

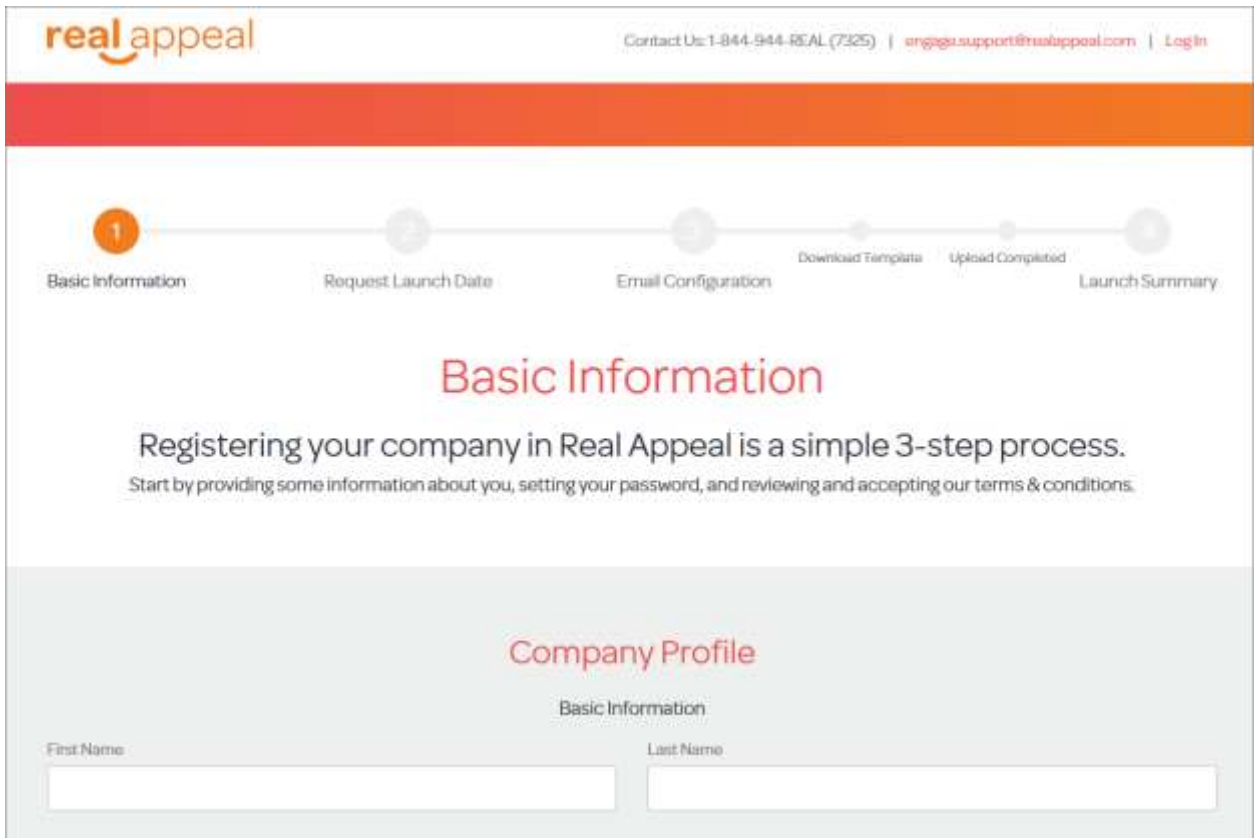
Available for UnitedHealthcare Fully Insured Customers (100-1,000)

To sign up go to <http://engage.realappeal.com>. Click Register Your Company Now.

1

Create an online account for your organization:

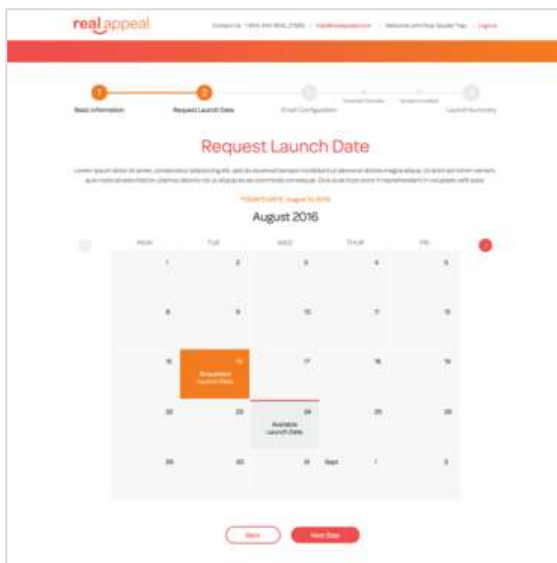
- First and last name, along with job title
- Company name
- Email address
- Phone number
- ⚠ Policy number—only one account can be created per policy number; policy number can be found on your UnitedHealthcare membership card.
- Password
- Shipping address (where their Real Appeal marketing kit will be sent)



The screenshot shows the Real Appeal registration interface. At the top, the 'real appeal' logo is on the left, and contact information 'Contact Us: 1-844-944-REAL (7325) | engage.support@realappeal.com | [Login](#)' is on the right. Below the logo is a progress bar with five steps: 1. Basic Information (highlighted with an orange circle), 2. Request Launch Date, 3. Email Configuration, 4. Download Templates, and 5. Upload Completed. The main heading is 'Basic Information' in red. Below it, the text reads: 'Registering your company in Real Appeal is a simple 3-step process. Start by providing some information about you, setting your password, and reviewing and accepting our terms & conditions.' The 'Company Profile' section is visible at the bottom, with a sub-heading 'Basic Information' and two input fields for 'First Name' and 'Last Name'.

2

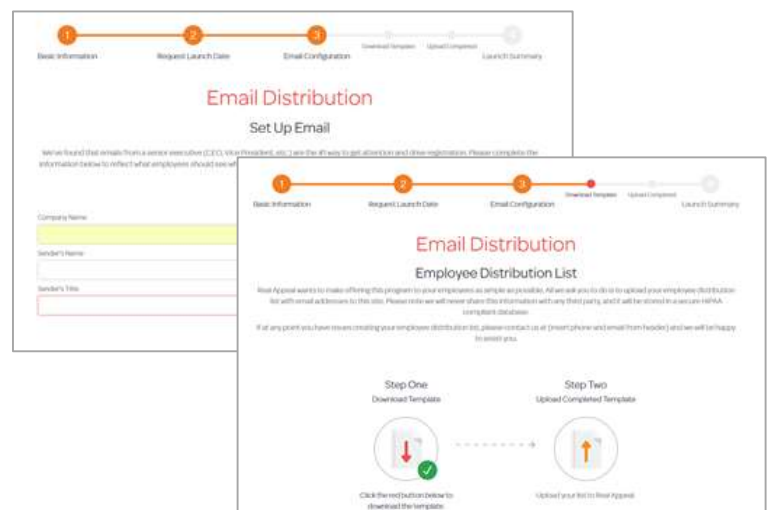
Select Launch Date— On this date Real Appeal sends an email to your employees announcing the program. You also receive a Real Appeal marketing kit including posters, table tents and post cards, a few days after the launch date.



3

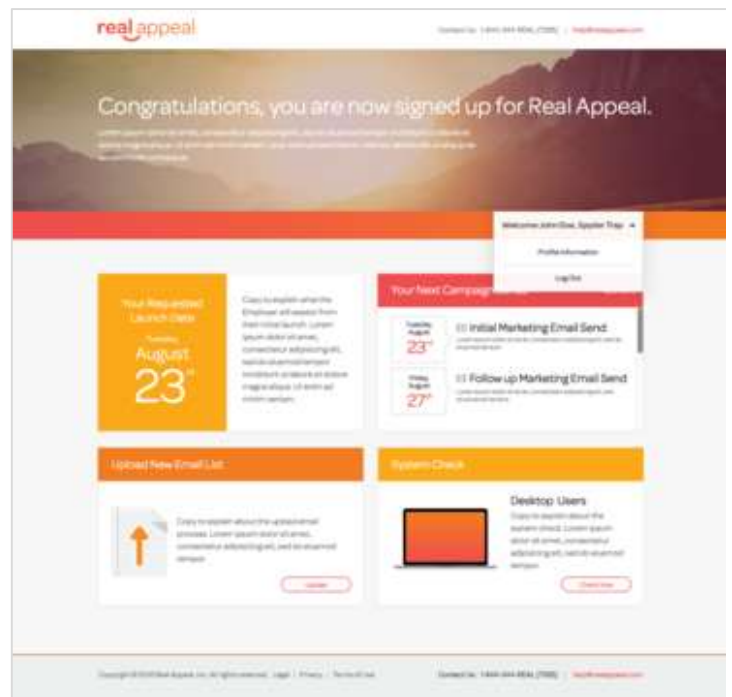
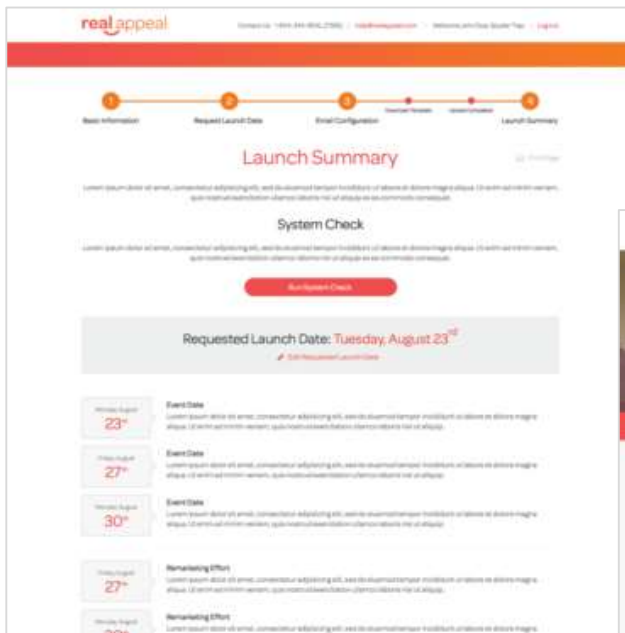
Email Configuration—Real Appeal has found that the #1 way to get employees' attention and registration in the program is by sending an email from a senior executive (e.g., CEO, Vice President). In this step you

- Set up what employees should see when they receive emails about Real Appeal, including the sender's name and title.
- Upload a .csv file (using the
- Schedule the email launch date selected in Step 2.



4

Launch Summary/Dashboard—in this last step you can review and confirm the information provided in the previous steps. If employees will be using company-provided devices and/or internet connection, Real Appeal recommends that you complete a system check accessible from this last step as well. After launch, you'll have access to your personalized dashboard.



Need Help? Contact Real Appeal at 1-844-944-REAL (7325) or engage.support@realappeal.com