



COMMUNICATIONS

OVERVIEW

Virgin Pulse Communications

Be everywhere. Be unexpected.

High-impact, user-centric communications inspire your members to take action, adopt healthy habits, and thrive.

Contents

Introduction	02	Ongoing Engagement	17
Communications Overview	03	Member-Driven Messages	18
Channels & Tactics	04	Challenge Communications	19
Client Resource Center	05	Promoted Healthy Habit Challenges	20
Client Admin Portal	06	Standard Team Challenges	21
Communications Lifecycle	07		
Pre-Launch Communications	08	Custom Communications	22
Teaser Campaign	09	Consultative & Collaborative Support	23
Leadership Toolkit	10	Making it Your Own	24
Wellbeing Champions Toolkit	11	Custom Communications Catalogue	25
Launch Communications	12	Custom Communications Appendix	26
Enrollment - Automated Emails	13	Team Challenges	27
Enrollment - Offline Assets	14	Social Support	28
Onboarding - Automated Emails	15	Journeys	29
Onboarding - Feature Sheets & Guides	16	Surveys	30
		Nutrition	31
		Sleep	32
		Live Coaching	33
		Onsite Events & Initiatives	34
		Certified Partner Communications	35
		Translations	36

Communications Overview

Strategic messaging, tools, and support to drive engagement and success

Virgin Pulse empowers clients with a suite of mobile, digital, and offline communications that help create a high-touch member experience. Automated platform communications, on-demand member marketing assets, and self-serve communications tools make it easy to connect with your entire members throughout the year.

The Virgin Pulse Health Plan Client Success team is in place to support your organizational goals. Your Client Success Manager (CSM) will collaborate with you throughout your partnership to develop an annual communications strategy that layers your unique brand messaging and key announcements on top of our comprehensive, automated platform communications.

Member-Driven Messages

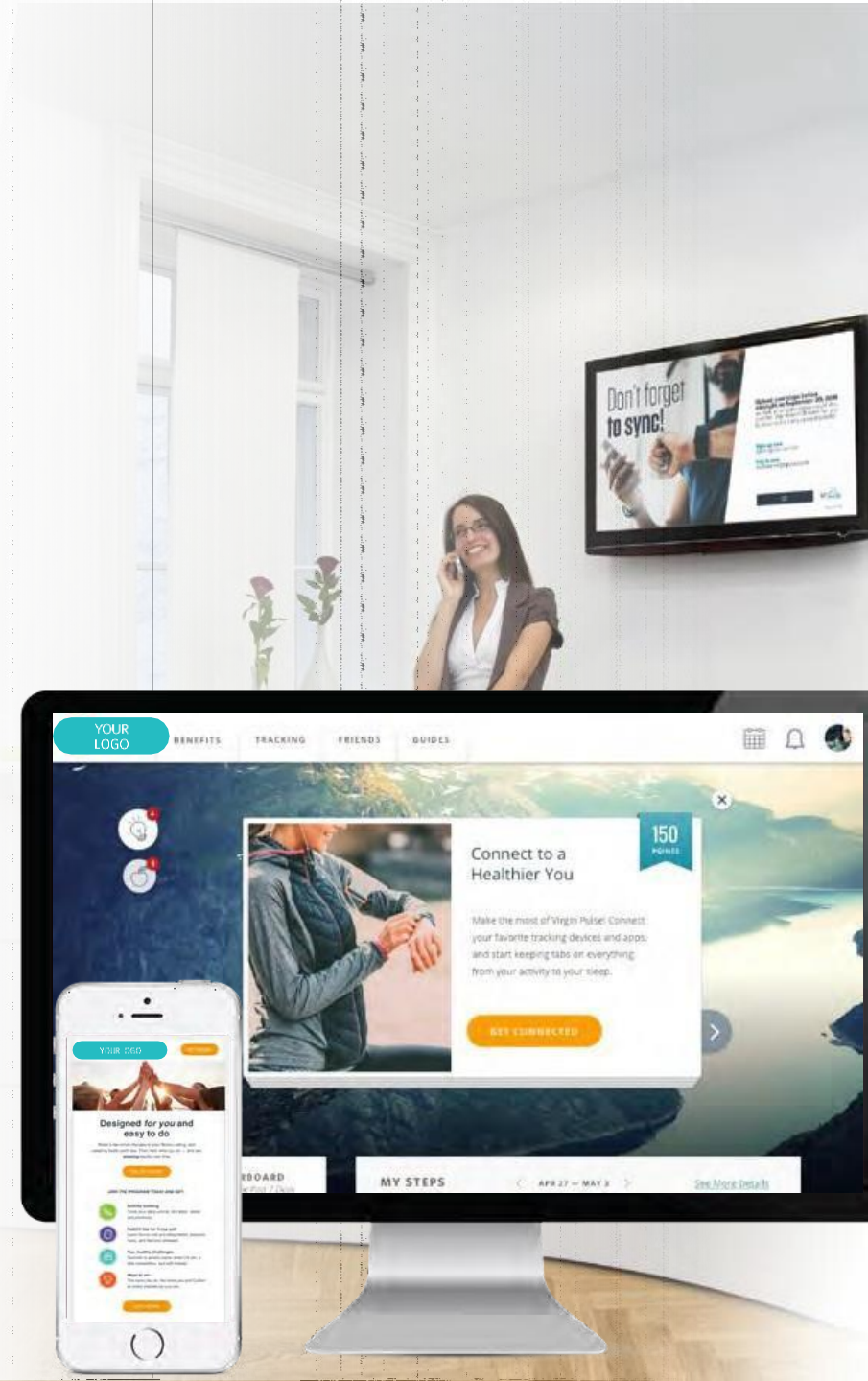
Virgin Pulse platform communications are designed to spark interest and inspire action with a friendly and supportive voice. Throughout the year, members receive timely messages and proactive reminders based on their interests, platform activity, and program milestones. These system-generated emails, push notifications, and site popups create a personalized, meaningful experience.

On-Demand Engagement

Program administrators have access to the Client Resource Center, a digital library where they can download ready-to-use member marketing assets like posters and user guides. Administrators can also manage the events calendar and connect with your entire population, or specific population segments, with self-serve tools from the Client Admin Portal.

Custom Communications

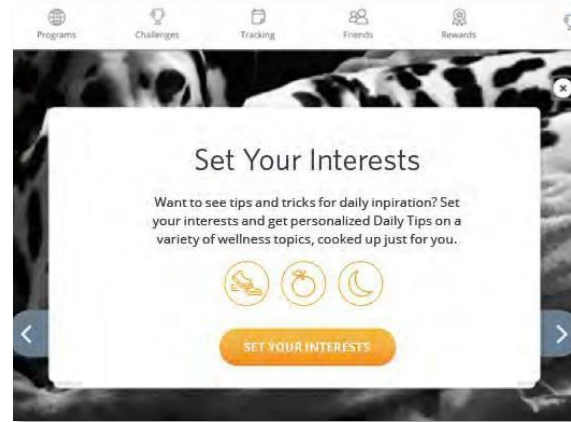
Your Annual Communications Strategy is designed to amplify engagement and support your unique program design. Each client receives a flexible Annual Service Credit that can be applied toward the design and delivery of custom communication assets and unique campaigns. Your CSM will be there with support and guidance to make sure your communications are effective, and provide insights for future planning.



Communication Channels & Tactics

Multi-channel engagement

A variety of delivery tactics and member marketing assets enable you to reach your members online and offline.



Site Popup - Desktop



In-app Reminder - Mobile



Offline Asset - Feature Guide



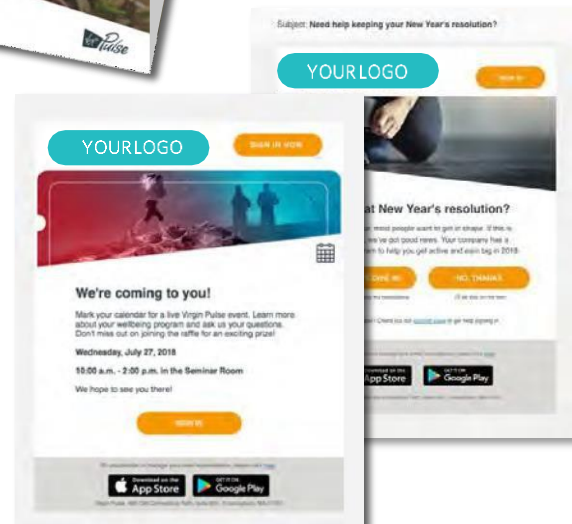
Offline Asset - Poster



Offline Asset - Postcard



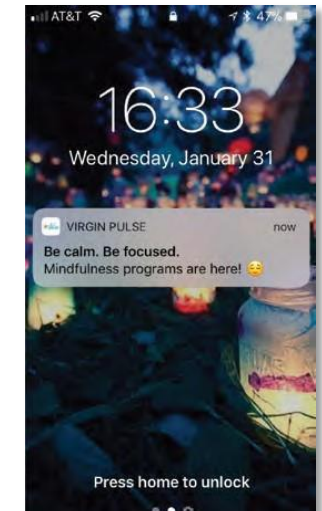
Offline Asset - Digital Display



Emails



Push Notification - Android



Push Notification - iPhone

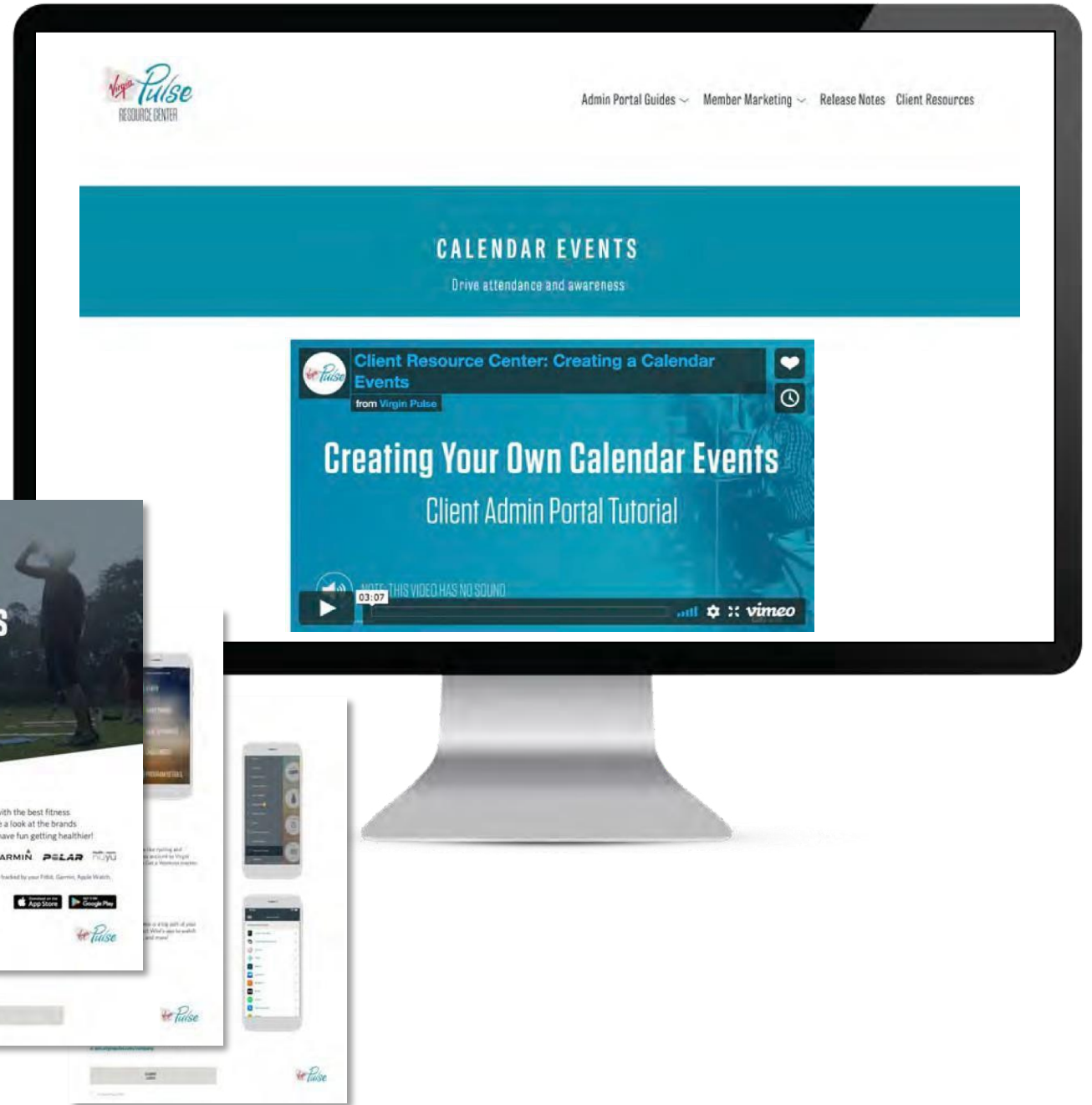
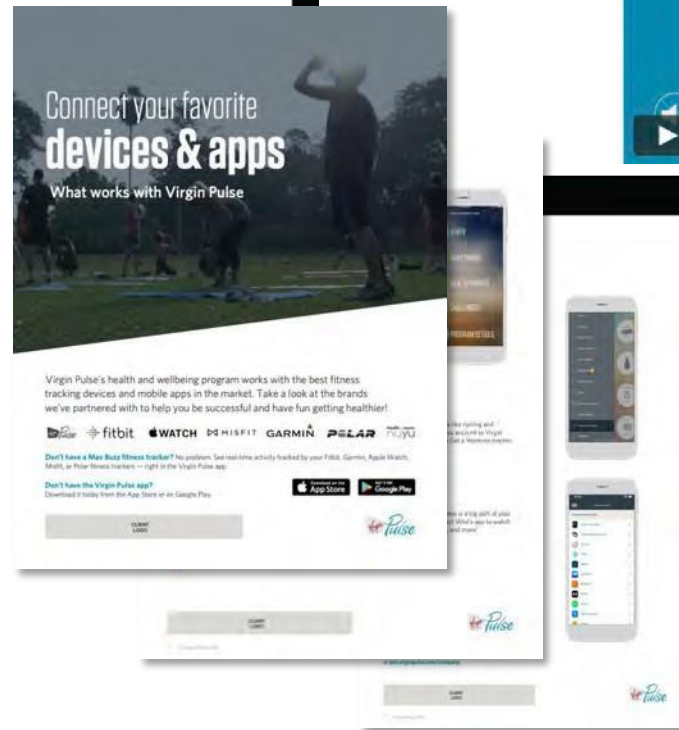
Client Resource Center

Communication tools & support

Program administrators have access to the Client Resource Center, a digital library with ready-to-use member marketing assets, like posters and user guides, that can be downloaded any time.

The Resource Center also provides training videos and guides on services in the Client Admin Portal:

- Event calendar
- Survey Tool
- Challenges
- Analytics, and more.

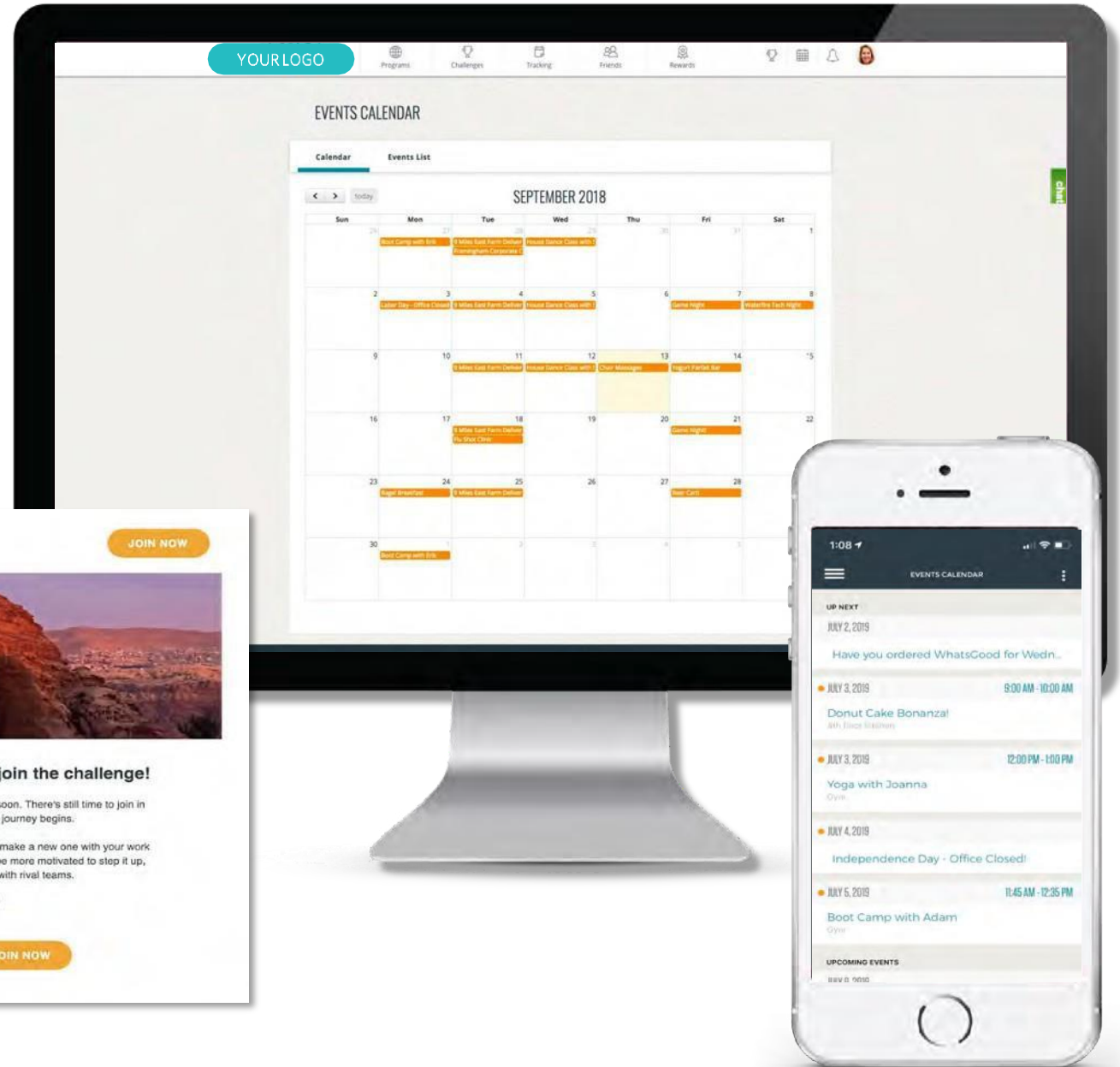
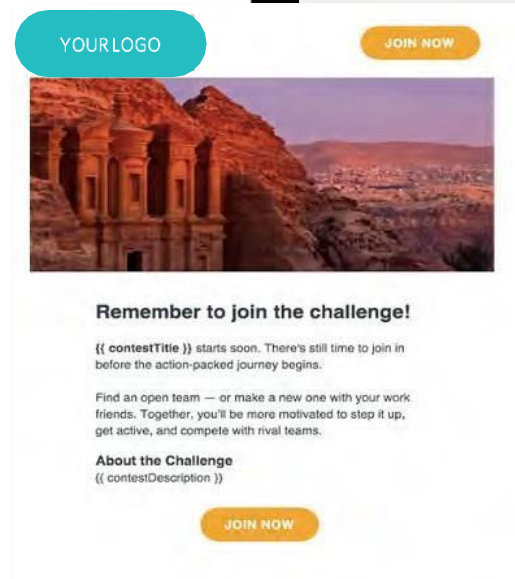


Client Admin Portal

Promote company benefits, events & challenges

Program Admins can manage the Events Calendar through the Client Admin Portal. Set dates for events and announcements for members to discover, RSVP and add to their calendar. Admins can set promotions to specific audiences by location.

Challenges and accompanying standard email communications can also be configured in the Admin Portal.



Communications Lifecycle



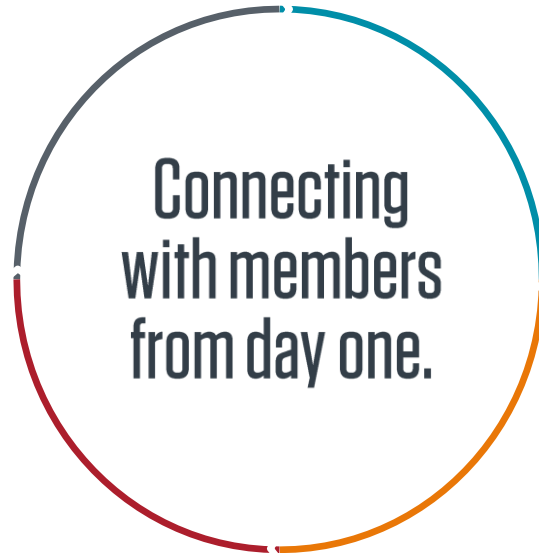
Pre-Launch

Create anticipation and excitement ahead of your Launch date with inspiring digital and offline assets. Posters, postcards, emails and announcements to drive awareness and introduce the program to your employees and members.



Custom Communications

Spark interest throughout the year by promoting new initiatives, organizational and community events, and the program areas that are most meaningful to your membership. Your CSM will help align your Annual Communications Strategy to your overall goals and collaborate with you to leverage your Annual Service Credit.



Launch

Accelerate adoption with attention-grabbing, multi-touch enrollment campaigns and helpful user guides. Members are guided through onboarding milestones with automated reminders and prompts.



Ongoing Engagement

Connect with members where they are on their journey with our best practice, system generated member marketing communication and promotional materials. With your Client Success partnership, we help deliver on a strategic and high touch member experience on mobile, web, and email.

Pre-Launch Communications

Teaser Campaign

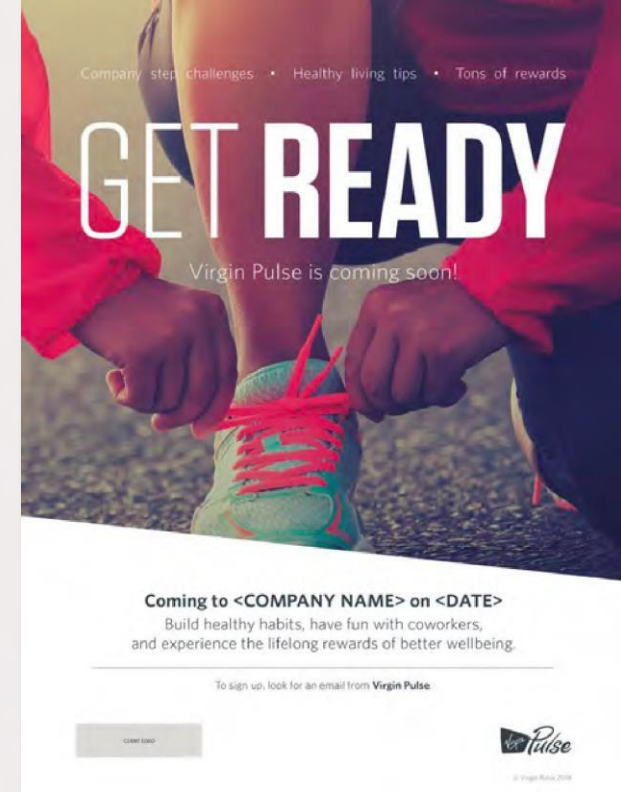
Leadership Toolkit

Wellbeing Champions Toolkit

Teaser Campaign

Build excitement ahead of your LaunchDate

Inspiring digital and offline assets to introduce the program.



Company step challenges • Healthy living tips • Tons of rewards


GET READY

Virgin Pulse is coming soon!

Coming to <COMPANY NAME> on <DATE>
Build healthy habits, have fun with coworkers,
and experience the lifelong rewards of better wellbeing.

To sign up, look for an email from **Virgin Pulse**.

[Learn More](#)

 **Virgin Pulse**

© Virgin Pulse 2020

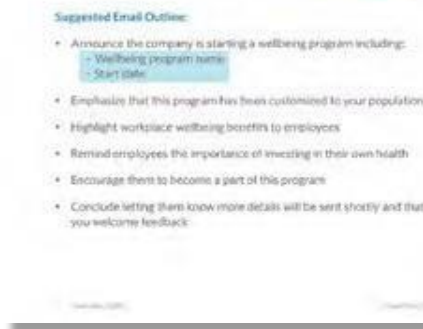
Leadership Toolkit

Leverage your leadership's support

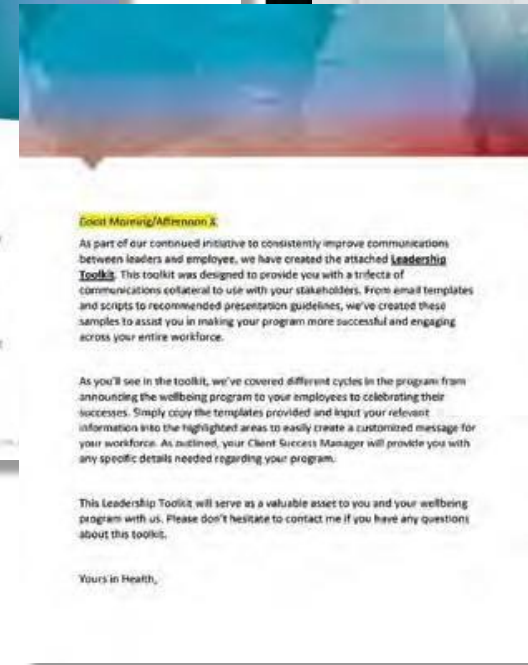
Announce your Launch Date with strategic messaging from your organization's leadership to demonstrate executive-level support.

Presentation scripts, letters, and an executive wellbeing brochure can be sent out a few weeks prior to your Launch Date.

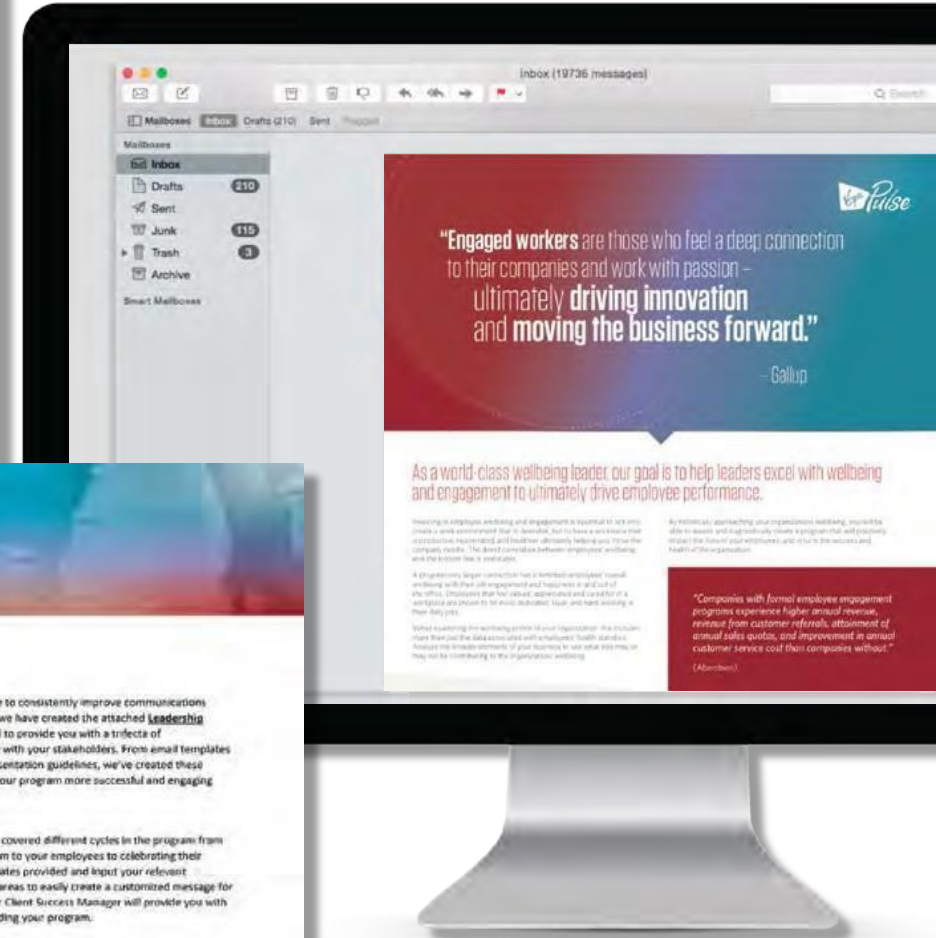
Best Practice Tip: Include these letters in onboarding material for new hires throughout the year.



Introduction



Letter



Executive Wellbeing Brochure

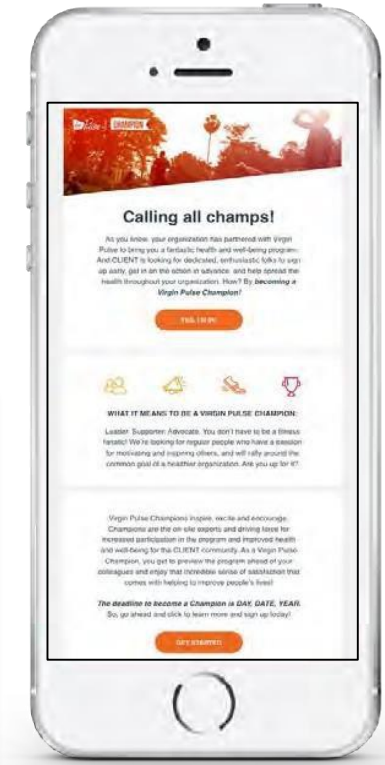
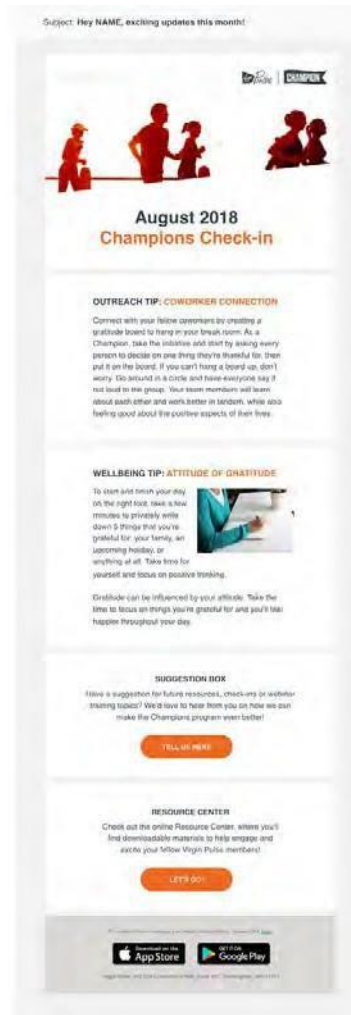
Wellbeing Champions Toolkit

Harness the power of grassroots communication

Wellbeing Champions are trusted and familiar sources of inspiration and information - they can improve program engagement enormously. Champions Recruitment communications help establish your network with posters, digital displays and email invitations.

Champions have access to the Champions Toolkit, where they can learn about the program, share ideas with other Champions, and download collateral to share with coworkers.

Virgin Pulse will check in with monthly emails to Champions for continued support.



Launch Communications

Enrollment: Automated Emails

Enrollment: Offline Assets

Onboarding: Automated Emails

Onboarding: Feature Sheets & Guides

Enrollment Communications

Automated email campaign

A 3-touch, automated email campaign starts with an introductory enrollment email sent to members on their first day of eligibility. Reminder emails are sent on 3 and 5 days after the original email if they haven't completed enrollment by that time.

Enrollment emails include your logo, unique program URL, and bullet points containing program-specific details. Embedded links to download the mobile app enable easy enrollment from a smartphone.

YOUR LOGO SIGN UP

Be The Best You.

Introducing your new wellbeing program. Whether you want to lose weight, feel energized, or live healthier than ever — {{ sponsorName }} is offering a free, easy-to-use wellbeing program to help you get there.

What's in it for you:

- Get a FREE activity tracker!
- Earn up to \$100 annually!

SIGN UP NOW

Get Health Tips
Learn how to eat healthy, get fit, sleep great, manage stress, and more!

Live Them Out
Join fun challenges with coworkers and build healthy habits each day.

Reach Your Goals
Choose what to work on, track your progress, and reap all the healthy rewards.

To unsubscribe or manage your email subscriptions, please click here.

Download on the App Store GET IT ON Google Play

Version: 4.02 | 492 Old Connecticut Path, Suite 604, Framingham, MA 01701

Day 1 – Enrollment email

YOUR LOGO SIGN UP

Unleash The Winner Within

Your coworkers have started getting healthier. Where are you? Don't forget to sign up for your free wellbeing program, offered by {{ sponsorName }}.

What's in it for you:

- Get a FREE activity tracker!
- Earn up to 5% off your health insurance and up to \$100 per quarter!

SIGN UP NOW

Get Health Tips
Learn how to eat healthy, get fit, sleep great, manage stress, and more!

Live Them Out
Join fun challenges with coworkers and build healthy habits each day.

Reach Your Goals
Choose what to work on, track your progress, and reap all the healthy rewards.

To unsubscribe or manage your email subscriptions, please click here.

Download on the App Store GET IT ON Google Play

Version: 4.02 | 492 Old Connecticut Path, Suite 604, Framingham, MA 01701

Day 4 – First enrollment reminder

YOUR LOGO SIGN UP

Your Excuse to Have Fun

(Because getting healthy should be enjoyable) Join {{ sponsorName }}'s free program to get active and live well. The best part? It's fun, rewarding, and with friends.

What's in it for you:

- Get a FREE activity tracker!
- Earn up to 5% off your health insurance and up to \$100 per quarter!

SIGN UP NOW

Get Health Tips
Learn how to eat healthy, get fit, sleep great, manage stress, and more!

Live Them Out
Join fun challenges with coworkers and build healthy habits each day.

Reach Your Goals
Choose what to work on, track your progress, and reap all the healthy rewards.

To unsubscribe or manage your email subscriptions, please click here.

Download on the App Store GET IT ON Google Play

Version: 4.02 | 492 Old Connecticut Path, Suite 604, Framingham, MA 01701

Day 10 – Second enrollment reminder

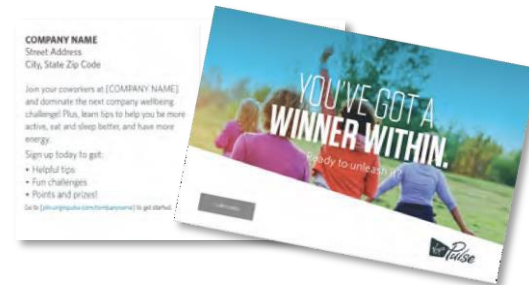
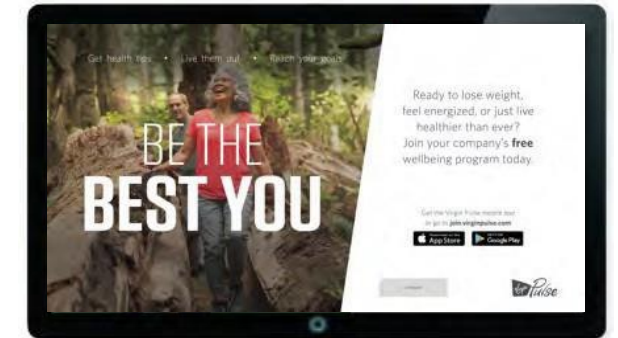
Enrollment emails sent to eligible members (mobile view)

Enrollment Communications

Offline marketing assets

Create excitement around the office and reach members with postcards, posters, and digital displays that correspond to the enrollment email campaign.

Enrollment communications include your logo and unique program URL. These can be downloaded directly from the Client Resource Center.



Postcards

Posters

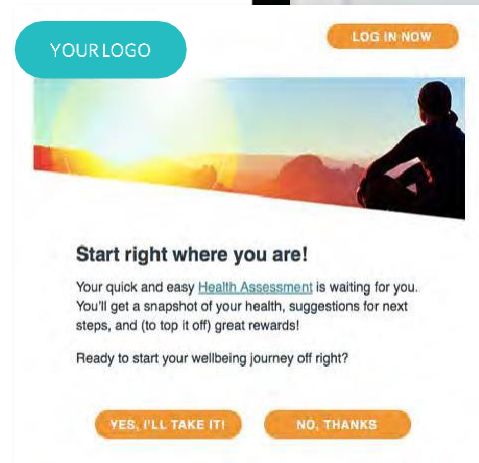
Digital Displays

Onboarding Communications

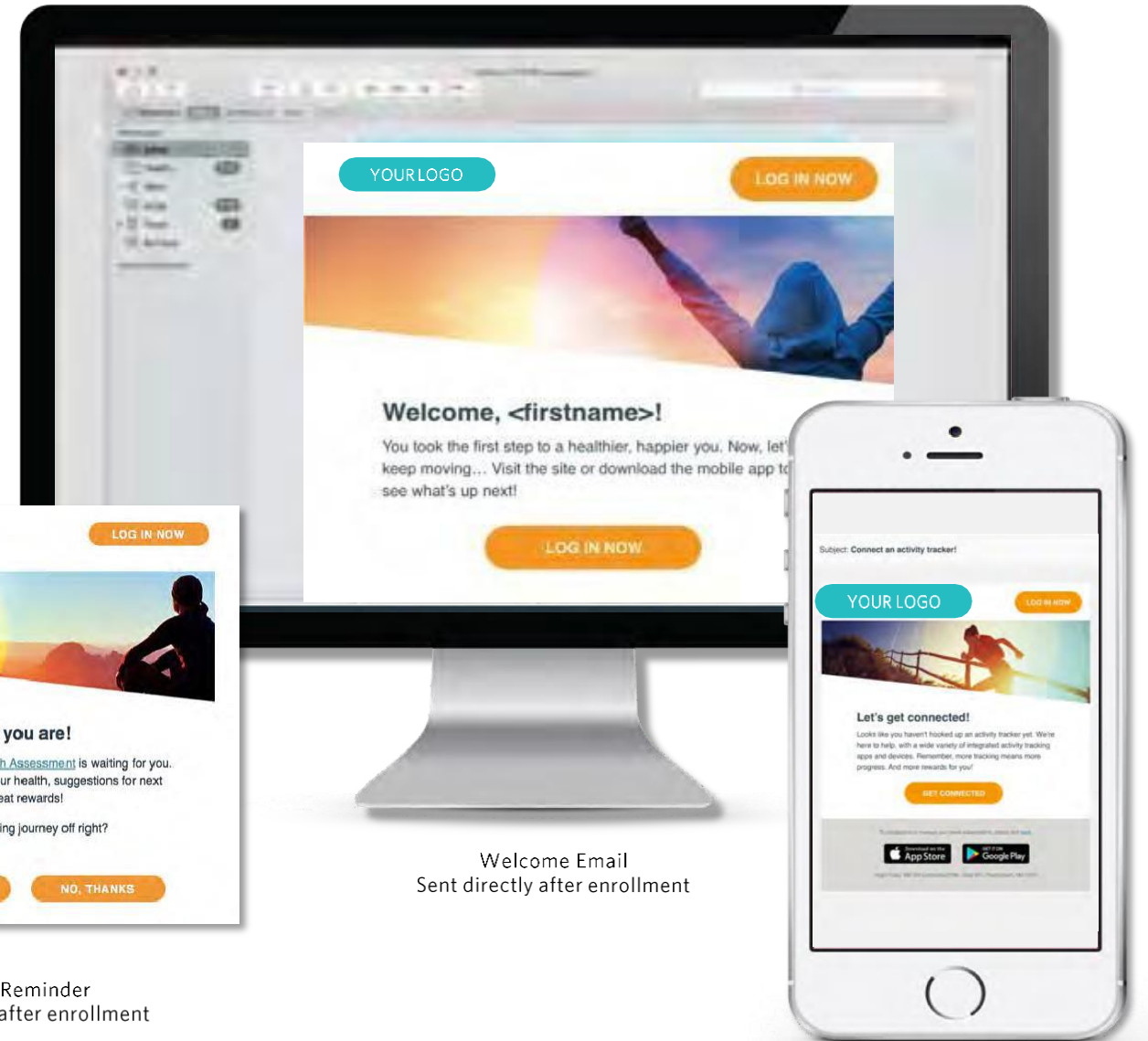
Automated emails & site popups

After signing up, members receive a welcome email. When they log in to the site for the first time, they can set their interests, connect a device, and select their communication preferences.

If they miss a step, they'll receive automated reminder emails to ensure their experience is optimized for success.



HRA Reminder
Sent Day 5 after enrollment



Welcome Email
Sent directly after enrollment

Device Connection Reminder
Sent Days 10, 15, 25 after enrollment, until device is connected

Onboarding Communications

Feature sheets & guides

Show members what's available to them through the program with simple how-to guides on actionable program features. Guides are available as a PDF for print or digital distribution any time, and are configured with your logo and program URL. These can also be downloaded any time from the Client Resource Center.

Best Practice Tip: Include guides with other onboarding materials for new members.



PILLARS AND TOPICS



COMPATIBLE DEVICES



MOBILE APP



TEAM CHALLENGES

Ongoing Engagement

Member-Driven Messages

Challenge Communications

Promoted Healthy Habit Challenges

Standard Team Challenges

Member-Driven Messages

Timely messages and automated reminders delivered throughout the year

Seasonal Push Notifications

Notes of encouragement aligned to a seasonal holiday or theme

Administrative Messages

Password resets, security updates, and more

Quarterly Emails

Enrollment and re-engagement reminders sent to eligible employees; Member Satisfaction Survey; Sync steps reminder

New Members


Automated enrollment campaign is activated when new members are added to your eligibility file

Champions Check-in

Monthly Email sent to Champions network with tips and strategies

Subject: Don't miss out — your coworkers are crushing it!

YOUR LOGO SIGN IN



We haven't seen you in a while!
And a lot's been going on. Your coworkers, friends, and millions of Virgin Pulse members have been crushing their fitness goals, day by day.

Since January 1, they've...

- taken over 45 billion steps
- tracked over 1 million habits to get more active
- started over 130 thousand challenges

Don't miss out on all the fun — and benefits of getting fit!

YES, LET'S GO! **NO, THANKS**

I'd love to get moving with friends! I'd get moving on my own!

Having trouble? Check out our [support page](#) to get help signing in.


To unsubscribe or manage your email subscriptions, please click [here](#).

Download on the App Store GET IT ON Google Play

Virgin Pulse, 492 Old Connecticut Path, Suite 801, Framingham, MA 01701

Subject: Don't miss out — new tips and challenges!

YOUR LOGO SIGN IN



We miss you!
Come back to join the fun

You signed up to use your wellbeing program, but we haven't heard from you in a little while. Sign back in today to track some steps and restart your journey to better health.

SIGN IN

Plus, don't miss...

Simple health tips
Learn how to eat and sleep better, build exercise into your day, and feel less stressed and more productive — plus much more!

Exciting, fun challenges
Exercise is always easier when it's fun, a little competitive, and with friends. Team up with your coworkers to get healthier together.


To unsubscribe or manage your email subscriptions, please click [here](#).

Download on the App Store GET IT ON Google Play

Virgin Pulse, 492 Old Connecticut Path, Suite 801, Framingham, MA 01701

Subject: The best thing you can do for you

YOUR LOGO GET STARTED



This year, do something for you.
Get health tips. Live them out. Feel better than ever.

How your wellbeing program works:

Set a goal
Then get daily tips on how to eat well, sleep better, get active, lower stress, and much more.

Live it out
Track your steps, eating habits, and activity. Plus challenge your friends and coworkers — and score points too!

Earn fun rewards
The more you do, the more you earn! Tally up your points and trophies, and cash in on great rewards.

LET'S GO FREE


More members have used Virgin Pulse to be healthier and live better.

To unsubscribe or manage your email subscriptions, please click [here](#).

Download on the App Store GET IT ON Google Play

Virgin Pulse, 492 Old Connecticut Path, Suite 801, Framingham, MA 01701

YOUR LOGO SIGN IN



The quarter is ending!

Don't miss out on your latest steps (and getting closer to your wellness goals)! Make sure to sync all your steps before 11:59 p.m. EST on June 30, 2018.

[Log in to your account regularly](#), and make the most of this quarter.

SYNC NOW

Need help? Visit our [support page](#).


To unsubscribe or manage your email subscriptions, please click [here](#).

Download on the App Store GET IT ON Google Play

Virgin Pulse, 492 Old Connecticut Path, Suite 801, Framingham, MA 01701

Subject: Need help keeping your New Year's resolution?

YOUR LOGO SIGN IN



How's that New Year's resolution?

This time of year, most people want to get in shape. If this is hot on your list, we've got good news. Your company has a wellbeing program to help you get active and earn big in 2018.

YES, LET'S DIVE IN! **NO, THANKS**

I'd like help keeping my resolutions! I'd do this on my own!

Having trouble? Check out our [support page](#) to get help signing in.

To unsubscribe or manage your email subscriptions, please click [here](#).

Download on the App Store GET IT ON Google Play

Virgin Pulse, 492 Old Connecticut Path, Suite 801, Framingham, MA 01701

Challenge Communications

Automated emails & offline assets encourage participation

Personal Challenges

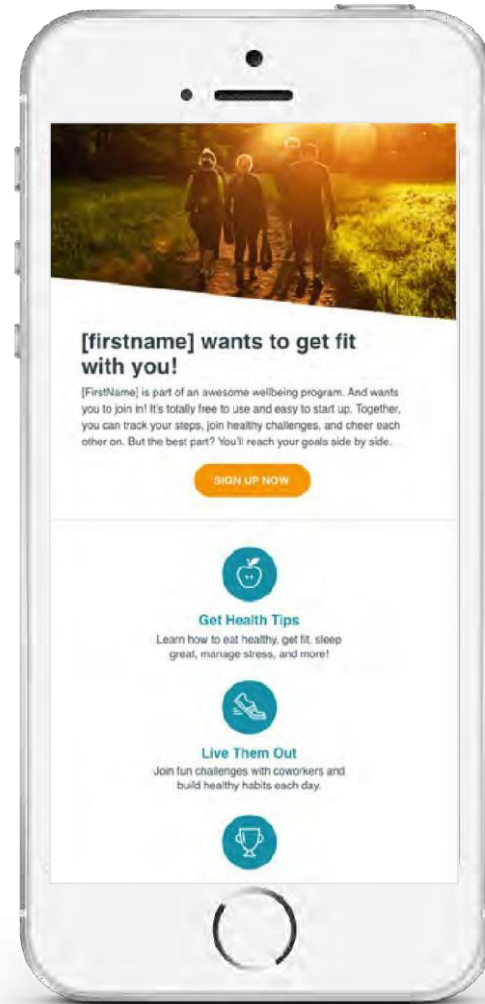
Initiated by any member

Monthly Promoted Healthy Habit Challenge

Deployed by Virgin Pulse

Standard Challenges

Deployed by Virgin Pulse or through the Client Admin Portal



Personal Challenge Email:
Invitation



Personal Challenge Email: Starts
Today




Personal Challenge Email: Winner
Announcement

Promoted Healthy Habit Challenges

Encourage members to focus on a new healthy habit each month

Virgin Pulse runs monthly Promoted Healthy Habit Challenges to take the work off your plate*. Each Promoted Healthy Habit Challenge runs for 1 week of the month. Digital and offline promotional assets are available on the Client Resource Center, and members will receive automated email invitations and reminders to track the habit for 7 days.



Reducing Stress

FRESH AIR CHALLENGE


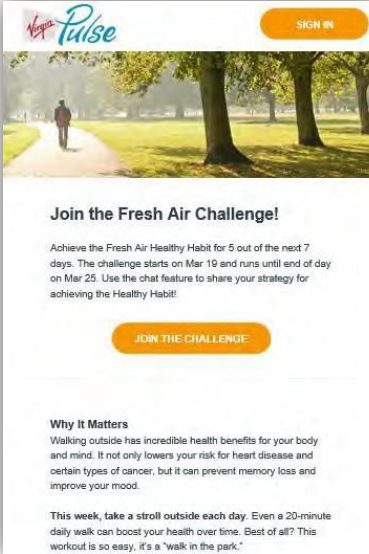
March 19 - 25

Take a walk on nature's treadmill! Get outdoors **each day this week** to clear your mind!

1. Go to **Challenges** to join
2. Get fun tips
3. Track to earn **200 points**

Looking to join? Go to join.virginpulse.com or the Virgin Pulse mobile app

App Store Google play

Virgin Pulse SIGN IN

Join the Fresh Air Challenge!

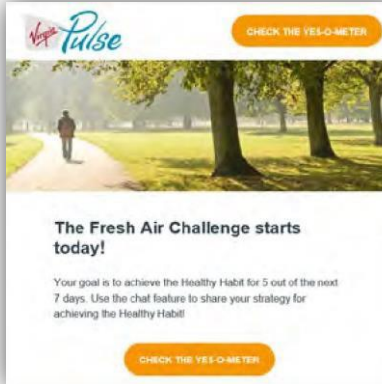
Achieve the Fresh Air Healthy Habit for 5 out of the next 7 days. The challenge starts on Mar 19 and runs until end of day on Mar 25. Use the chat feature to share your strategy for achieving the Healthy Habit!

JOIN THE CHALLENGE

Why it Matters

Walking outside has incredible health benefits for your body and mind. It not only lowers your risk for heart disease and certain types of cancer, but it can prevent memory loss and improve your mood.

This week, take a stroll outside each day. Even a 20-minute daily walk can boost your health over time. Best of all? This workout is so easy, it's a "walk in the park."

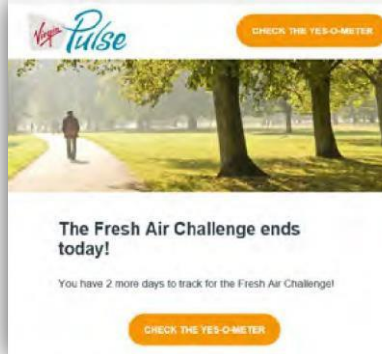


Virgin Pulse CHECK THE YES-O-METER

The Fresh Air Challenge starts today!

Your goal is to achieve the Healthy Habit for 5 out of the next 7 days. Use the chat feature to share your strategy for achieving the Healthy Habit!

CHECK THE YES-O-METER

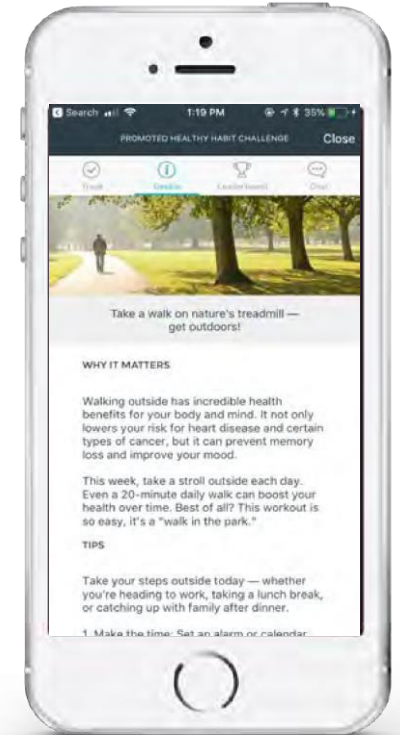


Virgin Pulse CHECK THE YES-O-METER

The Fresh Air Challenge ends today!

You have 2 more days to track for the Fresh Air Challenge!

CHECK THE YES-O-METER



*Clients may opt-out

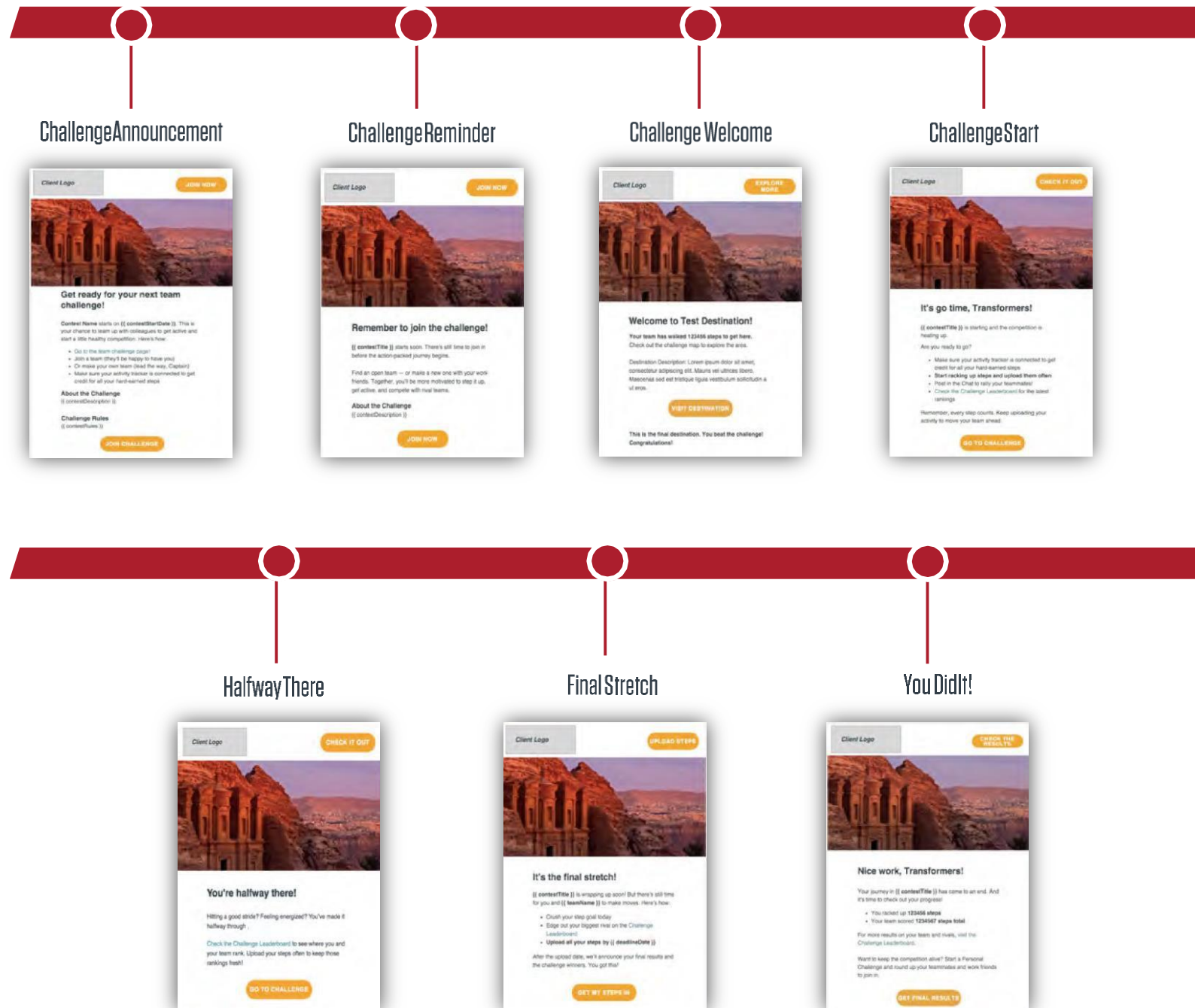
Standard Challenges

Foster friendly competition any time

Configure and deploy Challenges for your entire population, or to specific population segments.

Choose a theme from our extensive Challenge library, with the option to include a unique challenge name, edit the rules, and change the image. Virgin Pulse will launch an automated, multi-touch email campaign based on the selected dates and eligible participants.

Promotional posters and digital displays are available to download from the Client Resource Center.



Custom Communications

Consultative & Collaborative Support

Making it Your Own

Custom Communications Catalogue

Consultative & Collaborative Support



Annual Strategy

During implementation, you'll collaborate with your Client Success Manager to develop a 12-month overview of all program milestones, events, planned initiatives and key dates. You'll work together to identify opportunities to support your unique program goals and objectives with custom communications.



Program Alignment

Your dedicated Health Plan CSM will maintain your communications calendar throughout the year, providing insights and guidance that help shape future decisions and planning. You'll work in partnership to ensure your custom communications are effective, engaging, and driving your overall program strategy forward.



Execution

Delivering the right message at the right time is critical to member engagement. Your CSM will be there to ensure custom deliverables reflect your unique messaging effectively, and help you pinpoint the best combination of communication tactics and channels.



Making it Your Own

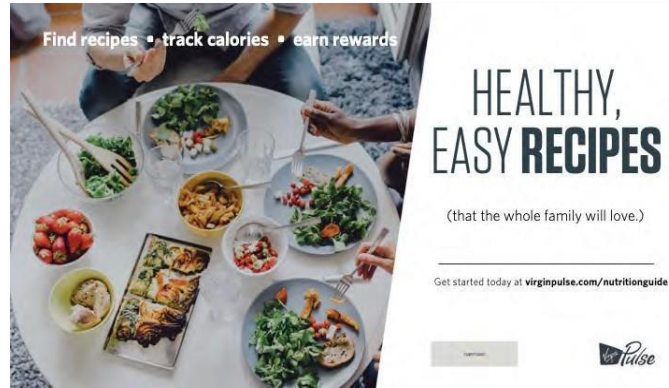
Flexible Annual Service Credit

Create a seamless extension of your brand and values with custom communications. Each year, your flexible annual service credit can be applied toward any additional, non-standard program communications and campaigns*.

Choose a template from the communications catalogue, or work with your CSM to build unique layouts and designs.

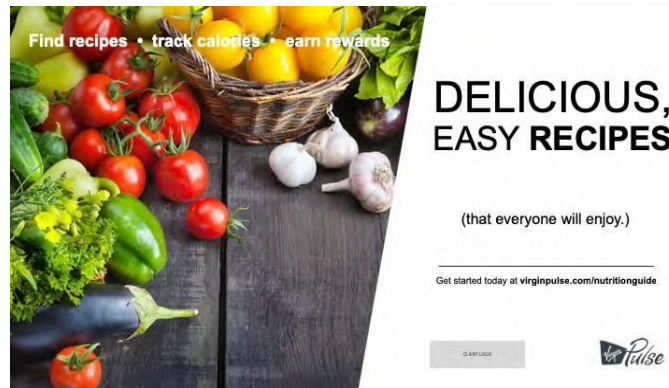
Some examples may include:

- Copy changes and rewrites to standard communications;
- Translations or localization of content
- Custom imagery and layout changes; or
- Development of non-standard, client-specific marketing and communication collaterals



Low Customization

- Layout, images, fonts and header from Virgin Pulse Communications Catalogue
- Configurable URL
- Configurable client logo
- Configurable bullet points



Medium Customization

- Configurable URL and client logo
- Configurable image, sourced from Virgin Pulse Image Library
- Font type and font color changes
- Configurable content changes
- Standard layout from Virgin Pulse Communications Catalogue



High Customization

- Custom photography and graphic design
- Custom layout, image size and additional copy
- Custom colors and fonts

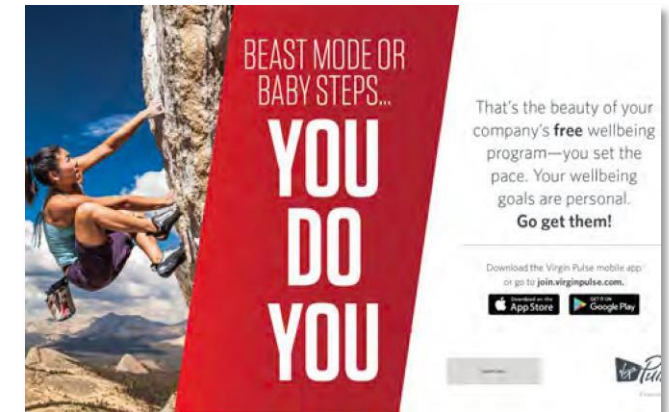
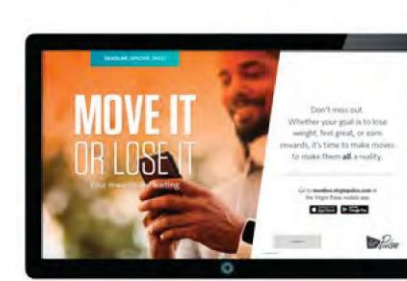
**The number of professional service hours required determines how much of your credit is applied towards each project. Annual credit cannot be rolled over or used toward any other professional service.*

Custom Communications Catalogue

Available campaigns and design templates

Once you've identified your communications strategy, your dedicated Health Plan CSM will guide you through the design and delivery of custom communications. Virgin Pulse has an extensive library of pre-designed assets and campaigns to highlight a variety of organizational initiatives, including:

- Rewards & incentives
- Biometric health screenings
- Third party program partners
- Holidays & special events
- Health coaching
- Administrative messaging



Custom Communications

Appendix

Work with your dedicated Health Plan CSM to develop one-time reminders or strategic campaigns that drive awareness around program features, events and organizational initiatives.

Virgin Pulse Challenges



GET READY FOR THE NEXT TEAM CHALLENGE

ADVENTURES IN AFRICA

July XX, 2019

WE'RE GOING TO THE WILDEST PLACE ON EARTH!

Everything seems bigger in Africa. From the hospitality of the African people, to the desert and rain forests, to the amazing variety of exotic wildlife. Come along and see for yourself. And earn up to XXX points!

Get Challenges on the mobile app or member.virginpulse.com




CLIENT LOGO 



GET READY FOR THE NEXT TEAM CHALLENGE

WALK THE WONDERS


OCTOBER 1 - 31, 2016

THE SIGHTS ARE WAITING!

Join a team and step around the world. Each destination is a jaw dropping wonder to explore up close. Step ahead and earn xxx points!

Visit the **mobile app** or member.virginpulse.com

CLIENT LOGO 



GET READY FOR THE NEXT TEAM CHALLENGE



SPRING CRUSH



OCTOBER 1 - 31, 2016


SPRING IS IN THE AIR!

Get a team together to catch this season's freshest challenge and earn xxx points!

Visit the **mobile app** or member.virginpulse.com

Get this challenge on the app!  



GET READY FOR THE NEXT TEAM CHALLENGE

DEPARTMENT STEP-OFF


OCTOBER 1 - 31, 2016

THINK YOUR WORK CREW HAS WHAT IT TAKES?

Step right up to win serious bragging rights and earn xxx points!

Visit the **mobile app** or member.virginpulse.com




Get this challenge on the app!  



GET READY FOR THE NEXT TEAM CHALLENGE

SCALE THE SUMMITS

OCTOBER 1 - 31, 2016

STEP RIGHT UP!

You're hiking the world's toughest terrain, one peak at a time. Join a team, race to the top, and earn xxx points!

Visit the **mobile app** or member.virginpulse.com

CLIENT LOGO 

Social Support



SPREAD THE HEALTH WITH FRIENDS

Imagine a workplace full of like-minded, health-driven social groups, where you motivate and support each other, where accomplishments are recognized and celebrated. Now that's a healthy workplace.

MAKE HEALTHY DECISIONS EVERY DAY.

Log in at: member.virginpulse.com
 Not a member? Join today: join.virginpulse.com

(Go to the Friends tab (on the site or on the left navigation menu on the mobile app) to add a friend today!)

YOUR LOGO   COMPANY LOGO

Friends & Family

Subject: Hey, social butterfly ...



What makes getting healthy easier?
#Friendships.

Check out our new social groups! Use groups to find like-minded coworkers to play soccer, join a yoga class, learn to knit, and do other fun activities — in and outside of work. You are a fitness king? Don't see the right group for you? Try starting one today!

How it works:

Search for groups (or start your own group)



Get the conversation going!



Not a member? Join today!

Virgin Pulse social groups

What makes getting healthy easier?
Friendships.



Introducing Social Groups

Use it to find like-minded coworkers to play soccer, join a yoga class, learn to knit, and do other fun activities — in and outside of work. The options are limitless. Don't see the right group for you? Try starting one today!

Get started: Go to member.virginpulse.com. Once you've signed in, click **Friends** from the main menu. Then choose **Groups**. If you're using the mobile app, choose **Groups** from the main menu.

YOUR LOGO 

© 2020 Virgin Pulse

Then make your commitment to join it. So if you're ready to try mountain biking on Saturdays, take the initiative today! You never know — you might make some new, lasting friends.

Not a member yet? Don't miss out on all the fun. Get started today by going to join.virginpulse.com/company.

YOUR LOGO 

© 2020 Virgin Pulse

Social Groups

Virgin Pulse Journeys



WHAT JOURNEY ARE YOU ON?
Get on the path to better health with our new digital coaching tool.

Introducing Journeys[®], digital coaching that works

Want to get a better night's sleep? To exercise more? Better manage stress? Now you can use Journeys to make simple, everyday changes to your health, one step at a time. Get a boost of motivation, read evidence-based tips — and start experiencing real results.

Sign into the Virgin Pulse app or website today.

Looking to join? Go to join.virginpulse.com or the Virgin Pulse mobile app.




Virgin Pulse Journeys[®]

Want to make a change to your health, but need that extra nudge? Try Journeys[®], a digital coaching tool, designed to help you improve your health and wellbeing, one small step at a time. Use it to stress less, move more, sleep soundly, enjoy financial wellbeing, and much more!

Get started
Get an evidence-based program. Track your progress in real time. Progress from the team that's changed a nation.

Start your journey!

Download it today from the App Store or Google Play.

Start your journey!

Download it today from the App Store or Google Play.

Start your journey!

Download it today from the App Store or Google Play.

Start your journey!

Download it today from the App Store or Google Play.

Subject: Ready to get healthier for good?

YOUR LOGO 



Ready to make changes to your health?
You don't have to go it alone.

On December 31, 2018, we'll say goodbye to SelfHelpWorks, our current video coaching tool. Make sure to wrap up your SelfHelpWorks video training before then. And don't forget to check out Journeys in early January!



Introducing Journeys.

Starting this January, we're launching Journeys, a digital coaching tool designed to help you easily make changes to your health and wellbeing, one small step at a time. Use it to stress less, move more, sleep soundly, enjoy financial wellbeing, and much more!

How it will work:

Start the journey you're ready to take.

"CHAMP UP YOUR WORKOUT" JOURNEY 

Get the most out of your workouts and get your heart rate up. This journey will help you make the most of your workouts with evidence-based tips and motivation. You'll receive personalized tips and encouragement along the way.

Tackle the first stage (and keep going!)



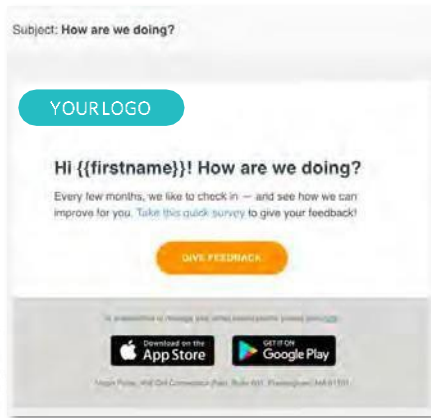
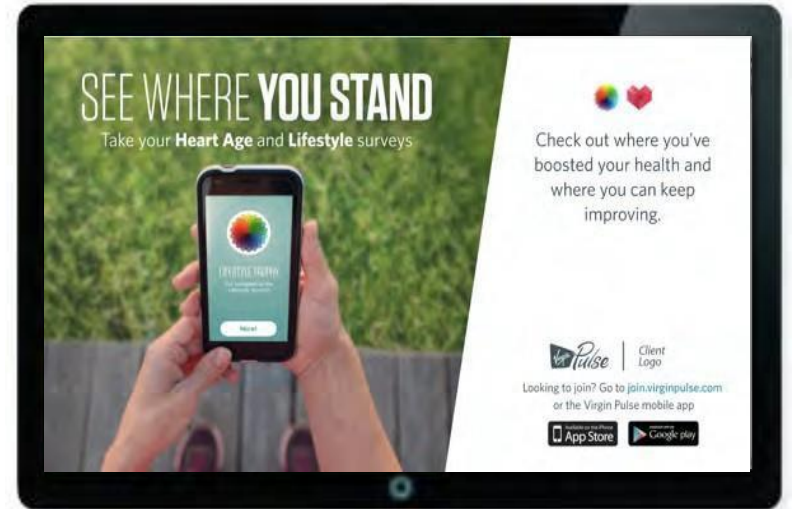
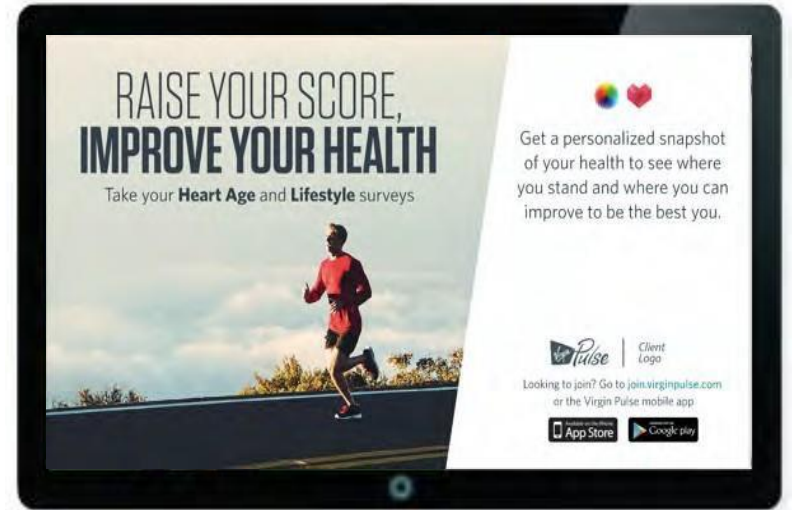
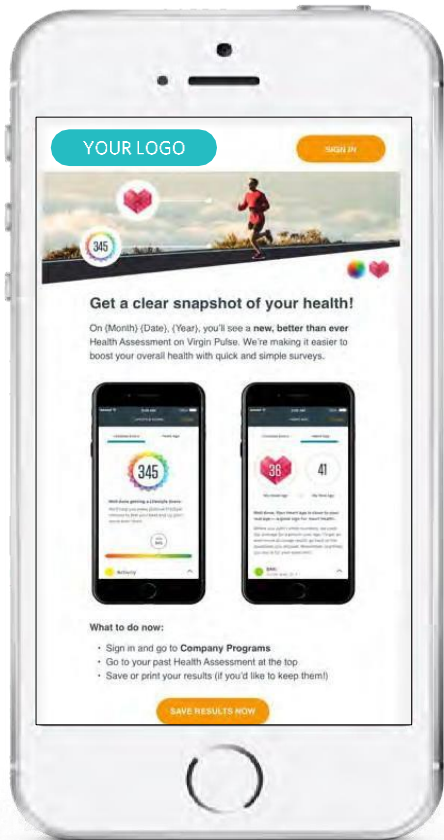
Commit to each step until the journey is complete.



© 2018 Virgin Pulse. All rights reserved. Virgin Pulse is a registered trademark of Virgin Pulse. All other trademarks are the property of their respective owners.


Virgin Pulse Surveys



Virgin Pulse Nutrition Guide

Subject: Are you actually hungry?

YOUR LOGO Sign up



Your most important nutrition questions — answered

[GET NUTRITION TIPS](#)

Sign into your wellbeing program and go to the Nutrition Guide for:

- Tip sheets**
Learn about cravings and portion control.
- Recommended habits**
Make your healthy eating routine.
- MyFitnessPal**
Track your calories, quickly and easily.

Download on the App Store | GET IT ON Google Play

Virgin Pulse, 402 208 Commercial Park, Suite 901, Birmingham, GA 30318

Virgin Pulse nutrition guide

Good food nourishes you and gives you energy. That's why we've made eating healthy simpler than ever.



First, tell us about your eating habits, like if you're a sweet tooth or if you're already a healthy eater. Then we'll give you recipes, personalized tips, and tools to help you track your calories. It's everything you need to eat healthy, stay on track, and help manage your weight too.

Get started
Go to member.unipulse.com. Once you've signed in, click Programs from the main menu. Then choose the Nutrition Guide.

[App Store](#) [Google Play](#)


Tracking eating habits, and making healthier choices throughout the day.

Not a member yet? Don't miss out on all the fun. Get started today by going to join.virginpulse.com/anonymous

[App Store](#) [Google Play](#)

Virgin Pulse

Choose eating styles • Get tip sheets • Track calories




YOUR NUTRITION GUIDE

All your healthy eating questions — answered.

Get started today virginpulse.com/nutritionguide

Virgin Pulse

Choose eating styles • Get tip sheets • Track calories



YOUR NUTRITION GUIDE

All your healthy eating questions — answered.

Get started today virginpulse.com/nutritionguide

Virgin Pulse

Virgin Pulse Sleep Guide

**NEED MORE SHUT-EYE?
OUR SLEEP GUIDE CAN HELP.**

It'll help you track your bedtime routine and nightly sleep — and get more Zzzs for good.

Get started today. virginpulse.com/sleepguide

Looking to join? Go to join.virginpulse.com/companyname or the Virgin Pulse mobile app.

**Virgin Pulse
sleep guide**

Sleep is incredibly important to your health. It strengthens your memory, can prevent disease, and makes you happier.

That's why we offer a Sleep Guide to help. Use it to track your bedtime routine, nightly sleep — and get more Zzzs for good.

Get started
Go to member.virginpulse.com. Once you're signed in, click Programs from the main menu. Then choose the **Sleep Guide**.

**NEED MORE SHUT-EYE?
OUR SLEEP GUIDE CAN HELP.**

It'll help you track your bedtime routine and nightly sleep — and get more Zzzs for good.

Get started today. virginpulse.com/sleepguide

Looking to join? Go to join.virginpulse.com/companyname or the Virgin Pulse mobile app.

Subject: **Are you getting enough sleep?**

[SIGN IN](#)

**Need more shut-eye?
Our Sleep Guide can help.**

Sleep is incredibly important to your health. It strengthens your memory, can prevent disease, and makes you happier.

That's why we offer a **Sleep Guide to help**. Use it to track your bedtime routine, nightly sleep — and get more Zzzs for good.

[SLEEP BETTER TONIGHT?](#)

How the guide works

- Set a goal**
Shoot for 7 to 9 hours of sleep each night.
- Build sleep habits**
Change your nightly routine — with ideas proven to help.
- Reap the rewards**
The more you track your sleep, the more you can earn.

Not a member yet? [Join now!](#)

To unsubscribe or manage your email subscriptions, please visit [this link](#).

Virgin Pulse Live Coaching



Events & Company Initiatives

Virgin Pulse
LIFECHANGERS

What's Your Story?

Share your life-changing healthy habits and inspire others to do the same. Your story can make a difference.

Submit your story at virginpulse.com/lifechangers

YOUR LOGO SIGN IN NOW

Virgin Pulse
LIFECHANGERS

What's your story?

Calling all members! Send us your story about the healthy changes you're making in your life - big, small, for you, for others. Whatever you do, and however you do it, we'd love to know!

Maybe you dropped a few pounds or lowered your blood pressure? Influenced coworkers to create healthy habits? Have extra energy at the end of the day? Tell us!

Submit your story by **May 3, 2018**. Include a photo (please!) by emailing lifechangers@virginpulse.com. You may be selected to inspire other members!

SUBMIT STORY

To unsubscribe or manage your email subscriptions, please click [here](#).

Download on the **App Store** GET IT ON **Google Play**

Virgin Pulse

Seriously healthy. Seriously fun.

Make yourself a priority. A better you is just a few steps away.

Sign up to Virgin Pulse today!
Go to virginpulse.com or download the app from the App Store or Google Play

YOUR LOGO SIGN IN NOW

We're coming to you!

Mark your calendar for a live Virgin Pulse event. Learn more about your wellbeing program and ask us your questions. Don't miss out on joining the raffle for an exciting prize!

Wednesday, July 27, 2018

10:00 a.m. - 2:00 p.m. in the Seminar Room

We hope to see you there!

SIGN IN

To unsubscribe or manage your email subscriptions, please click [here](#).

Download on the **App Store** GET IT ON **Google Play**

Virgin Pulse, 462 Old Connecticut Path, Suite 601, Framingham, MA 01701

Virgin Pulse Certified Partners

HELLO, MINDFULNESS
Be calm. Be focused.

Start Virgin Pulse's **mindfulness programs** today. You'll get instant access to guided video and audio sessions to power down, power up and power forward.

Looking to join? Go to join.virginpulse.com or the Virgin Pulse mobile app

YOUR LOGO

You've got a new program!
Mindfulness training from Whil

Learn the basics of mindfulness, yoga, and emotional intelligence on Virgin Pulse. With simple audio exercises, you can feel calm and get focused anytime, anywhere.

Look for Whil under your Programs or Filter (left, right)

Mindfulness and Resiliency Training Whil

DON'T SETTLE FOR THE FLU
Protecting yourself is easier than ever with our flu shot clinics.

GET YOUR FLU SHOT

You'll thank yourself.
(So will your coworkers!)

Flu shots are available to all employees, **right here on-site.**

Schedule yours today!

Looking to join? Go to join.virginpulse.com or the Virgin Pulse mobile app

Onsite Health Screenings WGS

YOUR LOGO

wellness corporate solutions

Good health starts here

Any health or wellness goal starts with knowing where you're at. Schedule a screening appointment today to take charge of your health.

- Easy scheduling
- Convenient appointments with experienced professionals
- Access to your key health statistics
- Plus, new rewards on Virgin Pulse!

ALEX by Jellyvision

ALEX is an online tool that will help you select the best benefit plan for you and your family. When you talk to ALEX he'll ask you a few questions about your health care needs, crunch some numbers, a...

Benefits Navigation Jellyvision ALEX

Translations



LIBERTE O SEU VENCEDOR INTERIOR
Participe dos desafios, compita com os colegas de trabalho

Inscreva-se na Virgin Pulse para participar de **desafios divertidos de saúde** e de competições amigáveis.

Baixe o aplicativo móvel da Virgin Pulse ou acesse join.virginpulse.com/


© Virgin Pulse 2018



**VIVA COM SAÚDE,
GANHE RECOMPENSAS**
Inscreva-se na Virgin Pulse hoje

Participe do programa de bem-estar **gratuito** da sua empresa para dar pequenos passos que levam a grandes mudanças e recompensas!

Baixe o aplicativo móvel da Virgin Pulse ou acesse join.virginpulse.com/


© Virgin Pulse 2018



Retos de pasos de la empresa
Retos personales de bienestar
Consejos para una vida saludable

PREPÁRATE
¡Virgin Pulse llega próximamente!

Llegando a <COMPANY NAME> el <DATE >

Desarrolla hábitos saludables, diviértete con tus compañeros de trabajo y experimenta los beneficios de por vida de aumentar tu bienestar.

Para registrarte, busca un correo electrónico de Virgin Pulse.


© Virgin Pulse 2018



Desafios de passos da empresa • Desafios de bem-estar pessoal
• Dicas para uma vida saudável

**A SUA DESCULPA
PARA SE DIVERTIR**

Participe do programa de bem-estar **gratuito** da sua empresa para fazer atividades físicas, alimentar-se melhor e viver bem. A melhor parte? É divertido e você participa com amigos.

Baixe o aplicativo móvel da Virgin Pulse ou acesse join.virginpulse.com/


© Virgin Pulse 2018