



# Analytics & Reporting Overview

# Virgin Pulse Analytics & Reporting

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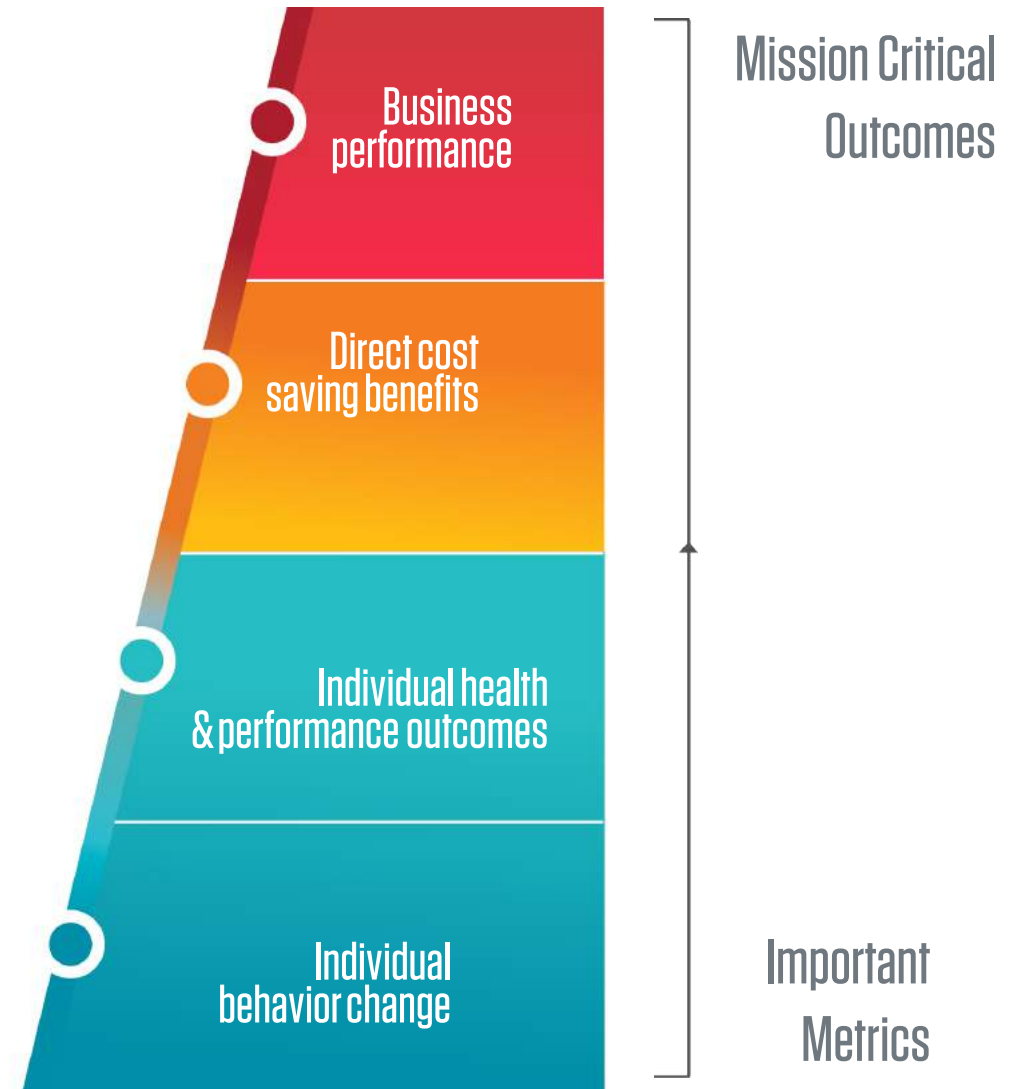
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# Introduction

**Intuitive analytics tools and strategic support help you measure program impact and optimize for success.**

Organizations around the world, across industries, sectors, size, and with varying population demographics, consider a range of key performance indicators to measure the ongoing impact of their investment. We partner closely with clients to understand the metrics that matter most to them, and incorporate solutions into their platform.

Our comprehensive measurement framework is adaptable to fit the needs of any organization. On-demand self-serve tools, coupled with support of Virgin Pulse Client Success empower our clients to make data-backed decisions with confidence.



# Data Security

Virgin Pulse is the global leader in information security and data privacy compliance.

Protecting member and client data is one of our highest priorities. We maintain and adhere to comprehensive corporate policies, certifications from strict global information security standards, and compliance with robust privacy frameworks. Our commitment ensures our clients — across all industries, sizes and locations — know their data is in safe hands.



- ✓ TRUSTe Privacy Seal
- ✓ EU-U.S. Privacy Shield Framework
- ✓ Swiss-U.S. Privacy Shield Framework
- ✓ EU General Data Protection Regulation (GDPR)
- ✓ APEC Cross-Border Privacy Rules (CBPR)
- ✓ APEC Privacy Recognition for Processors (PRP)
- ✓ ISO 27001:2013 Certified
- ✓ Multi-factor Authentication



# Virgin Pulse

## Reporting & Analytics Capabilities

An intuitive suite of Virgin Pulse reporting tools offers powerful insight to strategically support your health and wellbeing program and overall business goals:

- ✓ Reviewed by our internal data experts for data quality and integrity
- ✓ Trusted and used by hundreds of clients to evaluate engagement, eligibility, program outcomes and performance
- ✓ Engaging and easy-to-decipher reports support moving insight into action
- ✓ Proven value to identify keys areas of focus and to support discussions with clients and internal stakeholders

### On-Demand Analytics

A suite of intuitive, self-serve tools help you measure the impact of your program in real time on your desktop or mobile app.

### Client Business Reviews

Receive a detailed analysis across all your program data to evaluate and uncover program highlights, trends, insights and opportunities. Review strategic recommendations and detailed action plans.

### Claims Data & Insights

Claims data provides an experience that addresses the whole healthcare continuum for your members, from healthy living and prevention to condition management and reversal. Claims help drive cost savings and ROI for our clients.

### Gaps-in-Care Reporting

Visualizes population compliance with care guidelines and incidences of conditions that could be trending across gender, age, or specific location. Uses health assessment, claims, coaching and self-attested data to enable data-driven program and benefit decisions and bidirectional sharing with third-party partners.

### Rewards Driven Data Files

Rewards files allow you to evaluate usage from a rewards or incentives point of view. These reports can also be used to recognize members with off-platform rewards.

### Third-Party File Requests

File extracts for third-party vendors are used to evaluate member participation or measure outcomes. These are sent through our secure FTP network.

### Outbound Eligibility Files

File extracts can seamlessly be sent outbound to third-party vendors through our secure FTP network.

### Commonly Requested Data File Extracts

Our commonly requested files are extracts modelled after our best practices. These tried and true file extracts will provide the data points you are looking for across many areas of your program.

### Platform Report Archive

Standard reporting for billing, member activation and subsidies are provided on a monthly cadence. The report archive is built right into your Virgin Pulse admin portal.

# On-Demand Analytics & Reporting

Overview

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At a Glance

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Additional Dashboards

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Dashboard Tools

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Reports

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Reporting Tools

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Report Archives

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Admins & Access

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# On-Demand Analytics

## Overview

A suite of intuitive, self-serve tools help you measure the impact of your program in real time, on your desktop or mobile app.



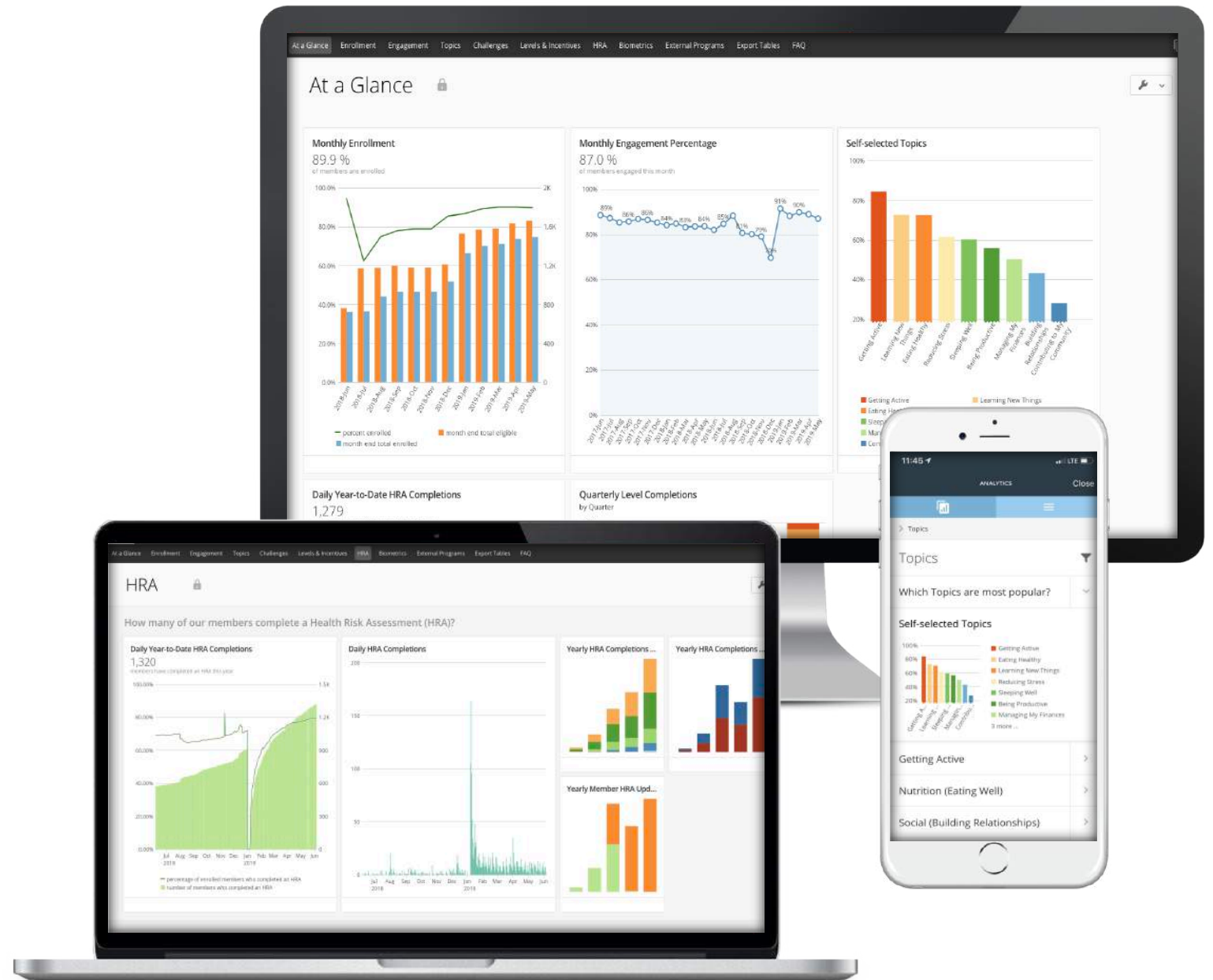
On-demand aggregate program analytics and reporting across 100+ metrics



Extensive filtering and segmentation options to quickly drill down on important data



Data display and export tools to easily share insights with internal stakeholders



# On-Demand Analytics

## At-a-Glance Dashboard

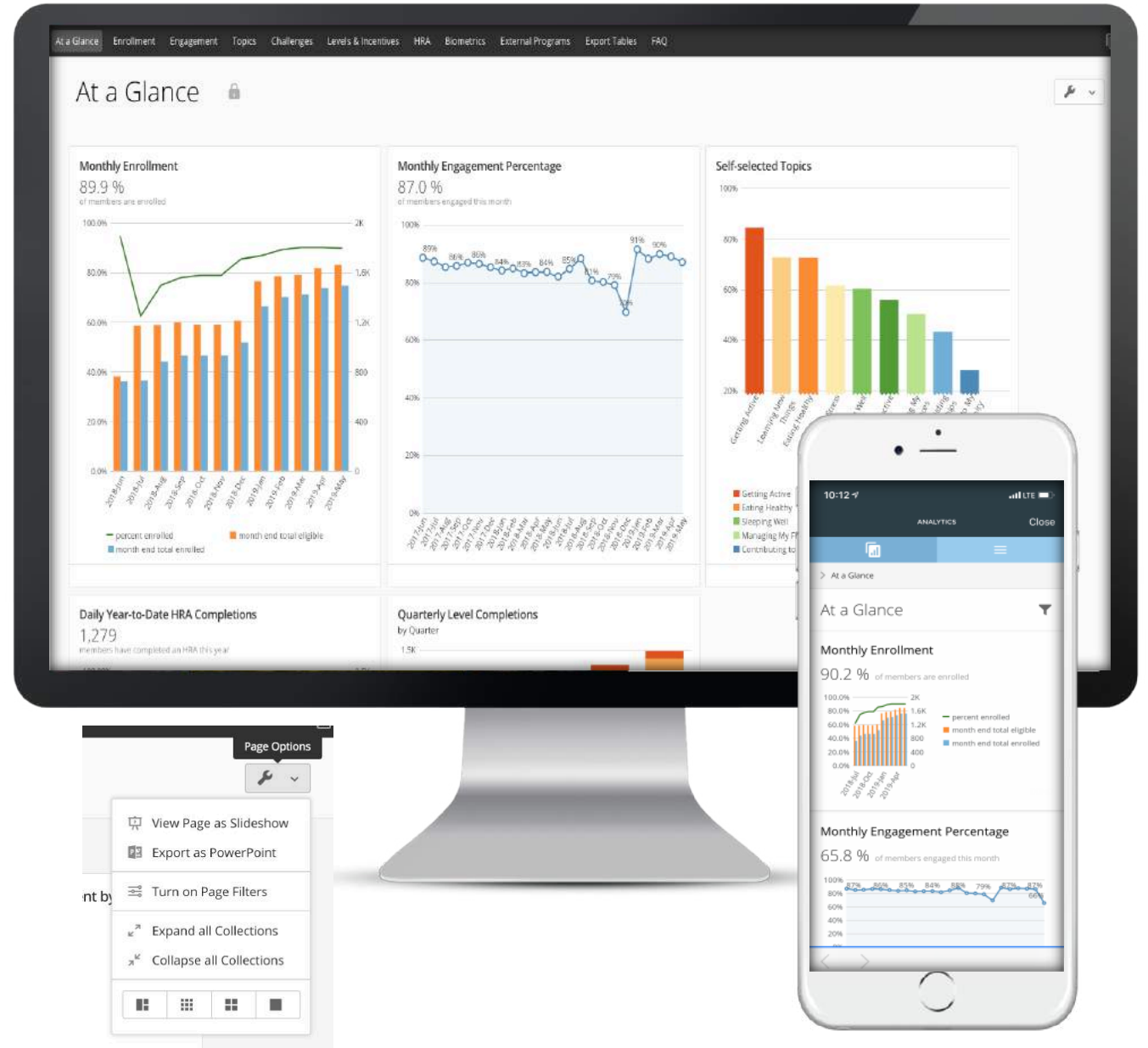
At-a-Glance is your analytics homepage and your first stop for real-time program insights across enrollment, engagement, member progress and rewards.



Apply filters, export, and share the dashboard



Open reports to drill down further and explore

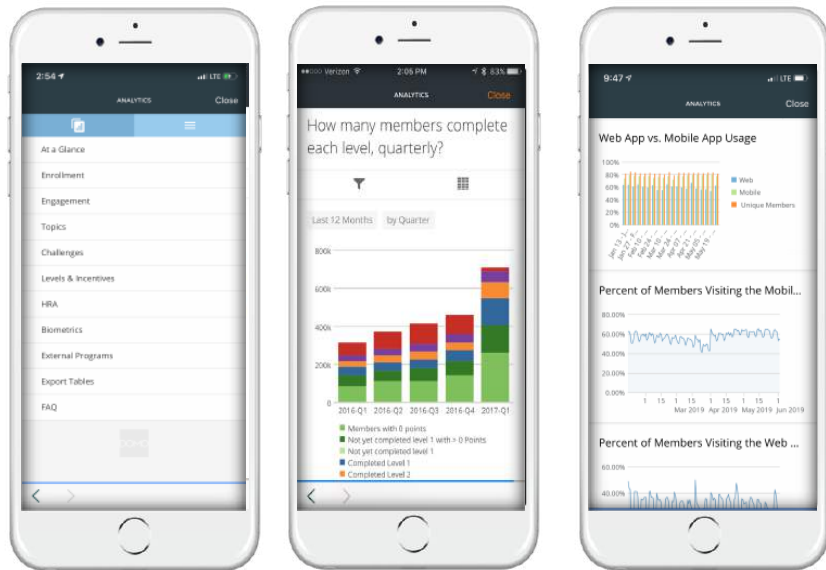




# On-Demand Analytics

## Additional Dashboards

Measure aggregate outcomes and track trends across eight additional program categories. Each additional dashboard contains a collection of reports specific to that category.



## Enrollment

“Enrolled” employees have created a member account on the platform. Filter data by time, organizational hierarchy, and member demographics like age and gender.

## Engagement

Understand how and when members are interacting with the platform with the Engagement Dashboard. Engagement reports reveal trends like mobile vs. desktop usage, member activity tracking, and reward triggers.

## Topics

The Topics Dashboard helps you understand your employees’ wellbeing interest areas. See which topics are most popular overall, or by office location or business unit. Virgin Pulse provides content across 13 topics, including nutrition, sleep, mental wellbeing, financial wellbeing, physical activity, productivity, and more.

## Challenges

Explore participation and retention trends across members and teams and filter by time, location or business unit.

## Levels & Incentives

Learn about members who are “in the game.” This dashboard showcases individual attainment in the platform and reward earnings.

## HRA

View completion rates and data collected from Health Risk Assessments, like the Virgin Pulse Health Check or MyPulse surveys. This information provides baseline insights on member health, as well as risk profiles and readiness to change.

## Biometrics

Analyze all validated health information collected through onsite biometric screenings, health stations, or voucher-verified physician screenings. Measurements typically include BMI, blood pressure, cholesterol, glucose, waist circumference, as outlined by CDC biometrics standards.

## External Programs

Data from your third-party program partners, integrated via SSO or secure file feed, reveal which of your other employee programs are being used through Virgin Pulse.

# On-Demand Analytics

## Dashboard Tools

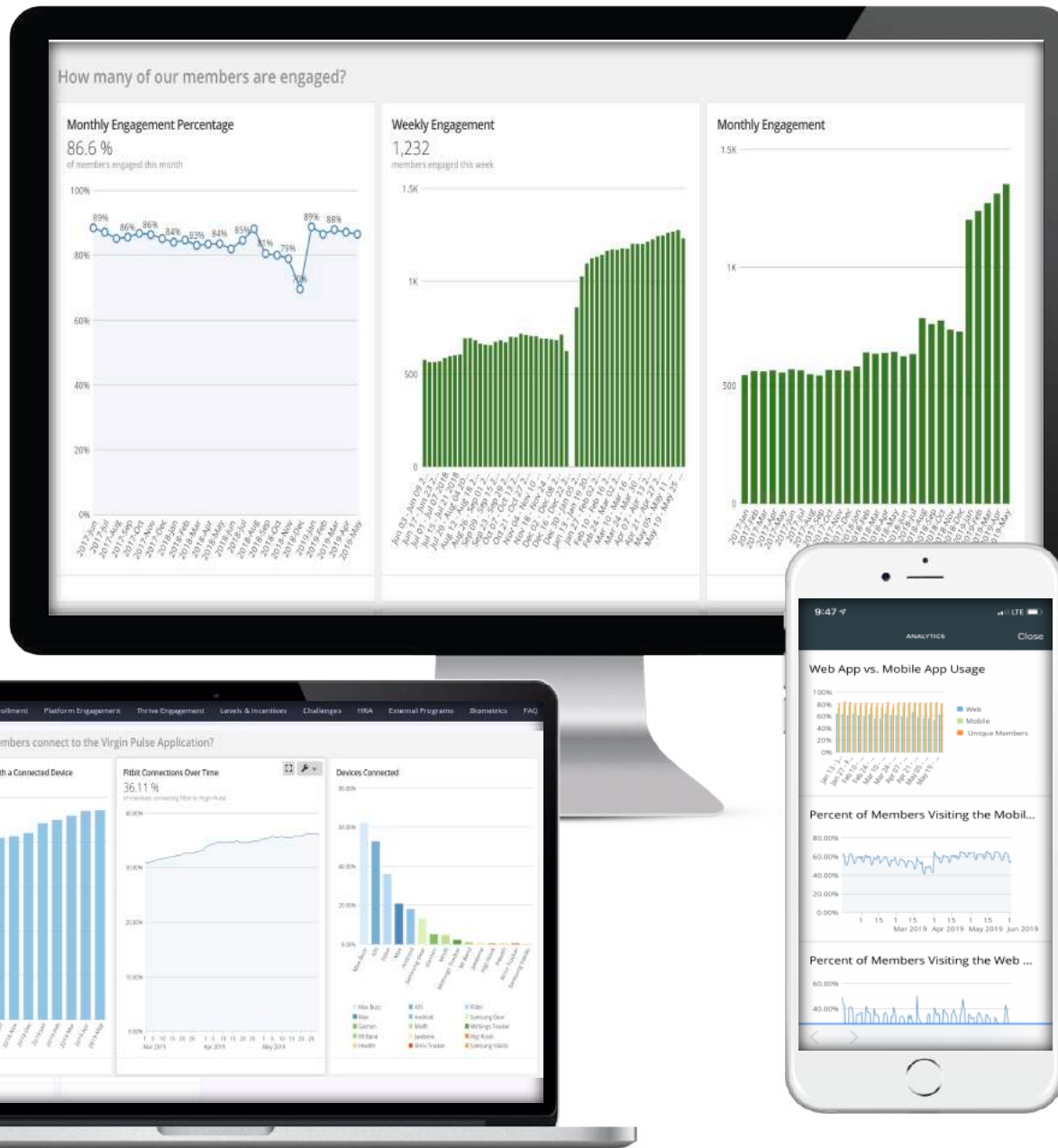
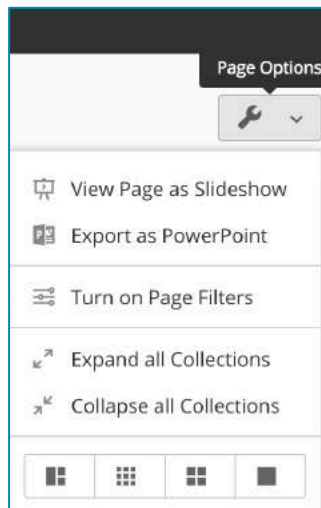
Dashboard Tools reveal answers to deeper questions about program impact.



Expand or collapse data collections to focus on specific insights



Apply filters to all the reports within the dashboard, export and share



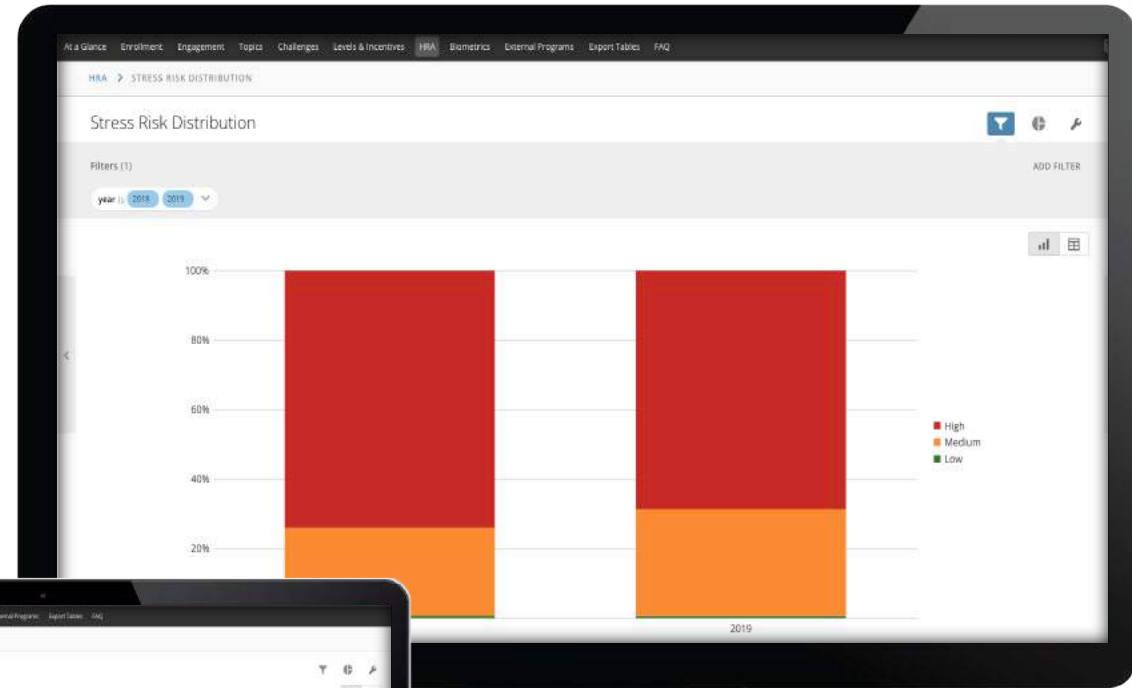
# On-Demand Analytics Reports

Reports enable you to answer deeper questions on demand, compare and contrast employee populations, and analyze trends over time.

## Sample Questions

- ✔ What percentage of members are experiencing high levels of stress in 2019? Is that higher or lower than 2018?
- ✔ How many steps are members averaging per day this month?
- ✔ Are members becoming more or less engaged with the program over time?

**Sample Report (Desktop View)**  
Dashboard: HRA  
Report: YoY Stress Risk Distribution – all members



**Sample Report (Desktop View)**  
Dashboard: Wellbeing Topics  
Report: Average Daily Steps per Member – last 30 days



**Sample Report (Mobile View)**  
Dashboard: Engagement  
Report: Monthly Engagement Over Time

# On-Demand Analytics

## Reporting Tools

### Filter & Segment

Add, remove and combine a variety of filters to capture the dataset you need.



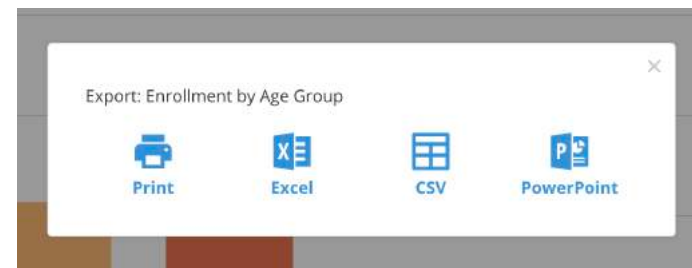
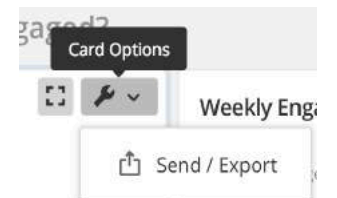
### Data Visualization & Displays

Easily toggle between table and graph views to preview or change the display, and choose from 15+ charts and graphs.



### Share Insights

Export to CSV, Excel, PowerPoint, or print.



# On-Demand Analytics

## Report Archives

Virgin Pulse uploads member data extracts to the Client Admin Portal by the second of each month.

Report Archives provide member-level data for easy record-keeping and invoicing.

Non-standard platform reports can be requested through your Client Success Manager.



Eligible Employees



Non-Billable Cash Earned



Member Activation



Devices Purchased



Billable Cash Earned



Member Demographics

DATE	REPORT TYPE	FILE NAME	SIZE	FILE
07/01/2016	NonBillableCash_QuarterEnd	Virgin_Pulse_NonBillableCash_QuarterEnd_20160630	106414	CSV
07/01/2016	BillableCash_QuarterEnd	Virgin_Pulse_BillableCash_QuarterEnd_20160630	103073	CSV
06/01/2016	Eligibles_MonthEnd	Virgin_Pulse_Eligibles_MonthEnd_20160731	210193	CSV
07/01/2016	Eligibles_MonthEnd	Virgin_Pulse_Eligibles_MonthEnd_20160630	190754	CSV
06/01/2016	Eligibles_MonthEnd	Virgin_Pulse_Eligibles_MonthEnd_20160531	182550	CSV
05/01/2016	Eligibles_MonthEnd	Virgin_Pulse_Eligibles_MonthEnd_20160430	182210	CSV
08/01/2016	MemberActivation_MonthEnd	Virgin_Pulse_MemberActivation_MonthEnd_20160731	155156	CSV
07/01/2016	MemberActivation_MonthEnd	Virgin_Pulse_MemberActivation_MonthEnd_20160630	152769	CSV
06/01/2016	MemberActivation_MonthEnd	Virgin_Pulse_MemberActivation_MonthEnd_20160531	133369	CSV
05/01/2016	MemberActivation_MonthEnd	Virgin_Pulse_MemberActivation_MonthEnd_20160430	132990	CSV
08/01/2016	NonBillableCash_MonthEnd	Virgin_Pulse_NonBillableCash_MonthEnd_20160731	106236	CSV
07/01/2016	NonBillableCash_MonthEnd	Virgin_Pulse_NonBillableCash_MonthEnd_20160630	51313	CSV
06/01/2016	NonBillableCash_MonthEnd	Virgin_Pulse_NonBillableCash_MonthEnd_20160531	101222	CSV
05/01/2016	NonBillableCash_MonthEnd	Virgin_Pulse_NonBillableCash_MonthEnd_20160430	94077	CSV
08/01/2016	BillableCash_MonthEnd	Virgin_Pulse_BillableCash_MonthEnd_20160731	99646	CSV
07/01/2016	BillableCash_MonthEnd	Virgin_Pulse_BillableCash_MonthEnd_20160630	72671	CSV
06/01/2016	BillableCash_MonthEnd	Virgin_Pulse_BillableCash_MonthEnd_20160531	96383	CSV
05/01/2016	BillableCash_MonthEnd	Virgin_Pulse_BillableCash_MonthEnd_20160430	80183	CSV
08/01/2016	ActivationCancellation_MonthEnd	Virgin_Pulse_ActivationCancellation_MonthEnd_20160731	5535	CSV

Sample Report Archive

# On-Demand Analytics

## Admins & Access

Admins access the analytics homepage directly through a drop-down menu on the Virgin Pulse homepage, or from the Virgin Pulse mobile app.

### Super Client Admin

The super client admin grants admin permissions across your organization, including analytics permissions.

### Client Admin

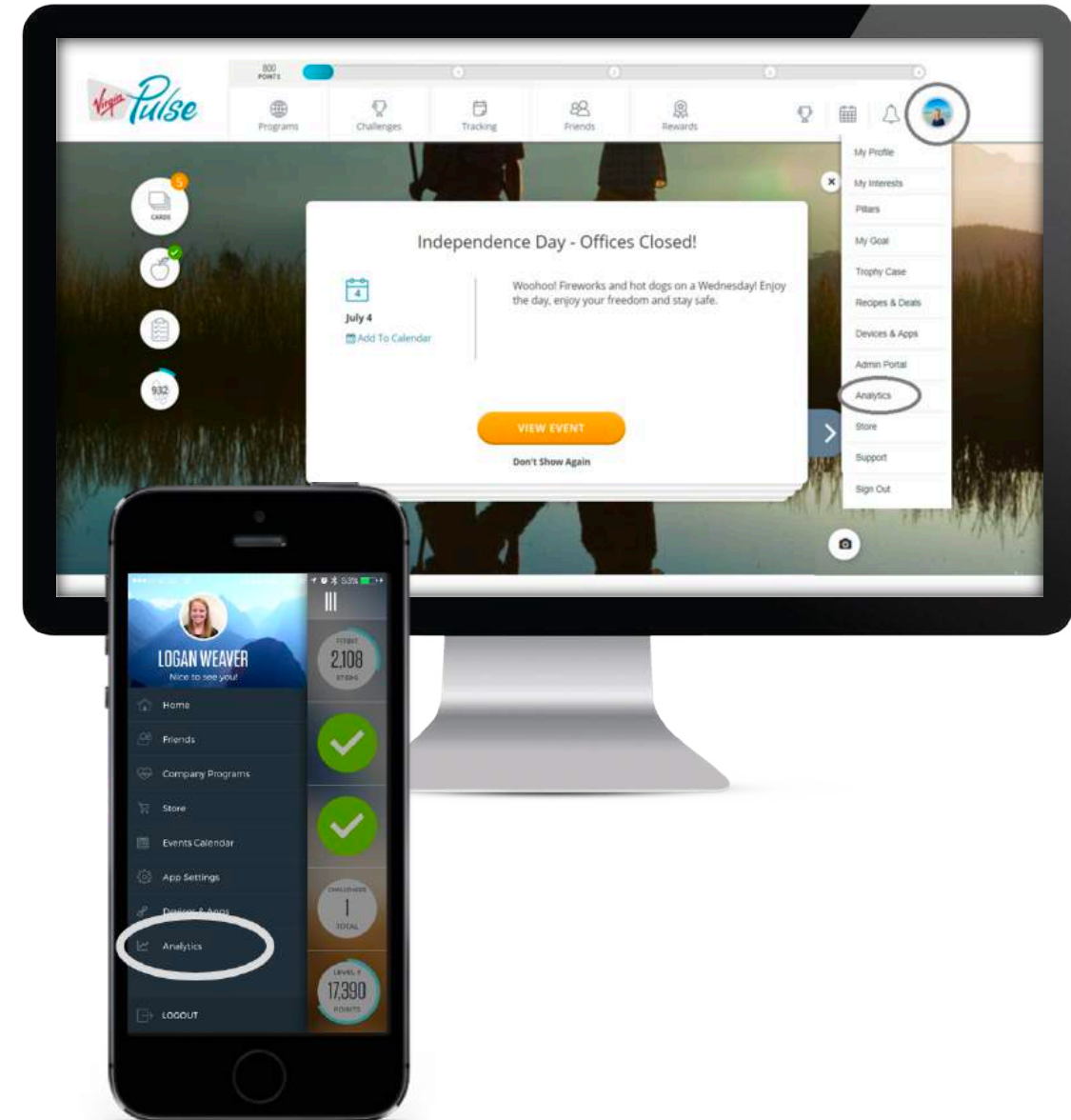
User has access to the entire sponsor as well as the ability to provision or delete analytics access. This role should be limited to a few people within your organization.

### Reporting User

User can be provisioned for analytics access for the entire sponsor, or a specific subset of the organization.

### Report Archive Admin

User can view and download report archives. This is useful if a member of your finance team, for example, needs quick access to view invoice back-up reports.



# Client Review

Virgin Pulse Client Success

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What to Expect

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Curated Delivery

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Insights

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Recommendations

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# Virgin Pulse

## Client Success Team

The Virgin Pulse Client Success team follows a consultative and collaborative support methodology. The **Client Review** is a critical part of the process, and a key time for in-depth analysis of data sets and KPIs.

You'll collaborate with your Client Success Manager (CSM) to develop your client value map. Together, you'll define what success means for your organization, how you'll get there, and how you'll measure outcomes along the way.

Your CSM will be there throughout your partnership to provide guidance, insights, and recommendations that ensure alignment of your business goals, and ongoing improvement of the member experience.

## Client Value Map

Your priorities and program data, along with their expertise, will inform future adjustments or enhancements to your program as your organization evolves.

<b>Vision</b>	Your organizational mission — the why behind your program
<b>Values</b>	Your true north — the guiding principles that inform your decisions
<b>Objectives</b>	Program goals and outcomes that represent success for your organization
<b>Actions</b>	Strategic plans and focused activities to drive progress toward your objectives
<b>KPIs</b>	Key performance indicators that identify and measure program impact





# Client Review

## What to Expect

Your CSM will present key findings and recommendations to program stakeholders.

At the end, you'll have a clear understanding of how your program is measuring up against your expectations.



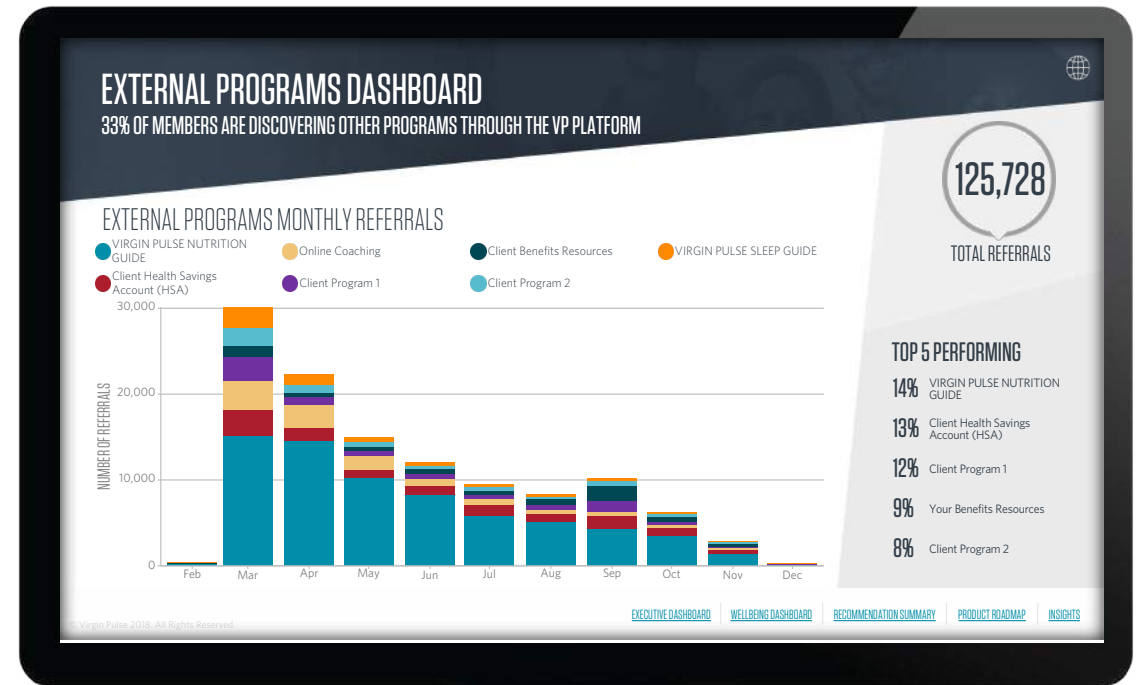
Exhaustive, detailed **analysis** across all your program data



Evaluate and uncover program highlights, trends, **insights** and opportunities



Review strategic **recommendations** and detailed action plans



### Sample Client Review

*Program Detail: External Programs*



### Sample Client Review

*Program Detail: Recommendations to improve employee access to External Programs*

# Client Review

## Curated Delivery

Your CSM will tailor your Client Review to showcase the program details and results that matter most to you.

### Executive Dashboard

Summary program results, member satisfaction & engagement

### Wellbeing Dashboard

Summary employee health and wellbeing outcomes and changes

### Recommendation Summary

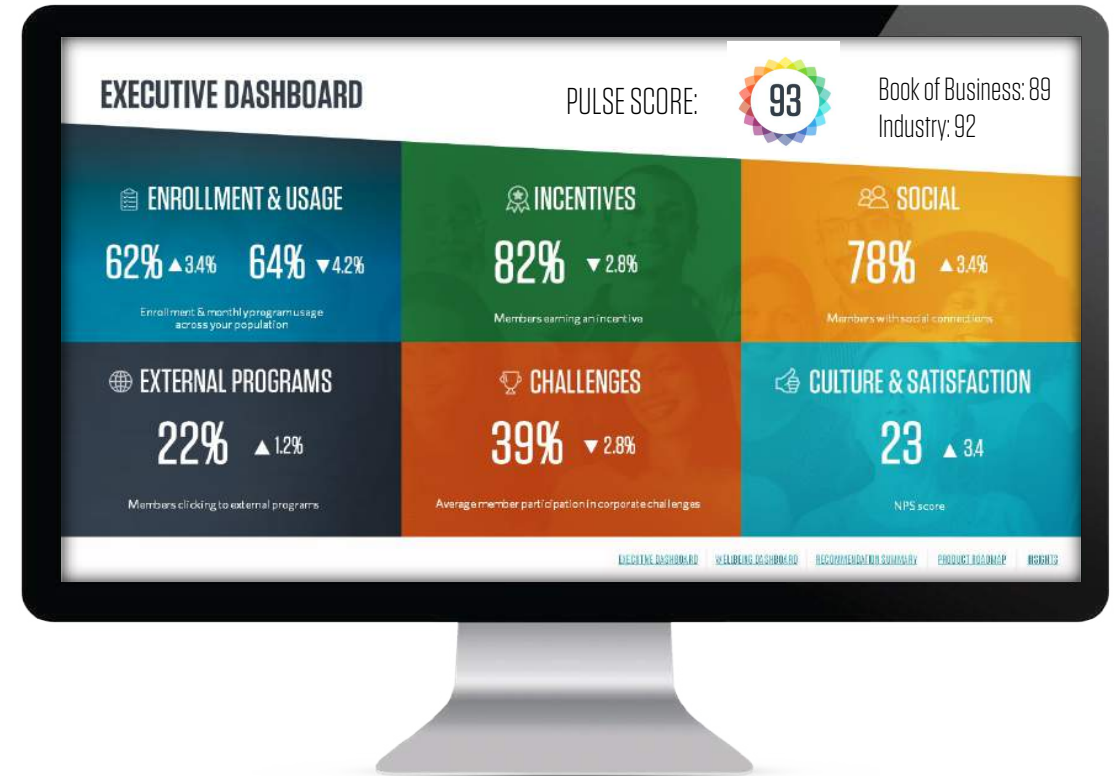
Opportunities for improvements or changes and detailed action plans

### Insights

Detailed analysis on the program details that matter most to you

### Product Roadmap

Review planned Virgin Pulse innovations and program enhancements



## PULSE SCORE

Your **Pulse Score** is a key insight that represents the overall health of your program. Your CSM will share how this compares to other Virgin Pulse clients across our book of business, and specific to your industry.



Book of Business: 89  
Industry: 92

# Client Review

## Insights & Recommendations

Insights reveal the health of your program and the impact it's having on your employees — and your business.



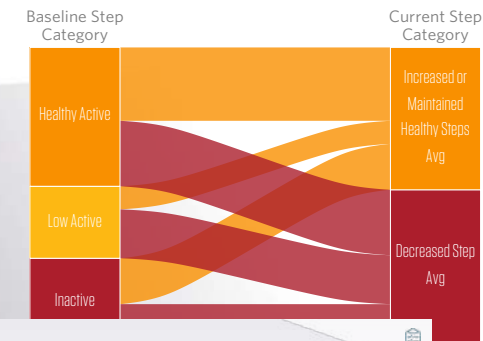
Insights are supported by historical trend data, industry standards, and Virgin Pulse book-of-business comparisons



Review the Virgin Pulse product roadmap and discuss innovations that could support the evolution of your program

### SHIFTS IN ACTIVITY

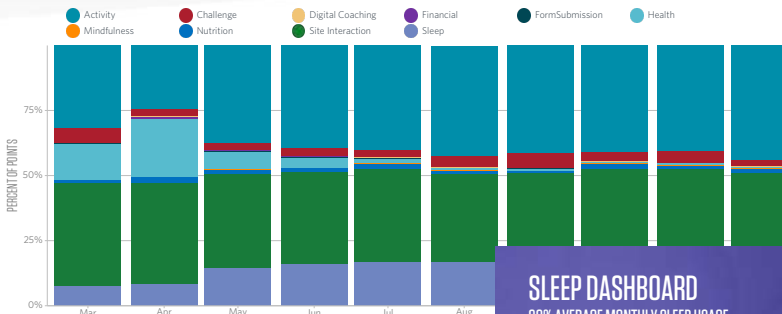
48% OF MEMBERS INCREASED OR MAINTAINED HEALTHY STEPS AVG



- 53%** OF HIGH-RISK, INACTIVE PEOPLE ARE MORE ACTIVE SINCE JOINING
- 32%** OF INSUFFICIENTLY ACTIVE PEOPLE ARE MORE ACTIVE SINCE JOINING
- 53%** OF ACTIVE PEOPLE ARE MAINTAINING THEIR HEALTHY LEVELS

### USAGE: EARNING TRENDS

THE MAJORITY OF POINTS ARE BEING EARNED THROUGH ACTIVITY



[EXECUTIVE DASHBOARD](#) | [WELLBEING DASHBOARD](#) | [RECOMMENDATION SUMMARY](#) | [PRODUCT ROADMAP](#) | [INSIGHTS](#)

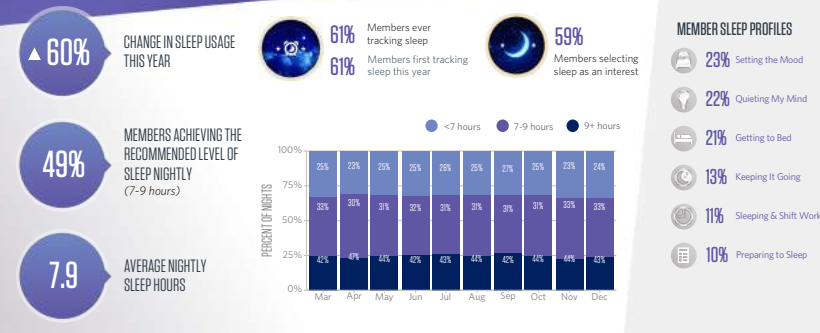
Sample Client Review  
Insights: Usage - Earning Trends

### Sample Client Review

Insights: Shifts in Physical Activity

### SLEEP DASHBOARD

60% AVERAGE MONTHLY SLEEP USAGE



[EXECUTIVE DASHBOARD](#) | [WELLBEING DASHBOARD](#) | [RECOMMENDATION SUMMARY](#) | [PRODUCT ROADMAP](#) | [INSIGHTS](#)

Sample Client Review  
Insights: Sleep Dashboard

# Client Review

## Insights & Recommendations

Your CSM is continuously assessing program data and analyzing it against your organizational goals. During the Client Review, your value map will guide any program recommendations made by your CSM.

### Discover

Compare program outcomes, trends, and contributing factors to identify opportunities for improvement

### Develop & Implement

Pinpoint actionable, strategic recommendations based on proven best practices aligned to your goals

### Deliver

Revisit your Value Map to integrate recommendations and update action planning

### Demonstrate Value

Continually report progress on your KPIs to measure program performance and impact



# Claims Data & Insights

End-to-End Claims Experience

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Gaps-in-Care Reporting

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Claims ROI Data & Insights

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Claims ROI Reporting

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# Claims Data & Insights

## End-to-End Claims Experience

### Claims Ingestion and Relationships

Active relationship with over 70+ clients and carriers to ingest claims data and deliver deep personalization, reporting and analytics.

### Deeply Personalized Engagement

Provide a personalized, relevant and meaningful experience for each member to drive engagement using claims, behavior, coaching, third party partner data and more.



### Concrete VOI and ROI

Create real value and driving meaningful outcomes, insights and analytics utilizing claims, health assessment, coaching, third party, biometric and user behavior data.




### Condition Depth and Analytics

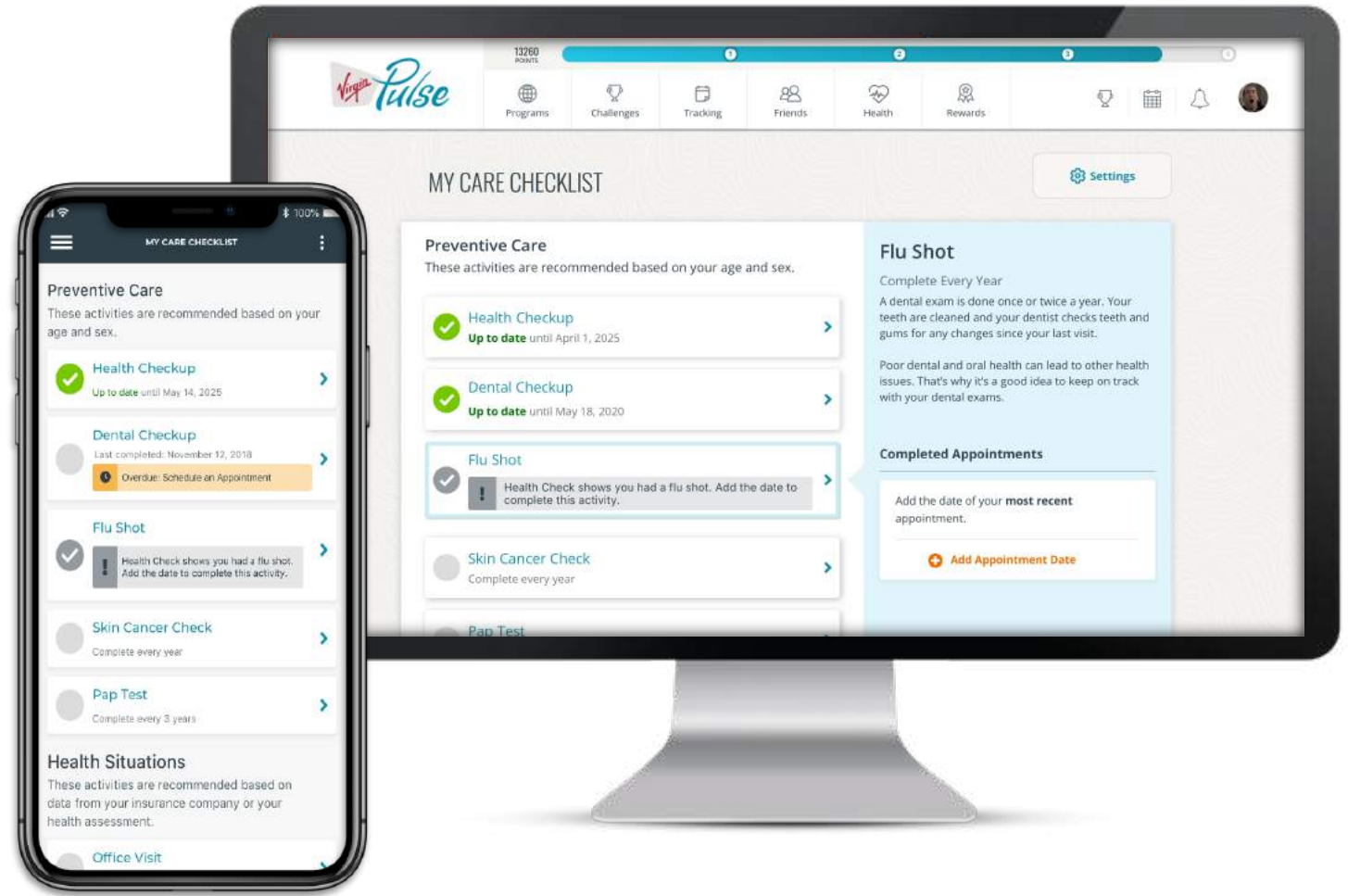
Help members understand, manage, mitigate and reverse a broad range of conditions. Provide insights and actionable data to sponsors and third parties to create plan designs, incentives to achieve outcomes.

# Gaps In Care

## Member Experience Overview

Personalized My Care Checklist dashboard to help members stay on top of preventive care and health situations.

-  Provides powerful personalized annual care guidance based on health assessment, claims and self-attested data
-  Engaging experience and integrated rewards emphasize self-management to close gaps in care to avoid illness, absence and health situations
-  Dashboard dynamically responds to chronic condition diagnosis and self-reported conditions to provide annual care guidance to understand, manage, mitigate and help reverse broad range of conditions





# Gaps In Care

## Client Reporting & Analytics

Visualize gaps and conditions within your population to make data-driven program and benefit decisions.

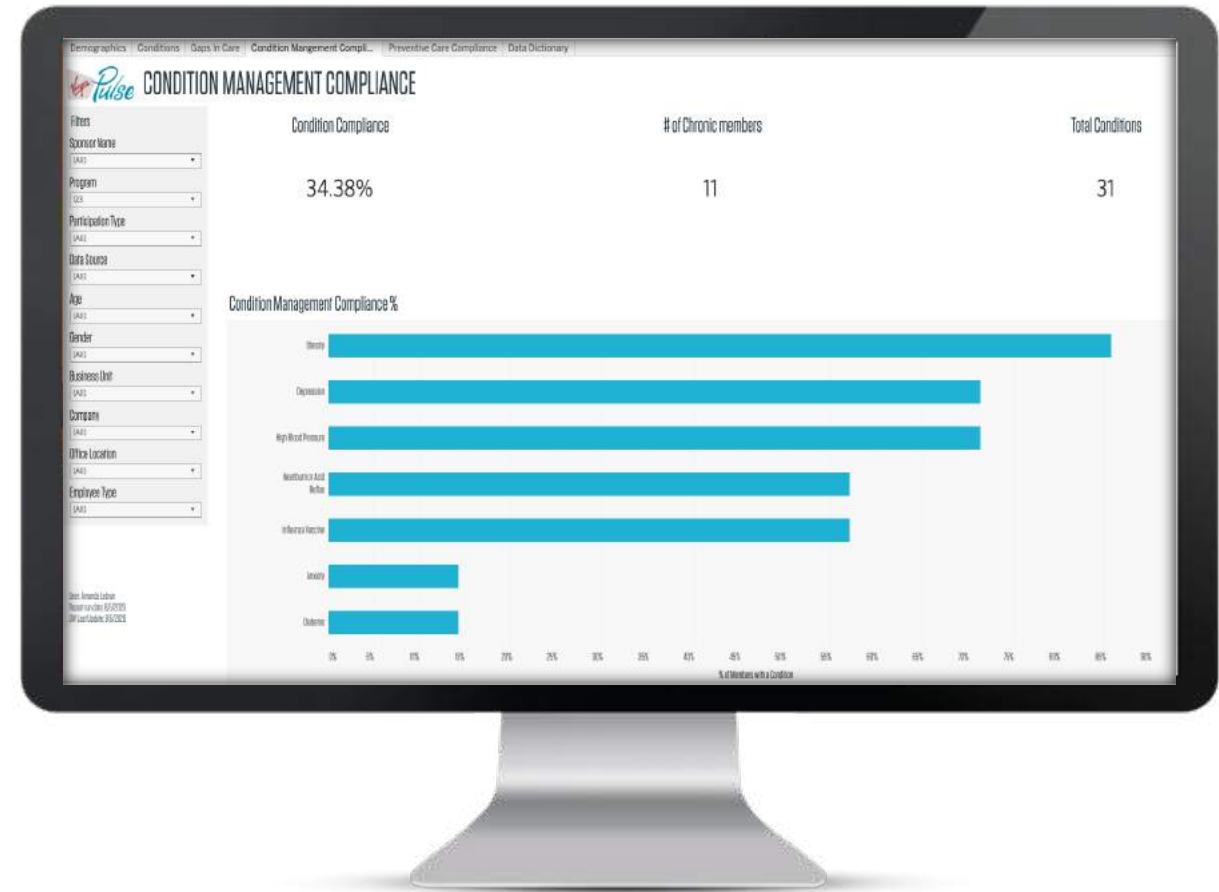
Gaps-in-Care Solution empowers you and your partners with preventive care and chronic condition management compliance aligned to HEDIS® measures and the United States Preventive Care Task Force guidelines. Data set includes health assessment, claims and self-attested data, ensuring robust data viewpoint to help you make strategic decisions to improve compliance and health outcomes.

Rich claims data & insights enable:

-  Optimized program design
-  Greater personalization to drive higher engagement, lower health costs and better health and wellbeing outcomes

### Insight to Action

Reporting suite surfaces trending conditions in populations across gender, age and specific locations to help you quickly turn insight to action within the Virgin Pulse platform to close gaps in care. The HIPPA compliant dashboard provide insight across several key areas, including Chronic and comorbid conditions; compliance; and risks, conditions, gaps, and gap closure trends.





# Gaps In Care Dashboard Suite

Your CSM will deliver Gaps-in-Care reporting and provide strategic guidance to move from insight to action. Gaps-in-care data can be bi-directionally integrated with third-party partners.

## Demographics Dashboard

Total population detail including gender, age, data source, employee type, location and more

## Conditions Dashboard

Detailed analysis of condition prevalence (claims and self-reported) as well as condition distribution with ability to filter

## Gaps-in-Care Dashboard

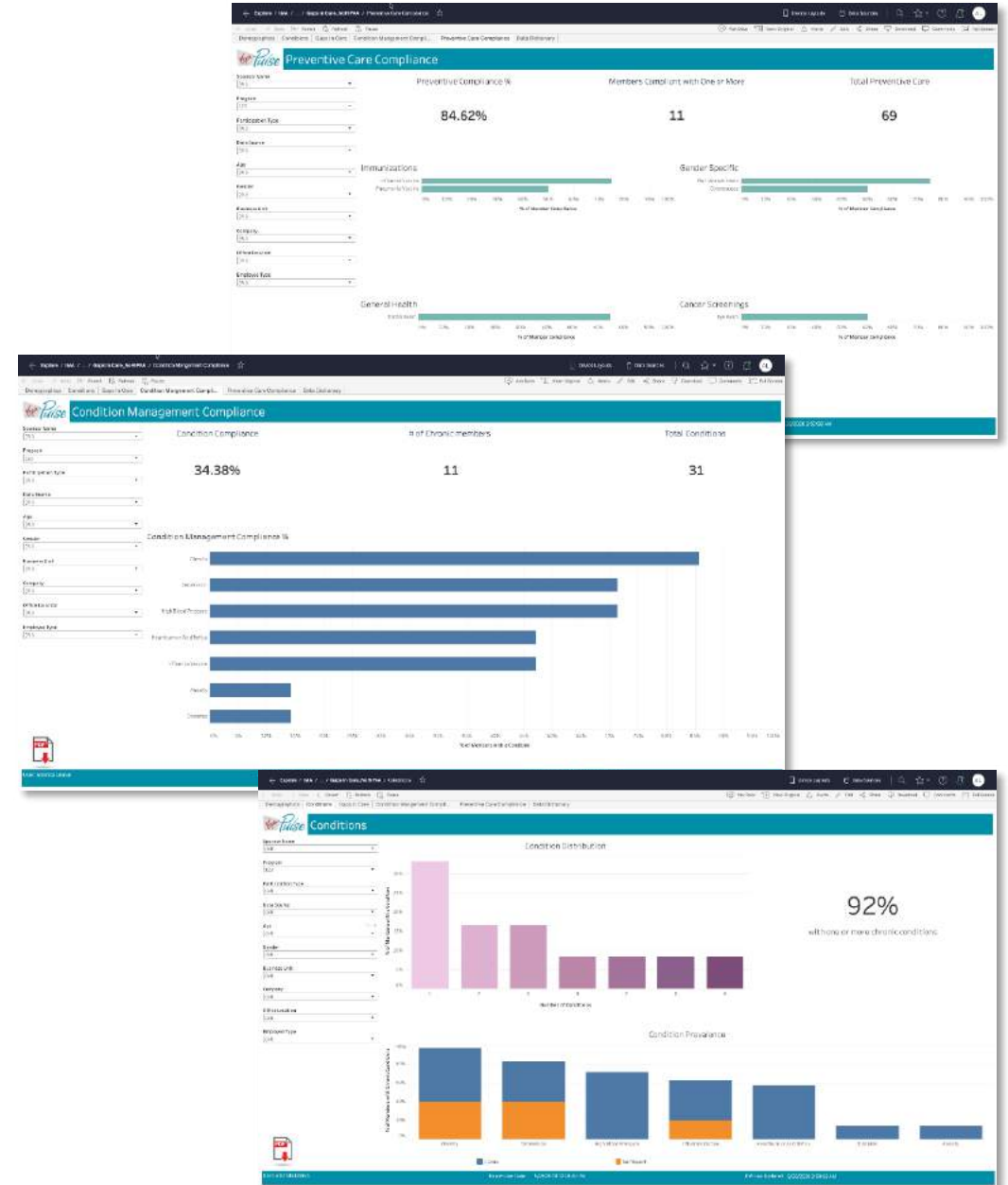
Summary of gaps identified, members closing gaps, gaps closed and trending gap closure rates between engaged and non-engaged members

## Condition Management Compliance Dashboard

Detailed condition compliance reporting for chronic members by condition

## Preventive Care Compliance Dashboard

Total population preventive care compliance across immunizations, general health, cancer screenings and gender specific preventive exams



# Claims ROI

## Data & Insights

Claims data that provides complete visibility into your population's health.

Claims integration allows insight into valuable data including claims cost, healthcare utilization and member compliance to help manage your high risk and high cost populations; and make strategic program recommendations to improve health outcomes.

Rich claims data & insights enable:

- ✓ Optimized program design
- ✓ Greater personalization to drive higher engagement, lower health costs and better health and wellbeing outcomes

Drive successful health and condition management with a 360-degree view:

View your population and drill down to identify trends. The HIPPA compliant reporting suite compares claims incurred by engaged vs. non-engaged across several key areas, including: Cost metrics; health service utilization; chronic and comorbid conditions; compliance; and risks, conditions, gaps, gap closure trends.

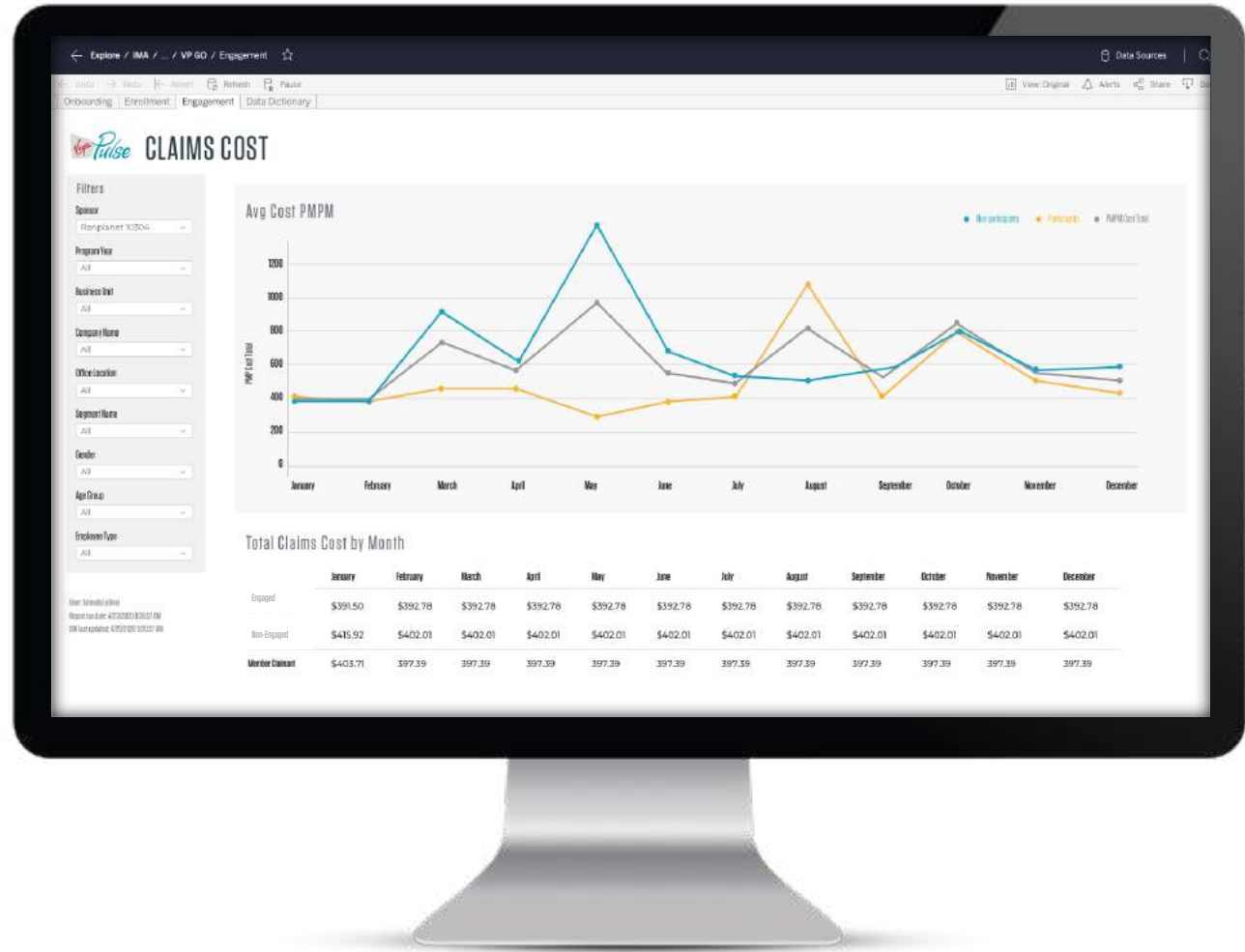


Image of new user interface launching October 1, 2020

# Claims ROI Reporting Dashboard Suite

Deep insights help to empower data-driven decisions critical to impacting the highest variable health plans and employers face, healthcare claims cost.

## Population Dashboard

Total population detail starting with members and claimants to see number of eligible with claims, engaged / non-engaged, chronic condition, coached, compliant / non-compliant

## Claims Cost Dashboard

Analyze monthly claims cost by member claimant populations to see differences between engaged and non-engaged populations by month with extensive filtering capabilities

## Cost Savings Dashboard

See your platform ROI — customize expected health care cost increase and compare projected cost against actual costs, year over year

## Cost of Conditions Dashboard

Deep analytics displaying average cost PMPM (per member per month) by condition with ability to see difference between engaged and non-engaged populations and extensive filtering capabilities

## Utilization Dashboard

Compare utilize amounts, cost and visits across your member claimant population in four different categories – preventive care, inpatient, office visit and emergency room to understand and impact high-cost utilization





# Analytics & Reporting Overview