



Greetings,

As an employer that self-insures our health care benefits, we are always looking for innovative ways to control cost. Excess weight and obesity has become a leading cause of chronic *and* expensive health conditions across America; and we are no different than the rest of the country. Excess weight leads to increased occurrence of diabetes, cardiovascular disease, hypertension, and other conditions. Each of these conditions can be managed or prevented with lifestyle changes.

I'm pleased to announce **Real Appeal**, a new online weight loss program, as part of our benefit plan. Real Appeal is a simple, step-by-step program designed to introduce small lifestyle changes over time that lead to healthier habits and long lasting weight loss results. The program is offered at no cost to eligible employees, spouses and dependents over 18, who are enrolled in our medical plan and have a body mass index (BMI) of 23 or higher. Visit healthydirections.realappeal.com from a smartphone, tablet or personal computer to enroll.

Real Appeal comes with a number of **complimentary** tools and resources including:

- **A Personal Transformation Coach**, who leads weekly online group sessions and is available to you for a full year of guidance and support.
- **A Success Kit**, shipped right to your door and containing step-by-step guides, workout DVDs & equipment, healthy recipes, kitchen tools including a personal blender and more.
- **The Real Appeal Online Site and Mobile App** gives you 24/7 access to tools such as trackers to monitor your food intake, activity and weight, your own personal inbox to connect directly with your coach, a library full of resources and more to keep you on the road to success.



This is a wonderful opportunity to **improve the health of you and your family**. If you are looking to lose weight, check out this short video <http://www.myabx.com/wellness/docs/realappeal-video.mp4> and consider joining the Real Appeal program. If you're ready to get started, **enroll today at healthydirections.realappeal.com** from a smartphone, tablet or personal computer.

If you think this program would be beneficial, I ask that you give it a try. Thank you and best of luck in the program.

Sincerely,

Joe Hete
President & CEO

