



## It's time for an easy digital resource for managing health:

Introducing Rally<sup>SM</sup>, brought to you by UnitedHealthcare

**RALLY**<sup>SM</sup>

 **UnitedHealthcare**<sup>®</sup>

# An Innovative Consumer Engagement Platform

The Rally experience is a fun, interactive health and wellness enhancement to our **myuhc.com**<sup>®</sup> consumer portal. By harnessing the power of data, social connections and rewards, consumers receive personal lifestyle plans that focus on goals, competition, progress tracking and healthy living.

The Rally experience offers a personalized interactive experience:

- Challenges and Communities
- Missions and rewards
- Lifestyle plans
- Intuitive Health Survey



## Welcome to Digital Health Management

The Rally tools learn about individuals as they share details about themselves and their health status. An intuitive Health Survey gathers health and lifestyle information used to personalize health trackers, suggestions, clinical or wellness programs\* and a tool that calculates an individual's "health age."



Individuals customize their experience by answering a few simple health and lifestyle questions.



The Health Survey calculates an individual's "health age" and creates personal Missions or action plans.

\*If member has access to an applicable clinical or wellness program.



# Start Some Healthy Habits

Using the Health Survey, we create suggested action steps or Missions. "Move," "Eat," "Feel" and "Care" Missions provide choices to improve or maintain health and are linked to promotions on the site, reminders and tracking accomplishments.

Users can track things like their weight loss and physical activities. They can also use the Personal Health Record to view health-related information — medical claims and lab values are updated automatically. Connections with tools like FitBit® and JawBone® are also available, as is mobile access. "Coins" are earned every time a health or tracking activity takes place.



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# Make New Connections

The Rally experience engages consumers by inviting them to join an online Challenge, share their accomplishments or join a competition to increase the fun factor. Consumers decide how they want to connect with other individuals with common interests.

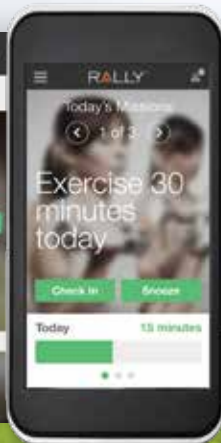
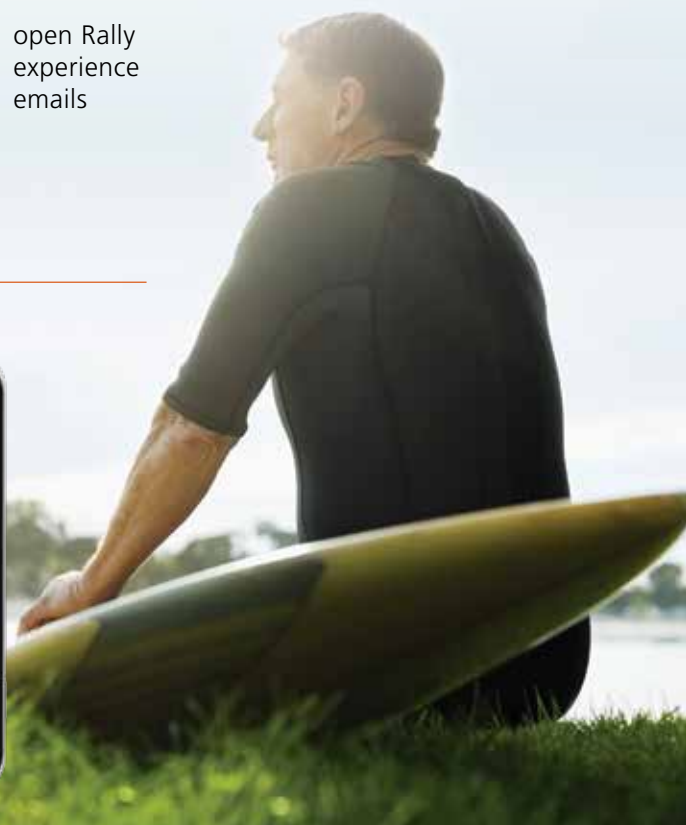
## Rally Experience Rewards Boost Engagement\*

**96%** of Rally experience users complete a Health Survey

**58%** open Rally experience emails

**64%** of enrollees sign up for Missions

\*Based on Rally experience, August 2014





It's time to provide an easier way to help consumers eat healthier, move more, be more informed and feel better.

Talk to your UnitedHealthcare representative to you make the most of this exciting consumer experience.

