211
85%	15%

Gender

Female	Male
1,174	231
84%	16%

Plan Member Type

Employee	Spouse/Other
1,336	69
95%	5%

Age Range

18-29	30-39	40-49	50-64	65-69	70+
82	324	387	544	53	15
6%	23%	28%	39%	4%	1%

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

Attendance & Weight Loss

		% 4+	5%+ Loss
>=30	Female	65.0%	16.7%
	Male	63.1%	14.3%
25-29.9	Female	64.4%	16.8%
	Male	59.2%	20.4%
** 23-24.9	Female	49.0%	15.7%
	Male	50.0%	0.0%

Book of Business Attendance & Weight Loss

		% 4+	5%+ Loss
>=30	Female	75.0%	22.5%
	Male	70.9%	25.1%
25-29.9	Female	68.2%	19.1%
	Male	60.5%	18.3%
** 23-24.9	Female	48.1%	15.1%
	Male	39.8%	11.1%

Member Satisfaction



**Member
Satisfaction
Rating**

4.82

Book of Business 4.82

**Average Rating
On a Scale 1-5
(with 5 being the Highest)**



Total Ratings
Classroom Experience

3,475

Registration & Enrollment

Relationship

	Relationship	Grand Total	2023	2024
Registered	Employee	1,380	1,099	281
	Spouse/Other	73	67	6
Disqualified	Employee	44	37	7
	Spouse/Other	4	4	0
Enrolled	Employee	1,336	1,062	274
	Spouse/Other	69	63	6
At-Risk	Employee	1,136	896	240
	Spouse/Other	58	54	4
Not At-Risk	Employee	200	166	34
	Spouse/Other	11	9	2
Re-Enrolled	Employee	9	0	9
	Spouse/Other	0	0	0

Month

	Total	PRIOR	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
Registered	1,453	1,027	37	48	33	21	72	30	15	18	38	12	67	35
Disqualified	48	37	2	1	0	1	2	1	0	1	2	0	0	1
Enrolled	1,405	990	35	47	33	20	70	29	15	17	36	12	67	34
At-Risk	1,194	834	31	39	28	18	62	24	13	17	27	10	58	33
Not At-Risk	211	156	4	8	5	2	8	5	2	0	9	2	9	1
Re-Enrolled	9	0	0	0	0	0	0	0	0	0	0	0	6	3

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 \geq 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 \leq 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