

A Journey to Engagement-Based Outcomes



Target and address members' biggest health risks at their source:

Virgin Pulse unifies and simplifies access to health and wellbeing resources giving each member their own Homebase for Health™ to address and manage their biggest health risks. We drive daily engagement by taking a varied approach accessed on one platform to build a holistic health and wellbeing ecosystem.

Digital: Virgin Pulse's AI learns from member engagements, progress and rewards to promote next steps and resources for successful health conditions prevention, improved health status and management of underlying and existing chronic conditions.

Live: Health Guides and Coaches support members who need more configured resource guidance, added coaching and motivation or onsite engagement that fits their work culture. Coordinators ensure you have the best resource deployment strategy for your employees.

Partners: Unite the most popular, engaging and productive health, wellbeing and chronic conditions resources in one place to give each employee the tools to live their healthiest lives and to improve health outcomes.

Insights: The more members engage their Homebase for Health™ the more clients can understand and align their benefits to the biggest health risks facing their workforce.

The Data & Outcomes Journey Begins with Member Engagement

Start Your Journey

Members create their initial persona, complete their initial health check assessment and establish their first goals.

- Build a profile based on the unique questions selected by the organization's HR team
- Virgin Pulse's AI immediately begins recommending healthy habits, behavior tracks and journeys for members based on their risk areas exposed through the health check assessment
- Members can explore the full range of digital health offerings and employee benefits, including partner resources, in the benefits tab
- As members complete their preferences and explore Virgin Pulse, they settle into their early ecosystem for behavior tracking and change.

Continuously Engage

Virgin Pulse's AI makes healthy habit recommendations and directs members to healthy living 'journeys' that path them through series of small steps to achieve healthy outcome goals. Members track their progress toward achieving and sustaining clinically-backed behavior change for improved health metrics and prevention and regulation of chronic conditions.

- Daily cards offer targeted tips to help members improve their health and wellbeing
- Virgin Pulse's AI curates healthy habit recommendations that members can track daily as they adjust to them
- Live health guides account for personalized health concerns and direct members to the journeys, content, partner tools and live resources that will best fit their individual profile
- Live coaching deepens member engagement on an individual level, personalizing Virgin Pulse's AI-backed recommendations to each member's own needs, goals and target outcomes
- Virgin Pulse's AI also recommends clinical health journeys that may include chronic conditions management depending on a member's specific risk for a known issue like hypertension or diabetes

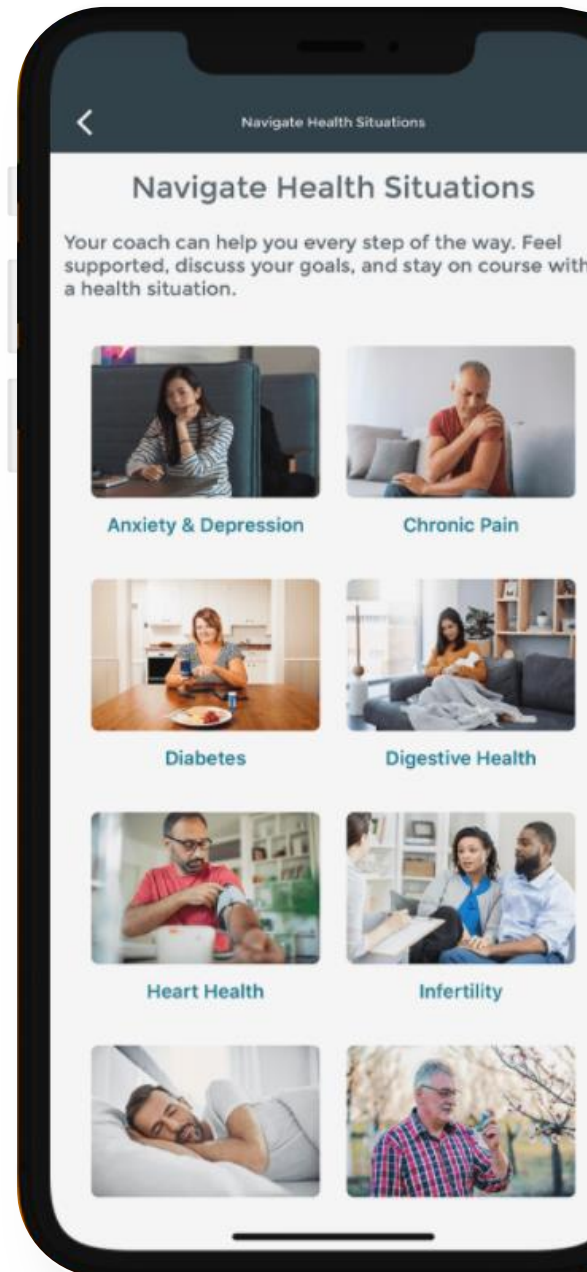
Validate Your Progress

Virgin Pulse incentivizes behavior improvement, personal metric tracking and engagement by offering rewards for task or session completion and by micro-communicating via nudges and reminders for members to complete the recommended steps toward their profile goals.

- Virgin Pulse reminds members to complete their healthy habits and notifies them when they achieve small steps toward larger health goals through micro-communications channels like nudges
- Members can view and track their overall rewards progress across all their goals and exchange earned 'Virgin Pulse Cash' for gifts, gift cards, charitable donations and more.
- Members can join communities, start challenges with other members or participate in company-wide challenges
- Coaches, health guides and other members can regularly encourage each other
- Onsite coaches and coordinators facilitate in-person events and raise awareness of key benefits accessed through Virgin Pulse

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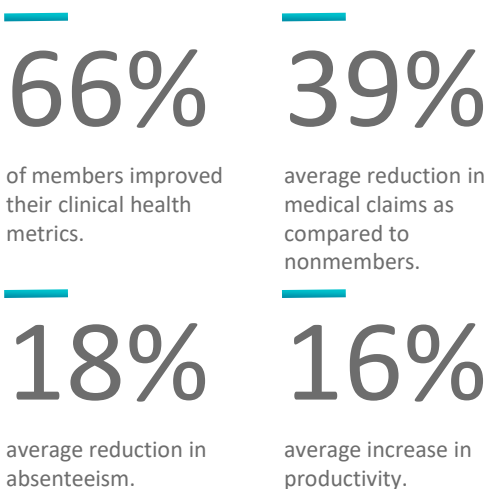
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As members engage in Virgin Pulse, build progress toward healthy habits, manage their biometric markers and work with live coaches toward managing and improving on their health risks, employers gain insights into anonymized population health.

Every member’s health and wellbeing story is different and within each workforce there is an untold story of how each member’s health and wellbeing contributes population health risk factors for the organization. Virgin Pulse supports strong connections between member health and wellbeing and organizational health risk management to build an engaged, strong and resilient workforce.

Achieve Value on Investment: Reduce health risks, claims costs, turnover and absenteeism and while improving employee energy, productivity, engagement and health outcomes.

Virgin Pulse’s easy-to-use dashboard delivers a single view into program awareness, enrollment and participation as well as platform use and rewards. Rich visual analytics reveal insights about population health risks, conditions, trends and outcomes and real-time program data helps inform decision making toward increasing engagement and furthering outcomes.



Members: Virgin Pulse drives habit building interactions with 1,440 interactions per member per year!

Starts by engaging members in their personal, digital Homebase for Health™ where they can access and educate about their benefits and activate engagement-based AI to curate the right health and wellbeing resources just for them.

Member Health Improvements

76% 56%

Members have changed behaviors

Of high-risk members reduced their overall health risk year over year

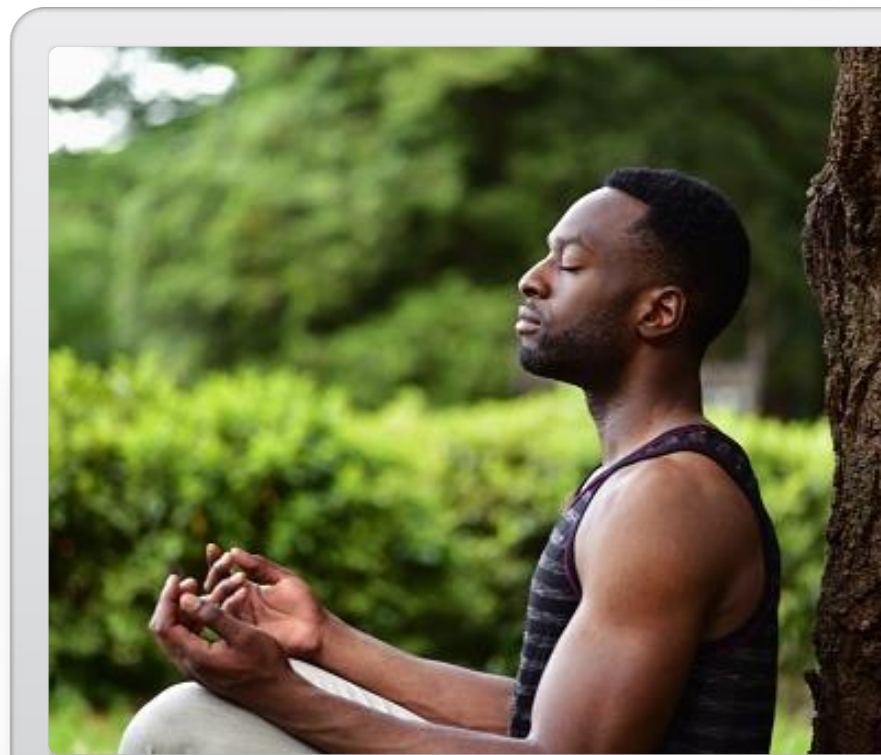
18% 27%

Lower health-based absenteeism recouping 3,560 days per year and \$7.0 million in savings across 3 years. ²

Lower rate of medical claims costs leading to \$8.3 million in savings across 3 years. ¹

How do we do it?

- **Wellbeing:** Building blocks of self-care include managing stress, finances, mental health, nutrition, physical activity and more.
- **Chronic Conditions:** Tools to help prevent, manage or in some cases, reverse, chronic conditions per clinically-backed programs offered natively or with partners.
- **Gaps in Care and Benefits:** Resources to manage and unpack benefits and avoid gaps in recommended care.
- **Holistic Health Management:** Live coaching and guidance combined with wellbeing to address non-clinical, emerging or preexisting conditions.



1. Forrester Research TEI Case Study: Virgin Pulse, February 2020
2. Virgin Pulse Research Study, 2020

Let's Drive Outcomes: A Digital + Live approach to health and wellbeing personalizes each member engagement to improve health outcomes and key performance indicators.

Virgin Pulse unifies health monitoring, behavioral health management, medical care compliance, clinical science and progress benchmarking to move members forward on their own journeys toward personal health goals, sustainable, science-backed health outcomes and prevention against new or worsening chronic conditions.

Engagement

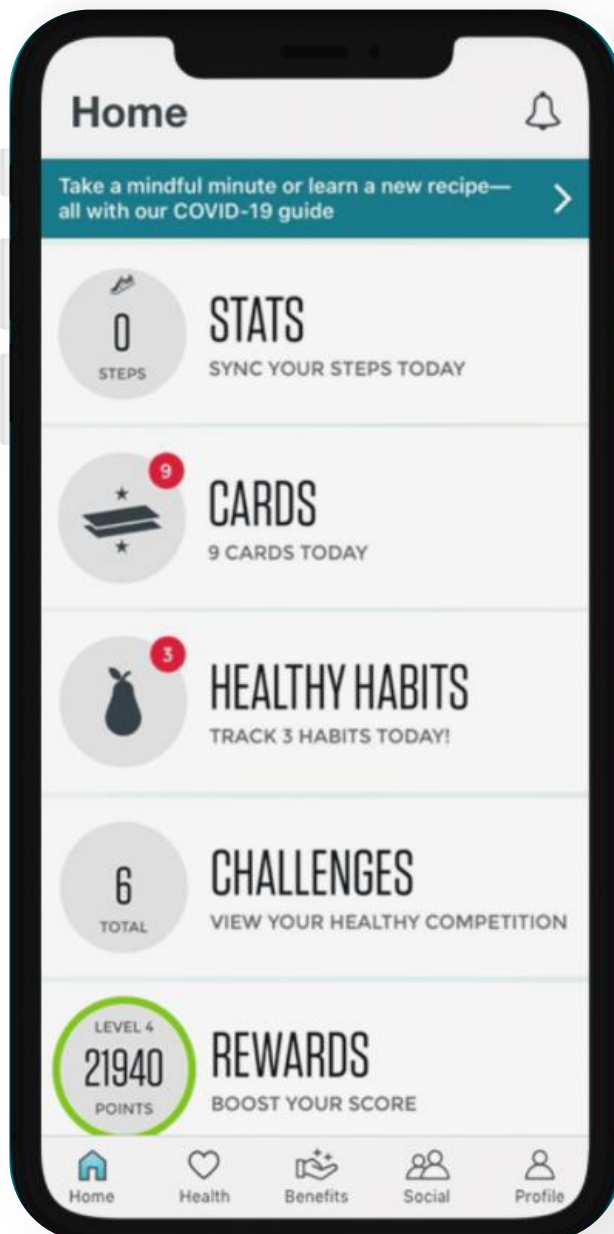
Outcomes depend on the member journey toward improved health and wellbeing management. Virgin Pulse drives industry-leading engagement, putting tools in the hands of your employees to reduce health risks and drive down claims costs and health-related absenteeism.

Adherence

Virgin Pulse reinforces good habits through a combination of adherence to medical recommendations for new or existing conditions, community health prevention, member-set goals and recommended programs backed by clinical science.

Outcomes

As member engagement becomes a habit, Virgin Pulse's AI moves members forward as they achieve steps toward their goals or program completion. Each milestone reflects reduced condition risks, improved health metrics or clinically healthy changes. Aggregating these outcomes to see what drives them helps guide your health and wellbeing strategy and source ongoing population health costs and risks.



55%

of Virgin Pulse members consistently sustain their engagement.

18%

higher likelihood that members comply with prescribed health programs.

64%

average likelihood that members improve defined health outcomes.

- 64% improved outcomes
- 63% sustained current levels
- 66% improved clinical outcomes

16%

average increase in productivity attributed to member engagement with Virgin Pulse.¹

1. Forrester Research TEI Case Study: Virgin Pulse, February 2020

From Homebase for Health™ to Population Health Management



Members Engage in Personal Health Management

75% of monthly members engage in Virgin Pulse daily leading to 55% sustained engagement and equating to 1,440 interactions per year. When it comes to engagement:

- 72% of eligible members want help managing their health
- 64% of members want access to rewards incentives
- 33% of members are looking to engage in live coaching
- 16% of members pursue engagement based on the recommendations of other members
- 70% of members find that Virgin Pulse is easy to access, navigate and use
- 64% of members note that Virgin Pulse helps with their health goals
- 76% of engaged members find that Virgin Pulse helps them develop positive habits



Improved Health Outcomes Boost Business Outcomes

Virgin Pulse improves general health outcomes for 64% of members and clinical health outcomes for 66% of members. 87% of members sustain health metrics and improve their overall wellbeing. For employers, improved outcomes translates to reduced attrition, reduced healthcare costs, improved productivity, and lower operational costs reaching an average of \$31 million over 3 years.¹ In terms of health outcomes:

- 60% of members have reduced their BMI to a healthy range while 59% maintained their healthy weight
- 68% of members reduced their general stress levels
- 68% of members increased their physical activity levels, 62% sustained healthy activity levels
- 83% of members reduced their risk of high blood pressure while 67% plateaued their blood pressure
- 68% of members feel that they have more energy
- 76% of members find that Virgin Pulse has helped them develop positive and healthy habits
- Virgin Pulse members are 50% less likely than nonmembers to incur physical injuries
- Virgin Pulse members report 39% fewer medical claims than nonmembers



Outcomes Reflect Savings with Time

As members engage in better self-care and healthy behavior through wellbeing, close gaps in care, improve their health metrics and reduce dependence on formal medical care for preventable chronic conditions changes, their employers benefit from aggregate total population health insights and improvements.

- Population engagement in Virgin Pulse leads to reduced member healthcare costs averaging \$8.2 million in risk-adjusted savings over 3 years.¹
- Virgin Pulse stabilizes and improves member health metrics with behavior change and increased compliance with clinical lifestyle programs leading to 6 fewer days per year in unscheduled leave per member and 3,560 days per year saved in health-based absenteeism.²
- Virgin Pulse advances personalized, preventative self-care and health management for members aggregating to an average 16% improvement in productivity that nets \$6.7 million in risk-adjusted savings and value over 3 years.^{1,2}
- Virgin Pulse offers access to health and wellbeing resources that boost employee engagement and improve benefits communication leading to 50% lower attrition rates that net \$9.1 million in risk-adjusted savings over 3 years.¹

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