



Help drive greater engagement



The **Benefit Marketing Portal** is an automated marketing tool designed to help you promote Real Appeal® on Rally Coach® to your eligible employees and drive enrollment in the program.



Create excitement

The Benefit Marketing Portal is designed to help you:

- **Maximize benefits.** Show your employees the potential value of Real Appeal to help boost enrollment.
- **Simplify communication.** Upload your information, select a launch date, let us handle the rest.
- **Automate emails.** Make a few quick clicks and your email campaigns are set for the year.



Timesaving features

The portal provides you with:

- **A personal dashboard.** Manage your email campaigns and digital downloads.
- **Automated email campaigns.** Upload employee email addresses and automate enrollment campaigns.
- **Reminder emails.** Get a reminder before each campaign deployment.
- **Co-manager capability.** Designate site access to another user.
- **Digital marketing support.** Download materials for your worksite and employee distribution.



Questions?

For help registering or launching a campaign, contact the Real Appeal Client Support Team at benefit.marketing.support@rvohealth.com

Get started today

To register and start using the portal, visit BenefitMarketing.RallyHealth.com

United
Healthcare

RALLY®

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.

Real Appeal is a voluntary weight management program that is offered to eligible members at no additional cost as part of their benefit plan. The information provided under this program is for general informational purposes only and is not intended to be nor should be construed as medical and/or nutritional advice. Participants should consult an appropriate health care professional to determine what may be right for them. Results, if any, may vary. Any items/tools that are provided may be taxable and participants should consult an appropriate tax professional to determine any tax obligations they may have from receiving items/tools under the program.

Insurance coverage provided by or through UnitedHealthcare Insurance Company or its affiliates. Administrative services provided by United HealthCare Services, Inc. or their affiliates.

Administrative services provided by United HealthCare Services, Inc. or their affiliates, and UnitedHealthcare Service LLC in NY. Stop-loss insurance is underwritten by UnitedHealthcare Insurance Company or their affiliates, including UnitedHealthcare Life Insurance Company in NJ, and UnitedHealthcare Insurance Company of New York in NY.