

A new interactive experience makes managing your health easy and fun



Introducing RallySM, brought to you by UnitedHealthcare

Introducing an easier way for you to eat better, move more, be more informed and get started on personal Missions to help improve your health.

Rally is a user-friendly digital experience on **myuhc.com**[®] that will engage you in a new way by using technology, gaming and social media to help you understand, learn and support you on your health journey.

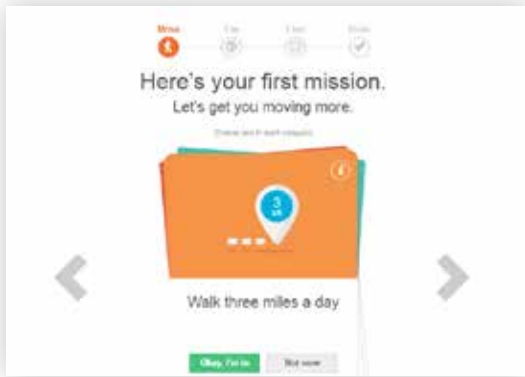
What Is Rally?

With the online Rally Health Survey, personalized Missions, rewards and connections to wearables like Fitbit[®], Jawbone[®] and more, we make it easier for you to get motivated to be healthier. When you sign up for Rally, the first thing you'll learn is your Rally Health Age, which tells you how your body is feeling right now. Then you can start exploring all the great digital tools that may help you make healthier choices based on your life, schedule and needs.

Rally offers a personalized interactive experience:

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





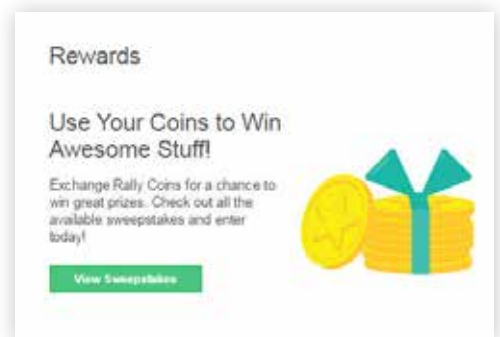
Get Started: Personal Missions

Once you have completed the Health Survey, we have the data we need to suggest action steps or "Missions." "Move," "Eat," "Feel," and "Care" Missions are interactive and provide choices that may help improve or maintain your health. They're also linked to promotions, reminders and tracking accomplishments, giving you just the push you need to keep going.

Tracking Is Simple, Fun and Full of Rewards

Health trackers monitoring weight loss, physical activity and more are tightly integrated with motivating messages and personally relevant information, to keep you inspired. You can also connect with consumer wearables like FitBit and JawBone as well as mobile access.

To help you create new healthy habits, coins are awarded every time you engage — even in small ways — essentially rewarding you every time a health or tracking activity takes place. Coins can be used to enter sweepstakes, and an email notification tells if a reward activity is complete or if you have registered for a sweepstakes.



Coins are earned every time a health or tracking activity takes place.



Making Healthy Connections

With Rally, you can also join an online challenge, share your accomplishments with others through moderated health communities, choose an Avatar, connect with a personal wellness coach or join a competition to increase the fun.



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100-15545 11/25-2014 © 2014 United HealthCare Services, Inc.