



Live Health Coaching

Life is a journey. Sometimes you need a guide.

There is no one-size-fits-all approach to changing healthy habits. People do best with a personalized approach that meets them where they are and guides them to where they need to be.

Coaching is a comprehensive practice that facilitates person-centric, sustainable behavior change that integrates lifestyle and condition management to achieve better results, supported by our primary coach model.

Digital = Good. Live + Digital = Better.

Virgin Pulse coaching and the Virgin Pulse platform are seamlessly connected to give each of your employees access to a deep bench of experts in resilience, nutrition, exercise physiology, stress psychology and even pharmacy.

Putting the person back in personalization.

Members receive recommendations based on health assessment and screening results and then select a focus area aligned to their personal preferences and motivations. By putting the person back in personalization, this member-directed approach not only delivers greater engagement, but better results, too—including by participants with elevated risks and chronic conditions.

Members schedule coaching sessions and receive rewards for coaching participation directly within their Virgin Pulse program. This seamless, integrated experience creates a more effective and satisfying coaching experience, and connects members with all their benefits, so you can achieve a better return on your benefits investments.

Our NCQA-certified and International Consortium for Health & Wellness Coaching-approved coaching program gives your people access to a deep bench of experts in resilience, nutrition, exercise physiology, stress psychology and even pharmacy.

Coaching reinvented

Unlike traditional coaching models, we take a unique, person-centric approach that delivers a better experience and real results. By integrating lifestyle and condition management and using a primary coach model, we focus on the relationship of the member and coach, over the coaching topic. Even if the topic changes, the coach remains the same. This model supports self-efficacy and empowers individuals to see themselves as their own health expert.

Traditional Coaching	Virgin Pulse Coaching
A program-specific methodology.	A proprietary behavior change framework based on 75 years of best practices such as game theory, neuroscience and behavioral economics.
An isolated coaching service that doesn't integrate with other wellness initiatives.	A fully integrated experience for the member and the coach.
Each participant completes a prescribed list of tasks.	Each member sets goals and chooses healthy habits based on what is most meaningful to them.
Separates lifestyle behavior change and condition management.	Integrates lifestyle and condition management in a single coaching experience for a person-centric approach that addresses both behaviors and clinical issues.
A single delivery modality.	A consistent behavior-based approach across modalities—phone, face-to-face, or digital coaching support between sessions.

Improved health behaviors

More activity, healthier eating and better resiliency

Better biometrics

Lower BMI, blood pressure and cholesterol

Lower healthcare costs

\$600 annually for those with chronic conditions

**Ready to create a happier, healthier, more productive workforce?
Talk to an expert at Virgin Pulse to get started.**

Learn more at virginpulse.com



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