

Creating a culture of health through simple, everyday engagement.

Personalized, integrated digital health experience gets results.



Wanting to be healthy is one thing; getting people to take action is another. That's where the digital health and wellness experience comes in. **Rally**® helps bridge the gap by generating excitement about taking the first step, keeping people engaged and motivated through social connections, and making the process of maintaining good health habits rewarding and fun.

This tool uses personalization to speak directly to employees about simple things they can do to change their health habits. It integrates with other health and wellness resources to help support population health goals. And because it is similar to other popular social media platforms, the tools are familiar and easy to use. More importantly, they don't have to take the first step alone—this digital health experience helps support them every step of the way, breaking down barriers to behavior change.

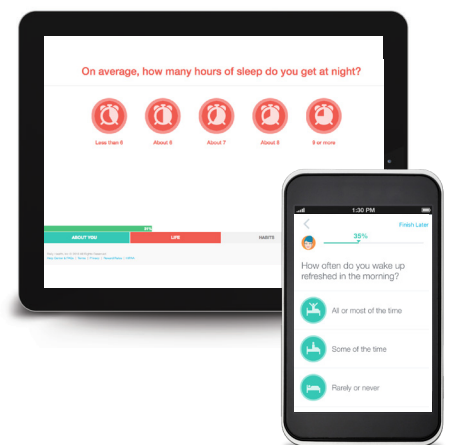
Behavior change barrier #1: “I want to be healthy but don't know where to start.”

Barrier-buster: Take a quick Health Survey to get personalized recommendations.

Digital Health & Wellness helps engage employees right away with the short Health Survey. After answering a few health and lifestyle questions, employees receive a personalized health profile that highlights potential risk factors and areas for improvement.

Based on an employee's responses, it helps them set realistic health and wellness goals by providing specific recommendations, from simple activities (Missions) to help them form healthier habits, to in-depth coaching programs like Real Appeal®, Quit For Life® and Wellness Coaching (if applicable). Employees choose what they want to complete and use the tool to track and celebrate progress as they advance toward their goals.

Access anytime, anywhere, and on any device.



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Behavior change barrier #2: “Staying motivated is hard if I don’t get immediate feedback on my progress.”

Barrier-buster: Provides visible, immediate rewards as people take action.

Just about everything employees do earns them Rally Coins, which they can redeem for sweepstakes entries, discounts on products or donations to charitable organizations.

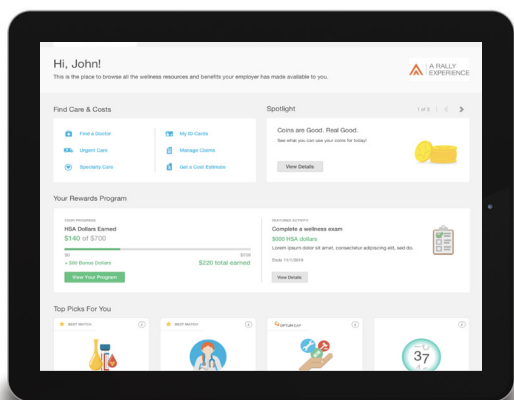
Employers can also reward specific actions (for example, completing the Health Survey or getting a flu shot) by offering incentives such as health savings account (HSA) deposits or premium reductions.

Behavior change barrier #3: “Getting healthy is boring when you’re doing it alone.”

Barrier-buster: A fun, interactive experience helps keep users engaged and accountable.

For extra motivation, employees can compete against others in online Challenges or join one of the 30+ Communities to share their accomplishments and receive support from others with similar health goals.

Everything comes together in the dashboard: from personalized recommendations, well-being and coaching program links, rewards tracking and even health care benefits information. Making the health care experience simple is what Digital Health & Wellness is all about.



Digital Health & Wellness is available on myuhc.com®.

Download the app today from the App Store® or Google Play™. And, thanks to integration with wearable devices, employees can easily track their progress on the go.

Motivating a culture of health.¹

96%

of users complete the Health Survey.

15 million

healthy Missions completed.

64%

of users have joined a Challenge.

4.5-star

app rating on iOS® and Android™.



Help your employees discover the tools to eat healthier, move more and feel better. Talk to your UnitedHealthcare representative today.



¹ Rally Internal Data, 2019.

Rally Health provides health and well-being information and support as part of your health plan. It does not provide medical advice or other health services, and is not a substitute for your doctor's care. If you have specific health care needs, consult an appropriate health care professional. Participation in the Health Survey is voluntary. Your responses will be kept confidential in accordance with the law and will only be used to provide health and wellness recommendations or conduct other plan activities.

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