



# COMMUNICATIONS OVERVIEW

# Virgin Pulse Communications

**Be everywhere. Be unexpected.**

High-impact, user-centric communications inspire your employees to take action, adopt healthy habits, and be their best at work and beyond.

## Contents

<b>Introduction</b>	<b>02</b>	<b>Ongoing Engagement</b>	<b>17</b>
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		
<b>Pre-Launch Communications</b>	<b>08</b>	<b>Custom Communications</b>	<b>22</b>
Teaser Campaign	09	Consultative & Collaborative Support	23
Leadership Toolkit	10	Making it Your Own	24
Wellbeing Champions Toolkit	11	Custom Communications Catalogue	25
<b>Launch Communications</b>	<b>12</b>	<b>Custom Communications Appendix</b>	<b>26</b>
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 employee experience. Automated platform communications, on-demand member marketing assets, and self-serve communications tools make it easy to connect with your employees throughout the year.

The Virgin Pulse 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 messaging and key announcements on top of our comprehensive, automated platform communications.

## Member-Driven Messages

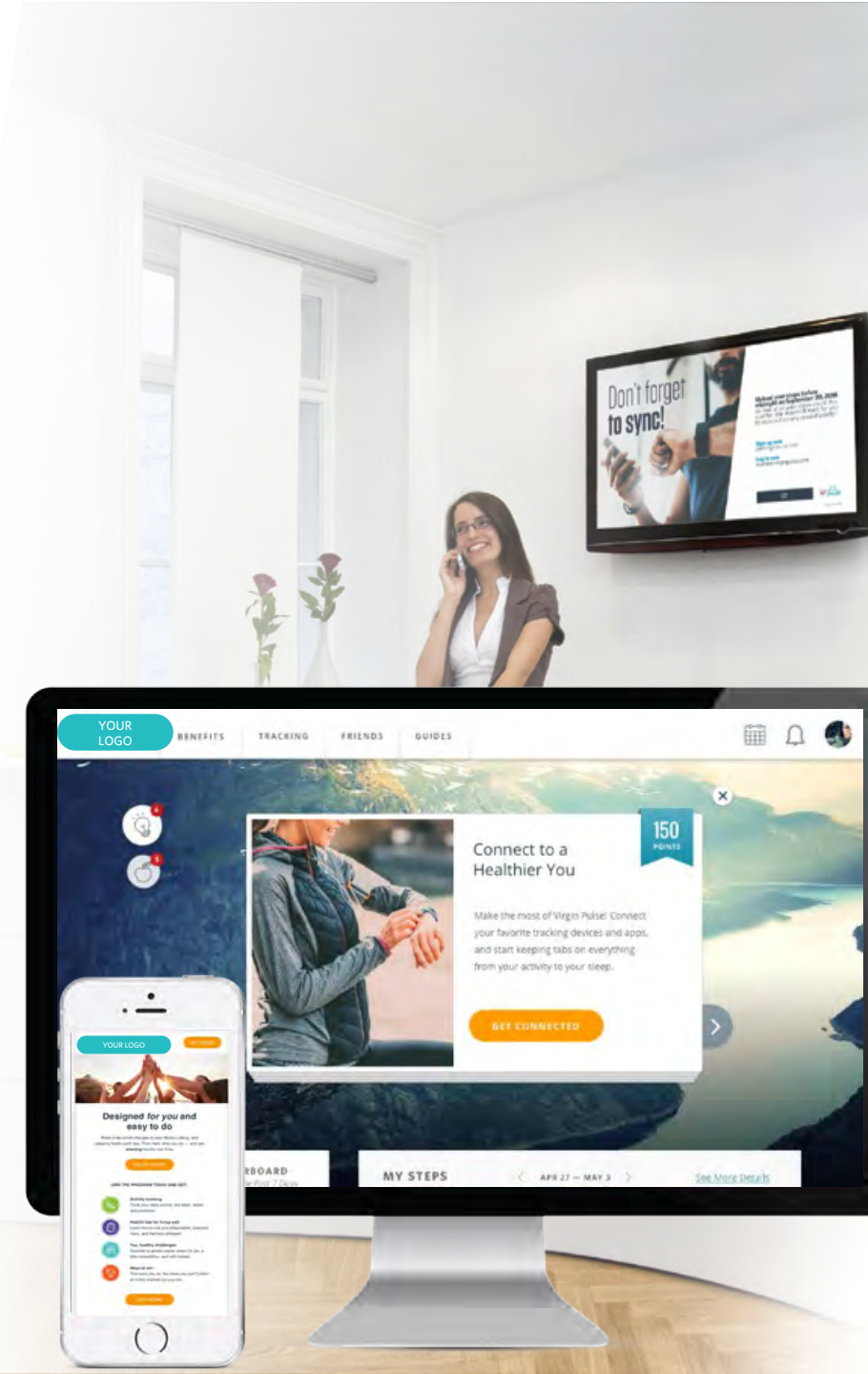
Virgin Pulse platform communications are designed to spark interest and inspire action with a friendly and supportive voice. Throughout the year, members receive timely messages and proactive reminders based on their interests, platform activity, and program milestones. These system-generated emails,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

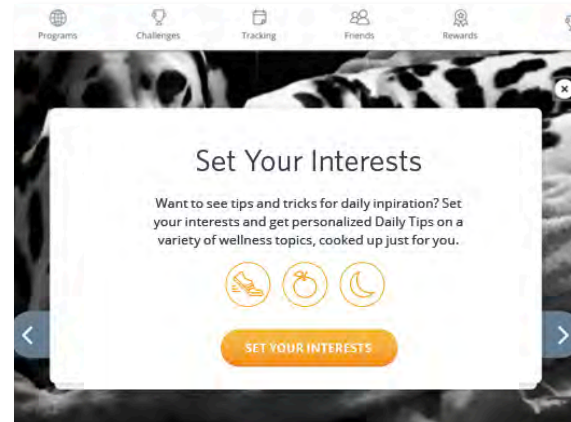




# Communication Channels & Tactics

## Multi-channel engagement

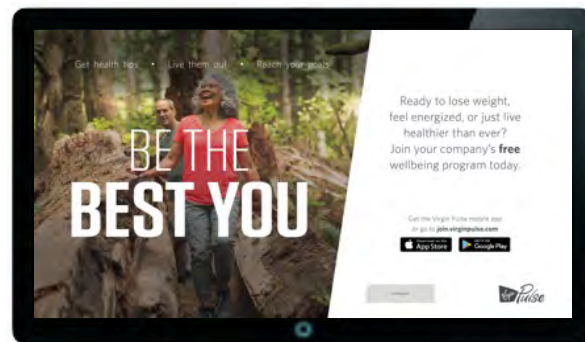
A variety of delivery tactics and member marketing assets enable you to reach your employees in the field, in the office, or anywhere in between.



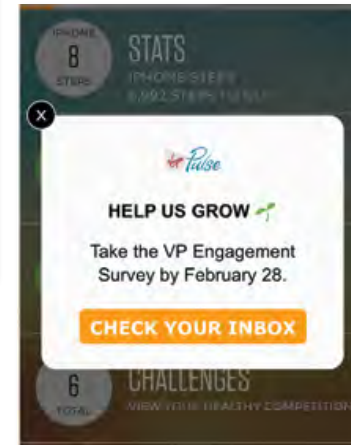
Site Popup - Desktop



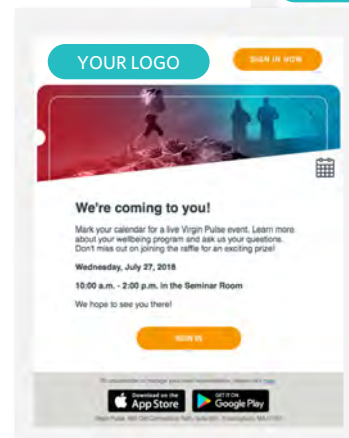
Offline Asset - Postcard



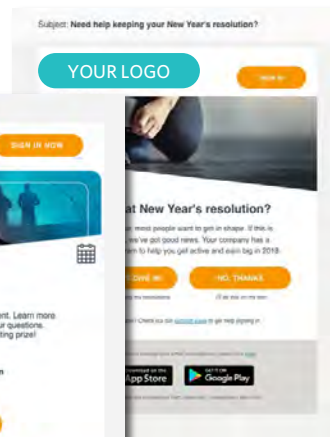
Offline Asset - Digital Display



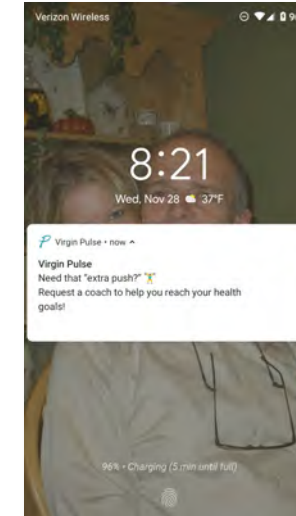
In-app Reminder - Mobile



Emails



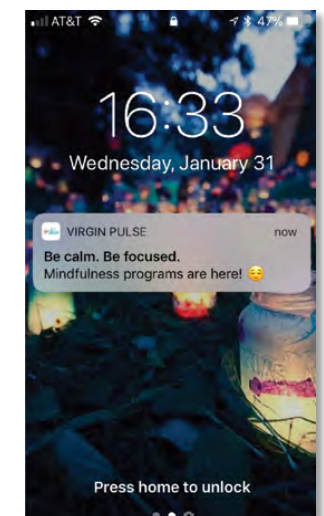
Offline Asset - Feature Guide



Push Notification - Android



Offline Asset - Poster



Push Notification - iPhone

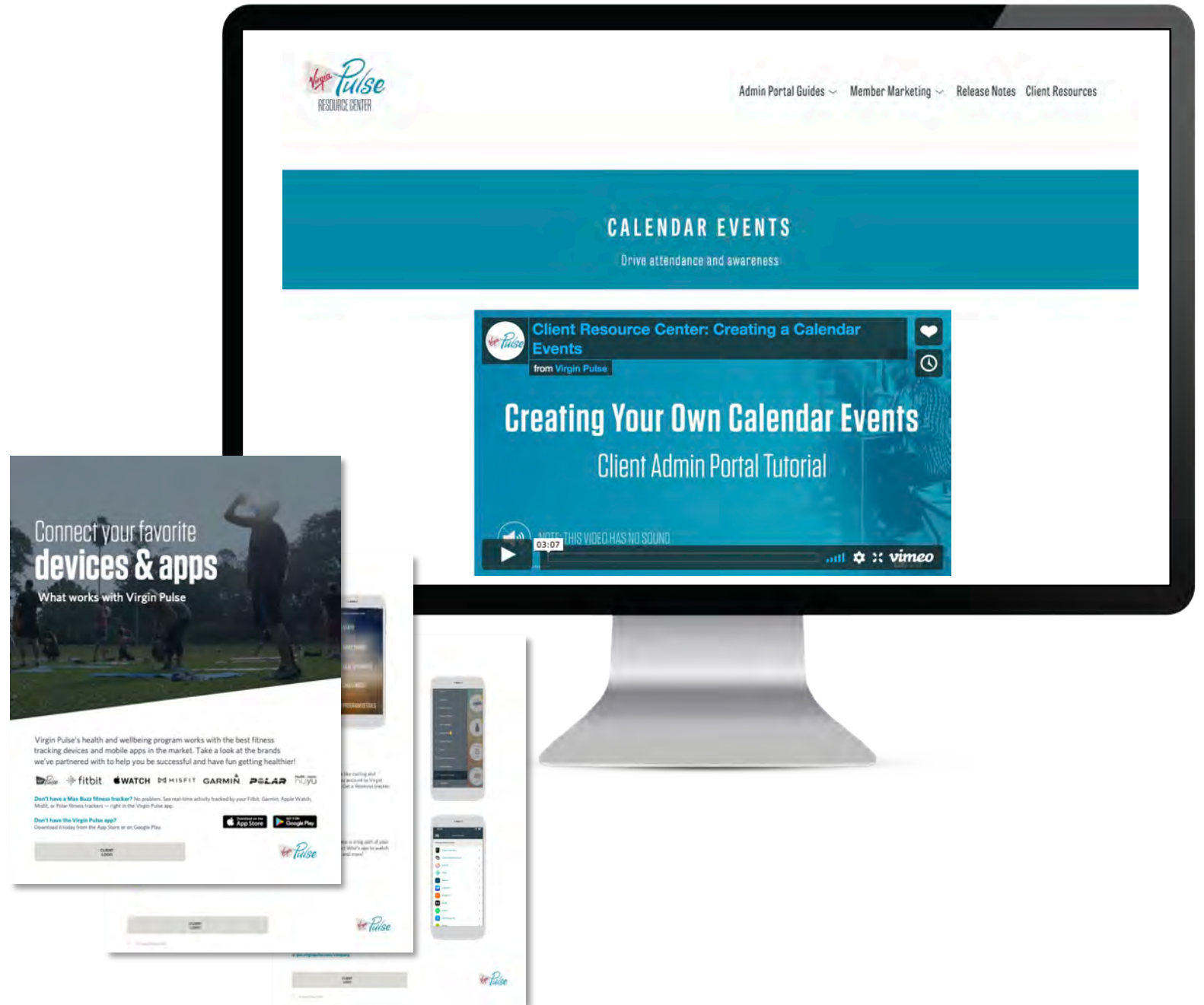
# Client Resource Center

## 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.

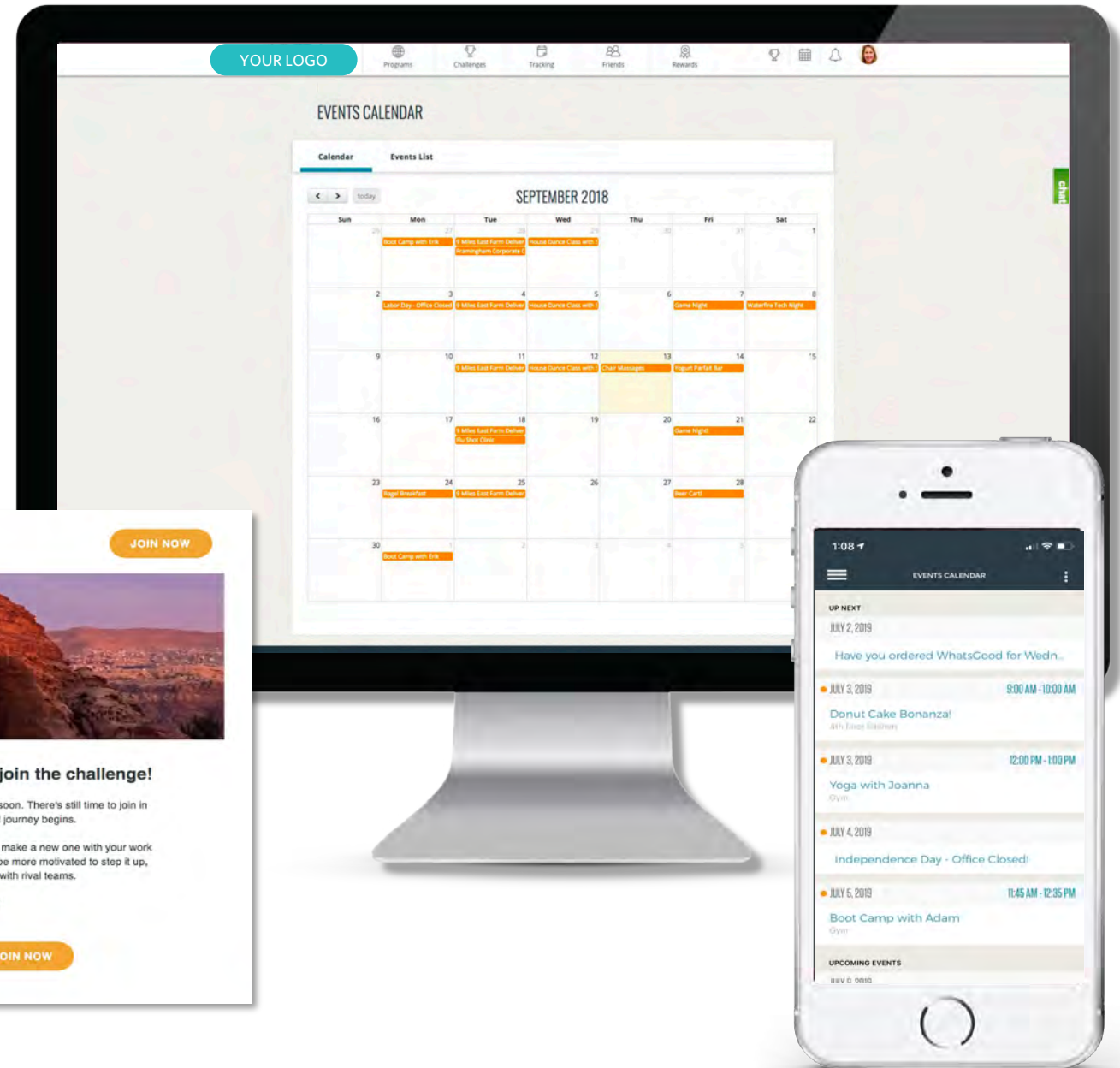
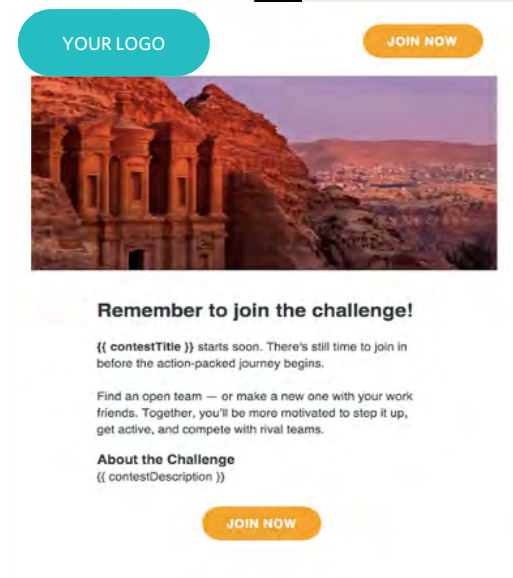


# Client Admin Portal

## Promote company benefits, events & challenges

Program Admins can manage the Events Calendar through the **Client Admin Portal**. Set dates for company 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.

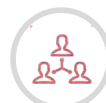


# Communications Lifecycle



## Pre-Launch

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



## Custom Communications

Spark interest throughout the year by promoting new initiatives, organizational events, and the program areas that are most meaningful to your organization. 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

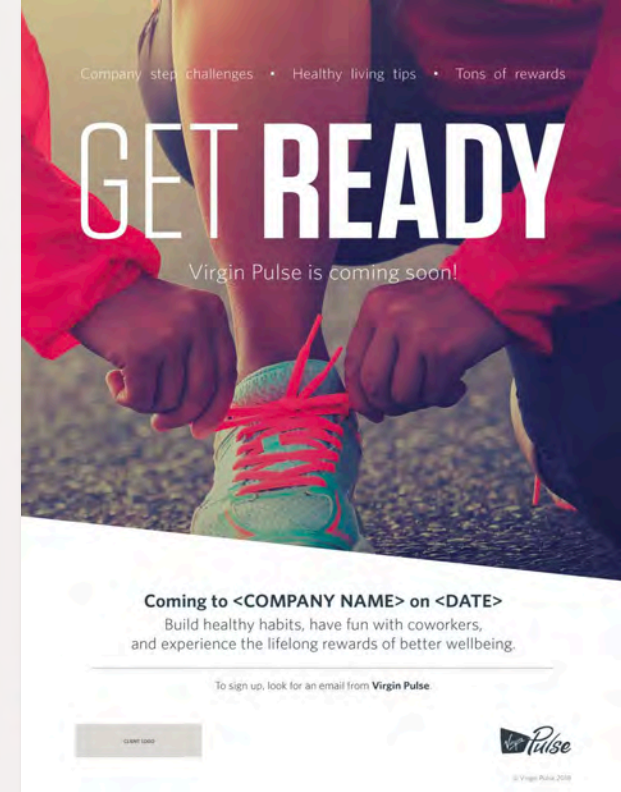
---



# Teaser Campaign

## Build excitement ahead of your Launch Date

Inspiring digital and offline assets to introduce the program.



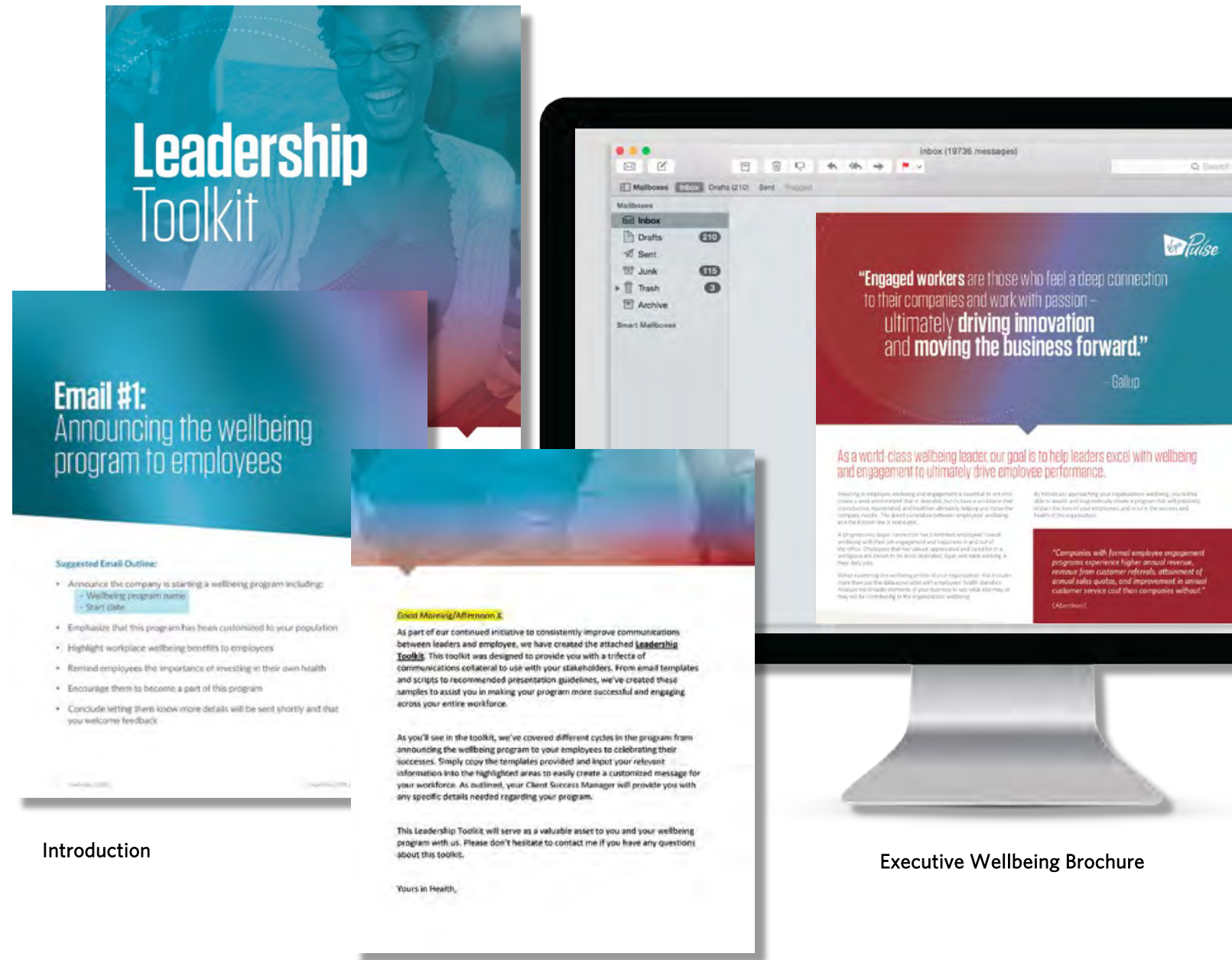
# Leadership Toolkit

## 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



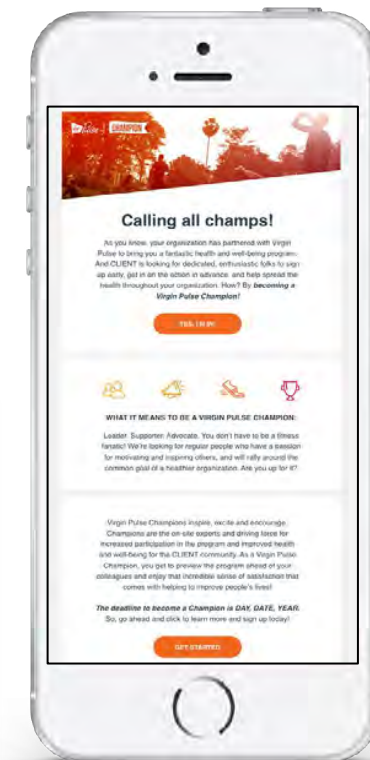
# Wellbeing Champions Toolkit

## 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

---

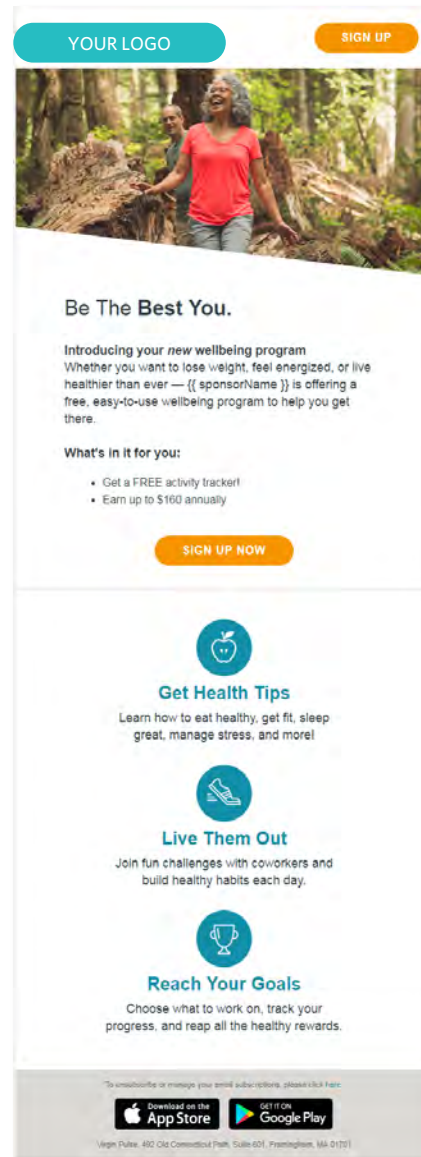


# Enrollment Communications

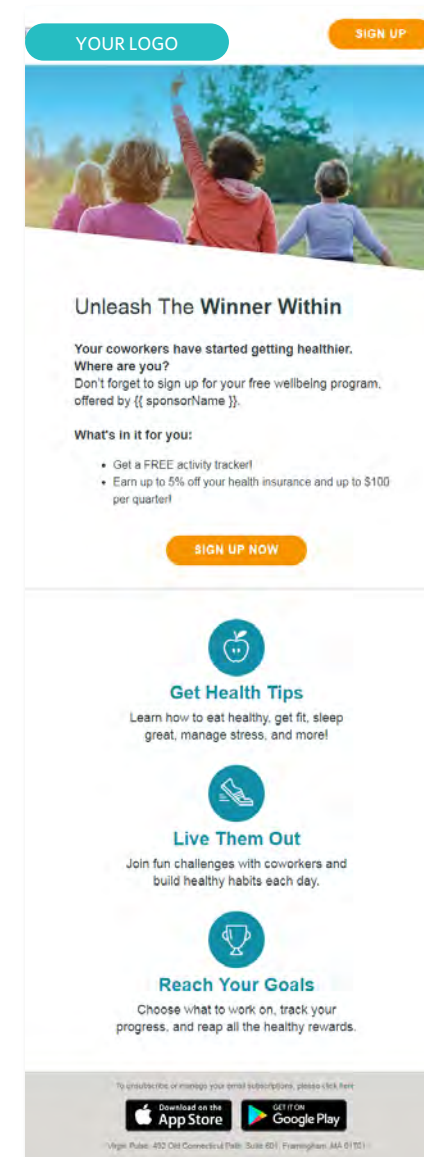
## Automated email campaign

A 3-touch, automated email campaign starts with an introductory enrollment email sent to employees 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.

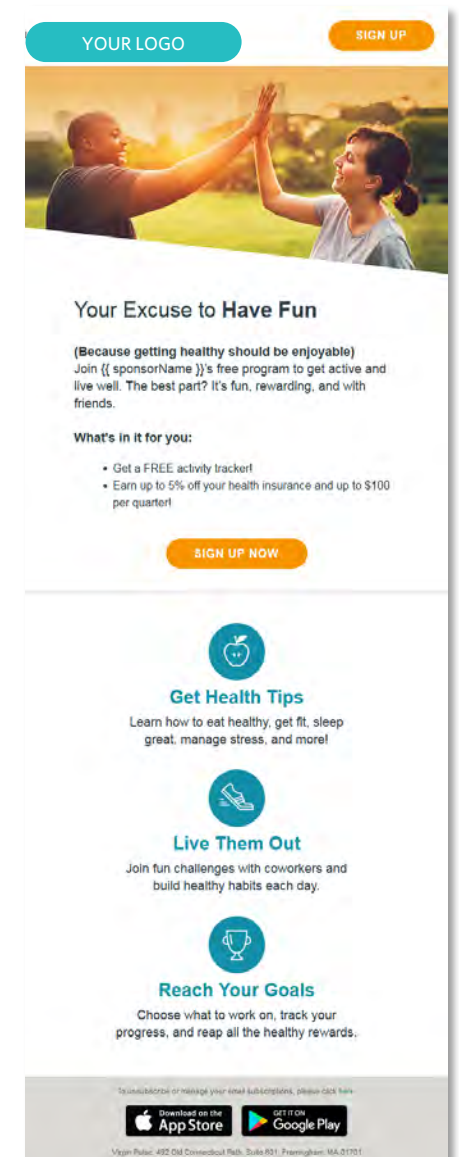
Enrollment emails include your logo, unique program URL, and bullet points containing program-specific details. Embedded links to download the mobile app enable easy enrollment from a smartphone.



Day 1 – Enrollment email



Day 4 – First enrollment reminder



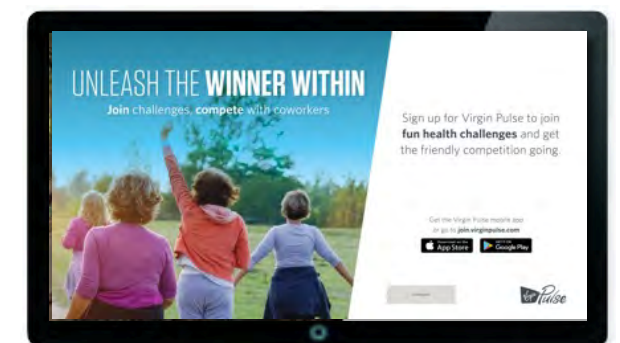
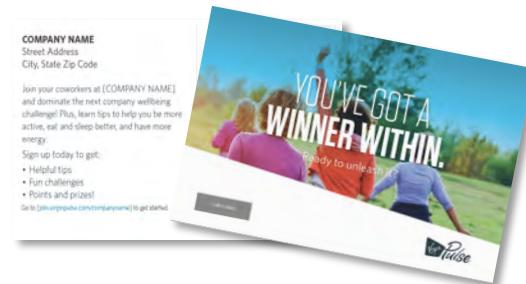
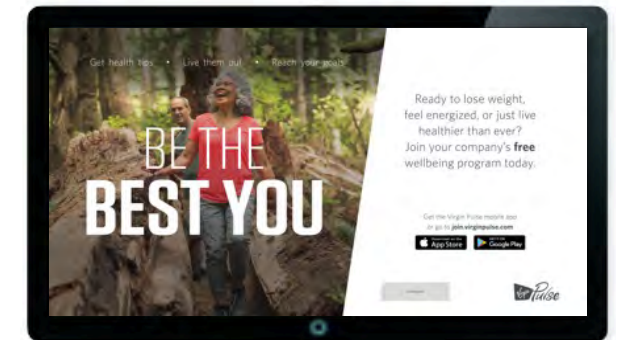
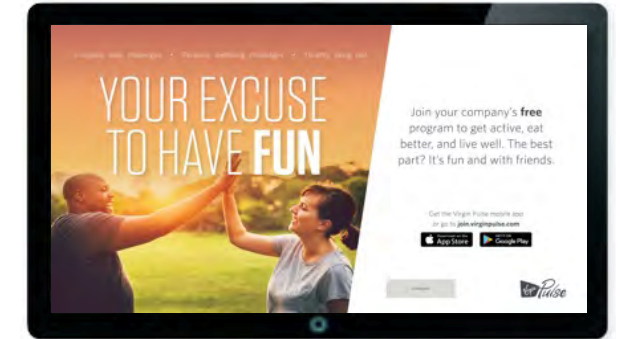
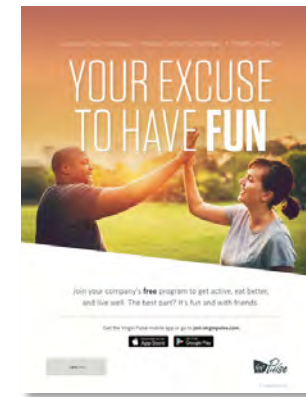
Day 10 – Second enrollment reminder

# Enrollment Communications

## Offline marketing assets

Create excitement around the office and reach remote employees 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

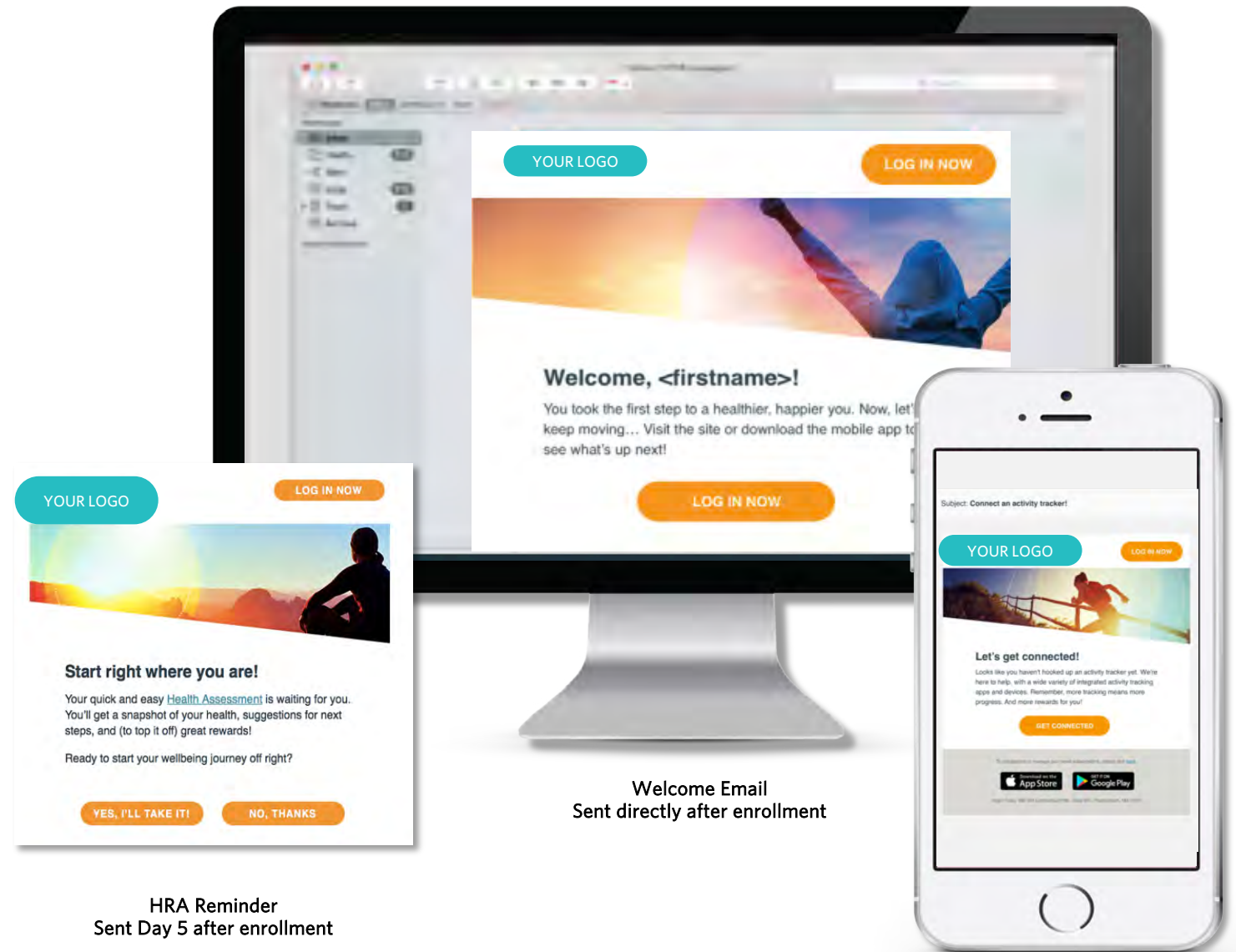
Digital Displays

# 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.



Welcome Email  
Sent directly after enrollment

HRA Reminder  
Sent Day 5 after enrollment

Device Connection Reminder  
Sent Days 10, 15, 25 after  
enrolment, 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 hires.



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

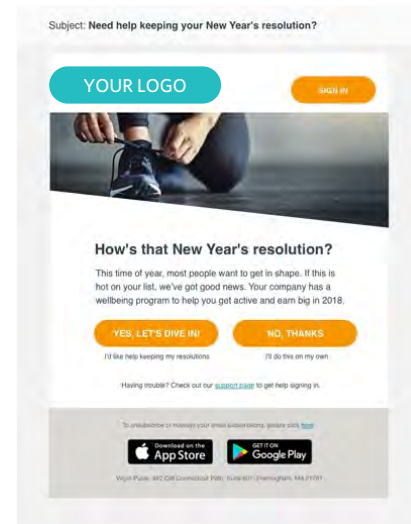
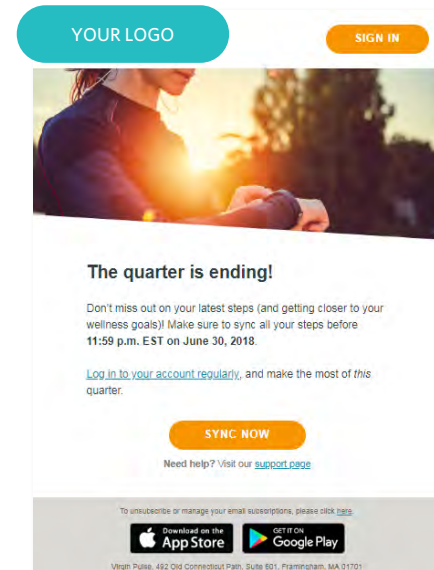
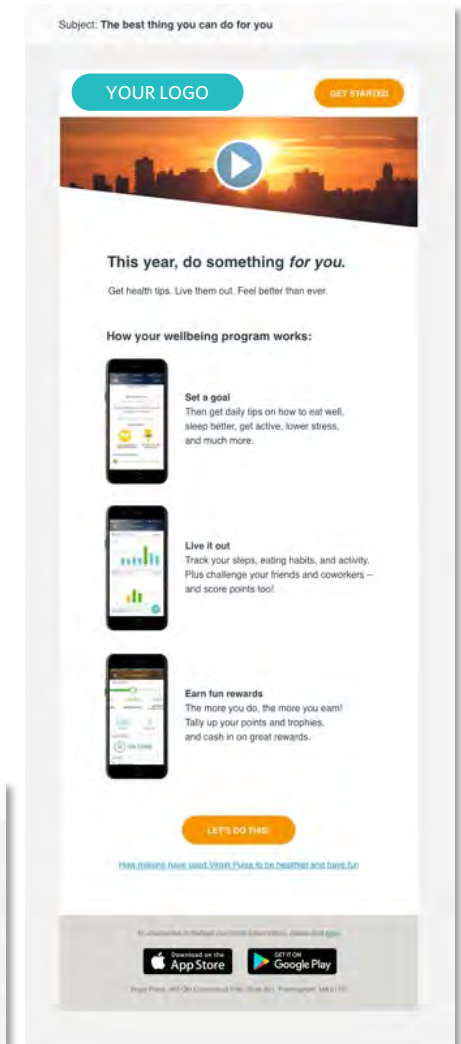
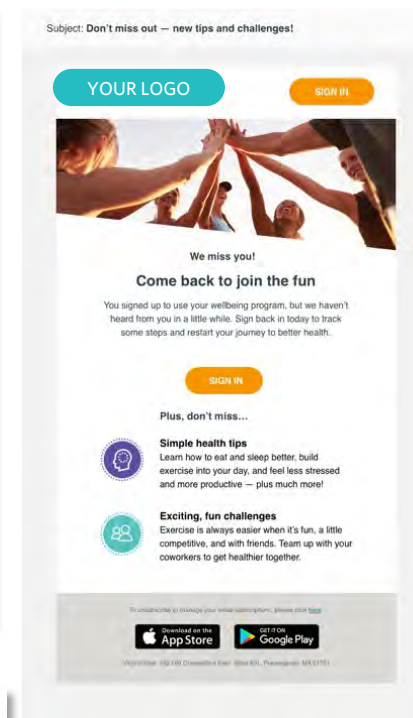
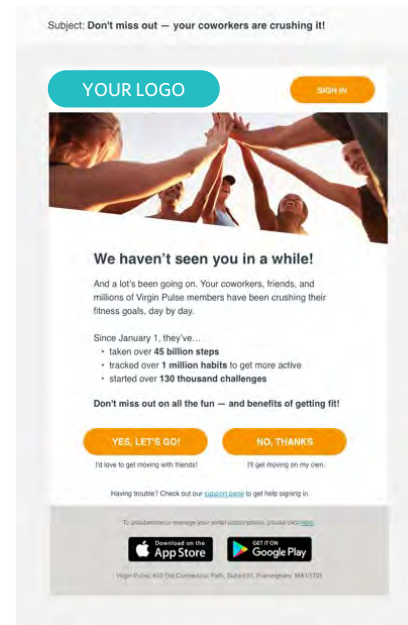
Enrollment and re-engagement reminders sent to eligible employees; Member Satisfaction Survey; Sync steps reminder

## New Hires

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

## Champions Check-in

Monthly Email sent to Champions network with tips and strategies



# Challenge Communications

Automated emails & offline assets encourage participation

## Personal Challenges

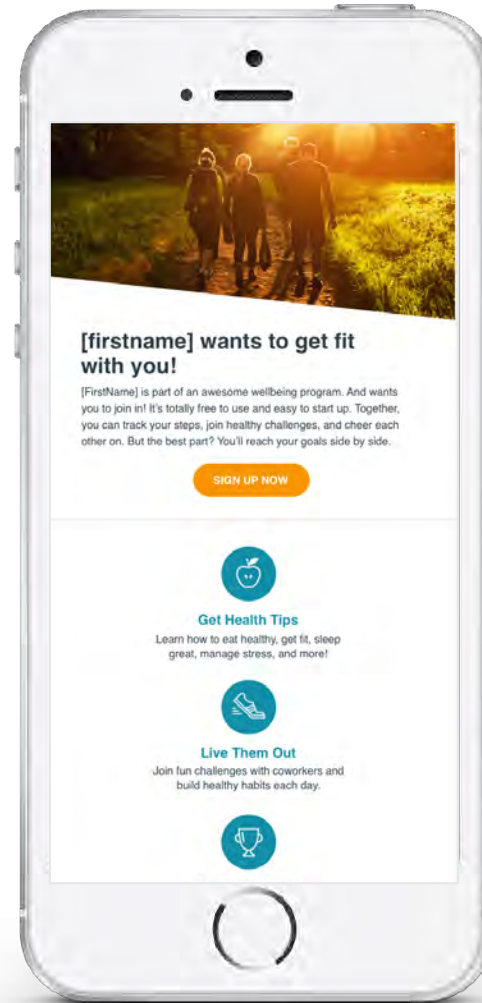
Initiated by any member

## Monthly Promoted Healthy Habit Challenge

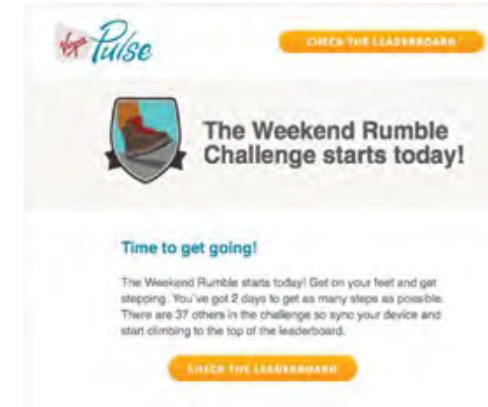
Deployed by Virgin Pulse

## Standard Team Challenges

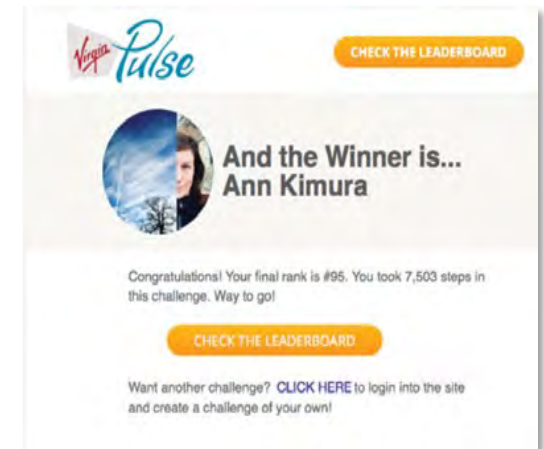
Deployed by Virgin Pulse or through the Client Admin Portal



Personal Challenge Email: Invitation



Personal Challenge Email: Starts Today



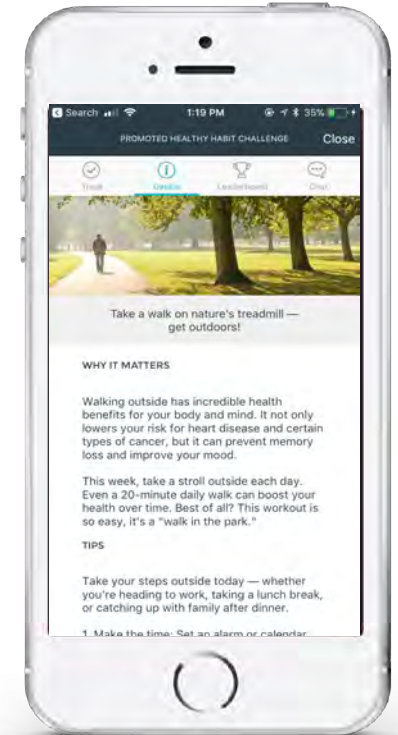
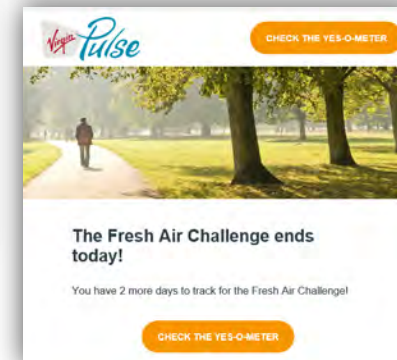
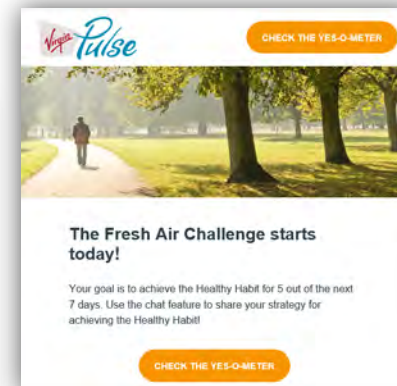
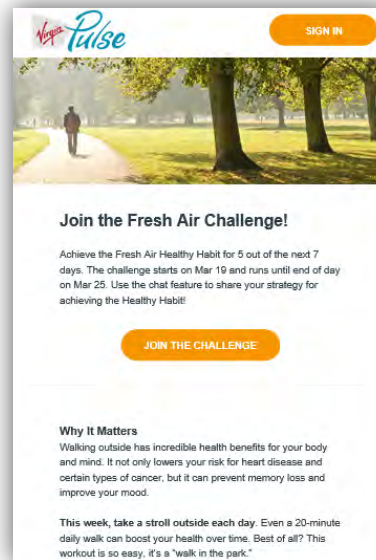
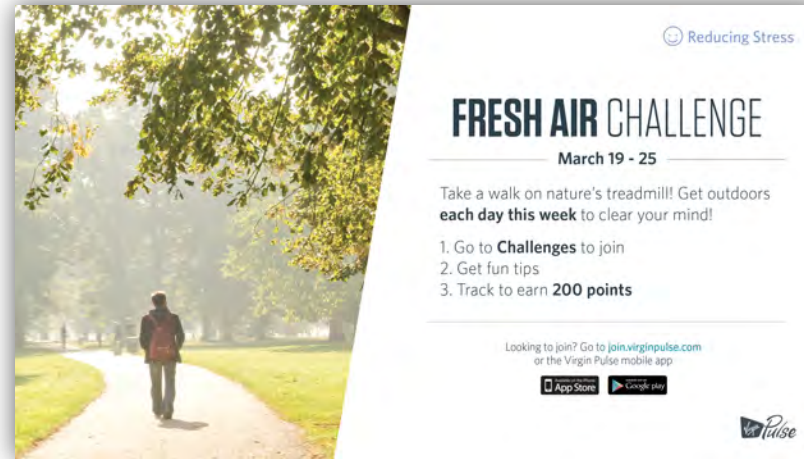
Personal Challenge Email: Winner Announcement



# 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.





# Standard Team Challenges

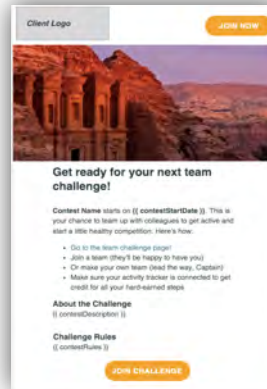
## Foster friendly competition any time

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

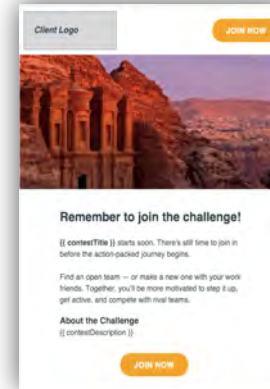
Choose a theme from our extensive Challenge library, with the option to include a unique challenge name, edit the rules, and change the image. Virgin Pulse will launch an automated, multi-touch email campaign based on the selected dates and eligible participants.

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

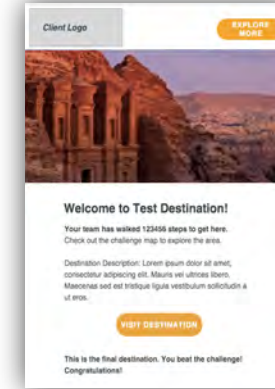
### Challenge Announcement



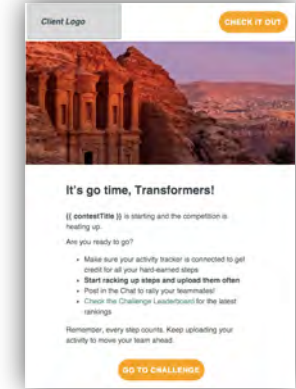
### Challenge Reminder



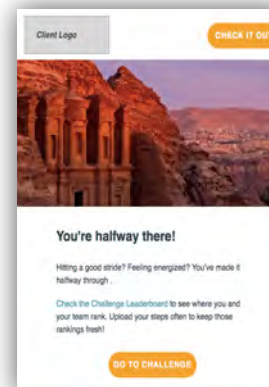
### Challenge Welcome



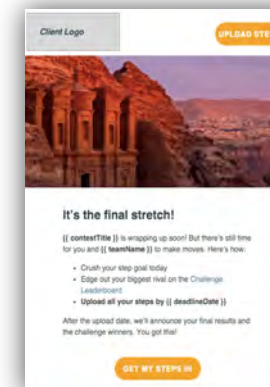
### Challenge Start



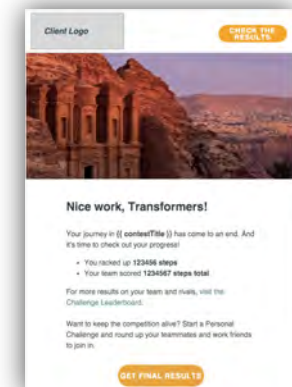
### Halfway There



### Final Stretch



### You Did It!



# 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, company 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 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 employee 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.





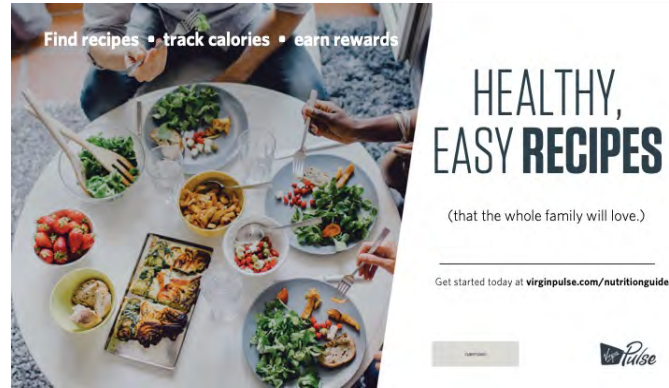
# Making it Your Own

## Flexible Annual Service Credit

Create a seamless extension of your company's 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.

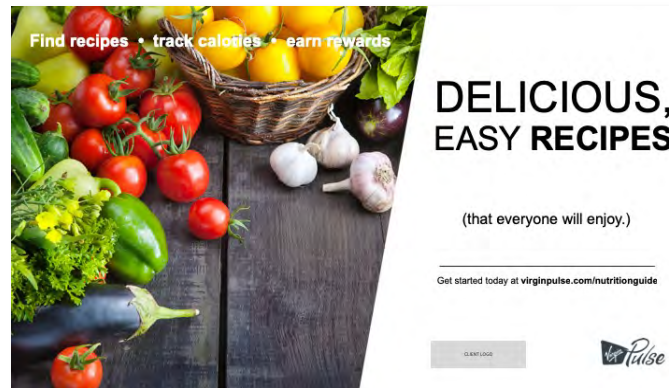
Some examples may include:

- 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

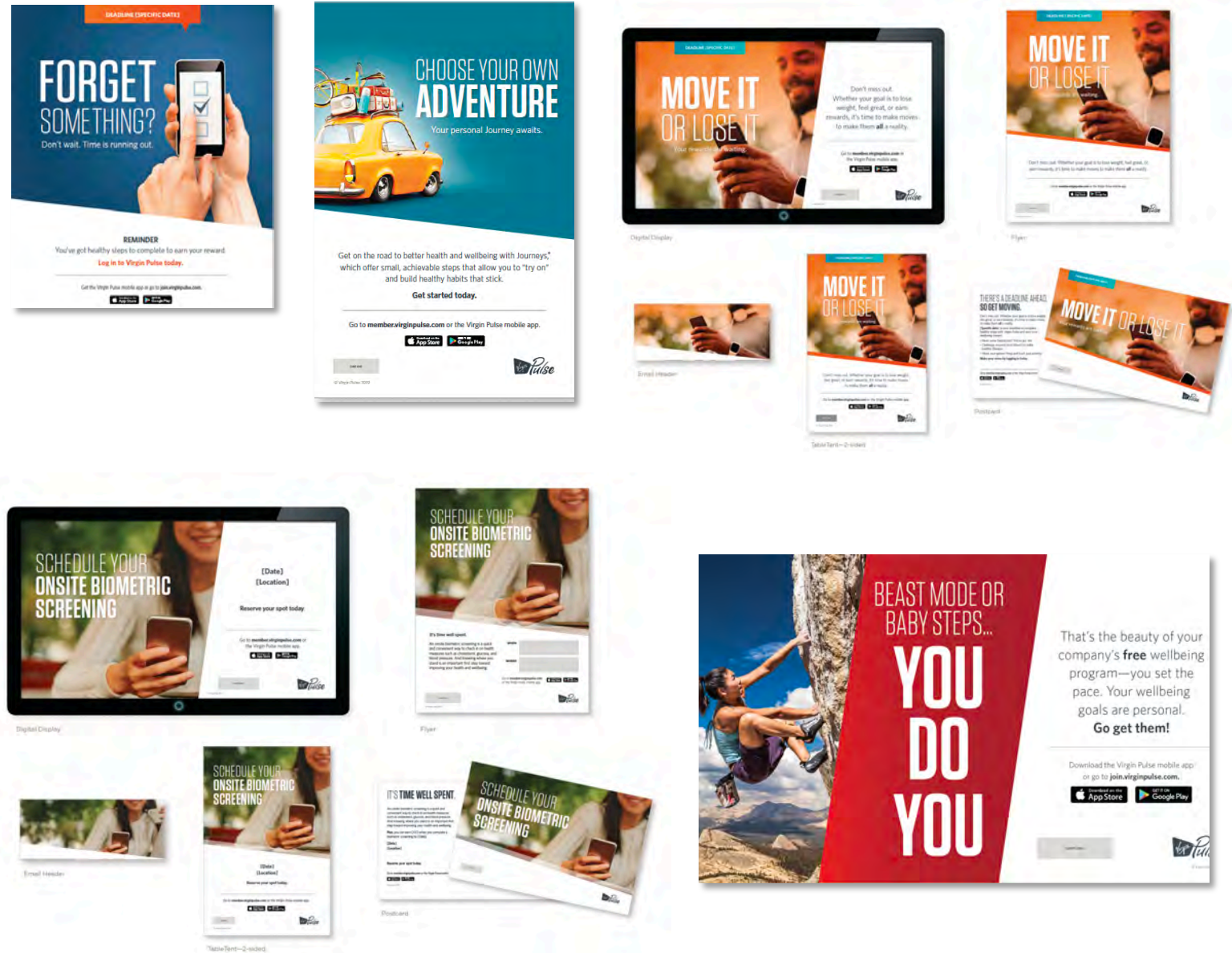
*\*The number of professional service hours required determines how much of your credit is applied towards each project. Annual credit cannot be rolled over or used toward any other professional service.*

# Custom Communications Catalogue

## Available campaigns and design templates

Once you've identified your communications strategy, your 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 CSM to develop one-time reminders or strategic campaigns that drive awareness around program features, company events and organizational initiatives.



# Virgin Pulse Team 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!

Go to Challenges on the mobile app or [member.virginpulse.com](http://member.virginpulse.com)

App Store Google Play

CLIENT LOGO

virgin Pulse



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](http://member.virginpulse.com)

CLIENT LOGO

virgin Pulse



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](http://member.virginpulse.com)

virgin Pulse

CLIENT LOGO

Get this challenge on the app! App Store Google Play



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](http://member.virginpulse.com)

virgin Pulse

CLIENT LOGO

Get this challenge on the app! App Store Google Play



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](http://member.virginpulse.com)

CLIENT LOGO

virgin Pulse

# 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](https://member.virginpulse.com)  
Not a member? Join today: [join.virginpulse.com](https://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 also a little thing. Don't see the right group for you? Try starting one today!

**Search for groups (or start your own group)**

**How it works:**


Get the conversation going!

Not a member? Join today!

**YOUR LOGO**

## 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](https://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**


Then make your coworkers to join in. 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](https://join.virginpulse.com/company).

**YOUR LOGO**

## 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](https://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 the member experience today. Once you're signed in, you'll see Programs that are relevant to you. That's where it starts.



**Don't have the app?**  
Download it today from the App Store or Google Play.



**Don't have the app?**  
Download it today from the App Store or Google Play.



**Not a member yet?** Download it today from the App Store or Google Play.





**Not a member yet?** 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.

**"DRINK UP YOUR WINDOUT" JOURNEY**


Over the next 14 days, we'll help you make changes to your health and wellbeing, one small step at a time. This journey will help you make the most of your morning workout, get your water intake on track, and more.





**Tackle the first stage (and keep going!)**



**Commit to each step until the journey is complete.**

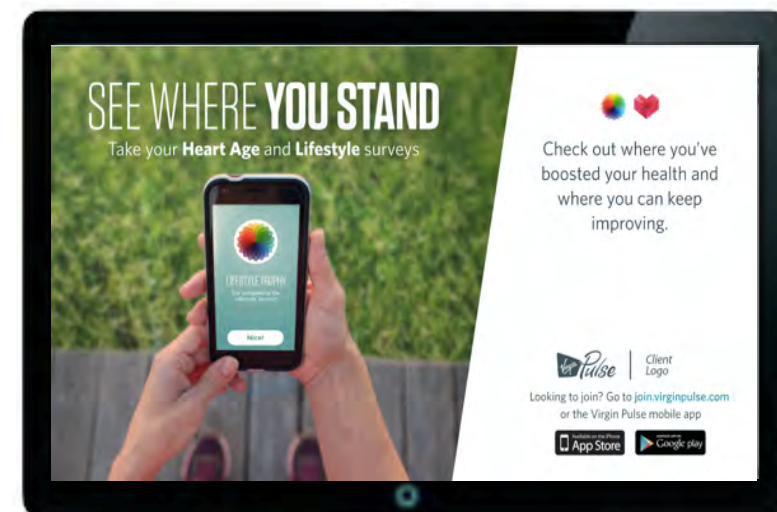
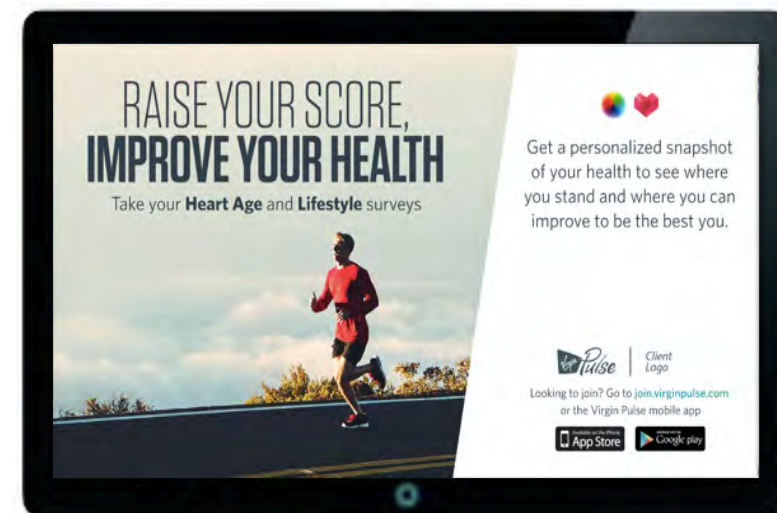
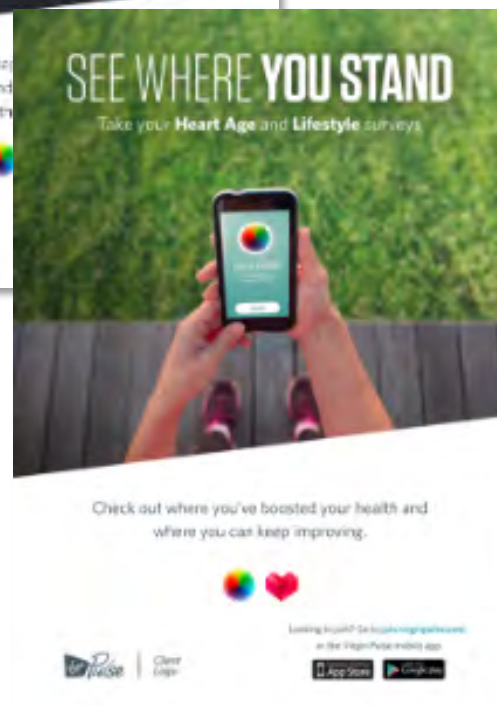
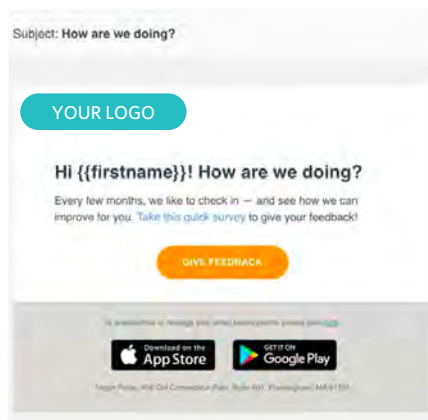
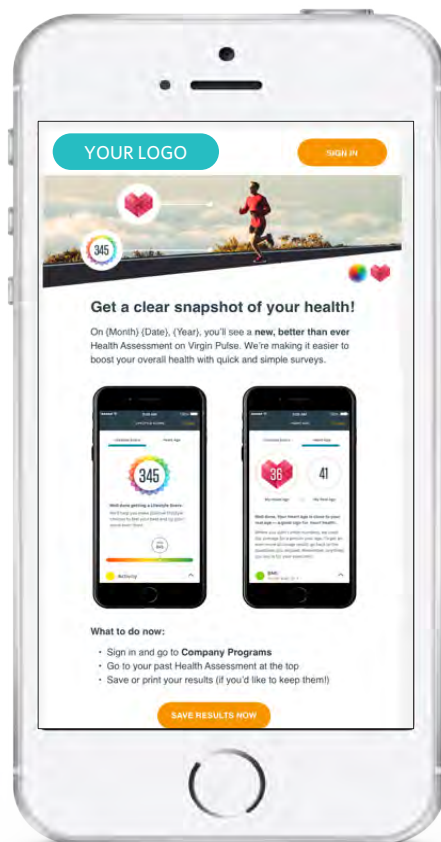


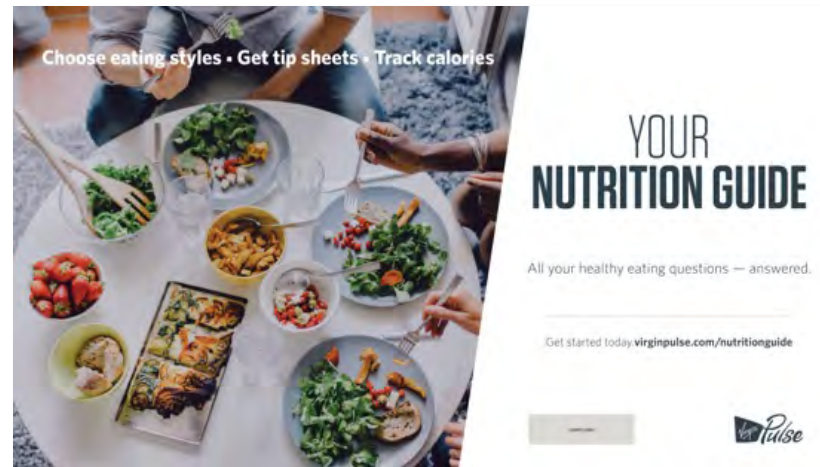
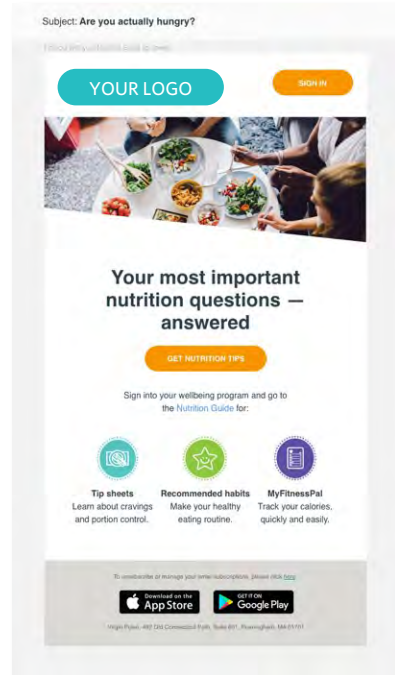
© 2019 Virgin Pulse. All rights reserved. Virgin Pulse, the Virgin Pulse logo, and the Virgin Pulse app are trademarks of Virgin Pulse. All other trademarks are the property of their respective owners.



# Virgin Pulse Surveys

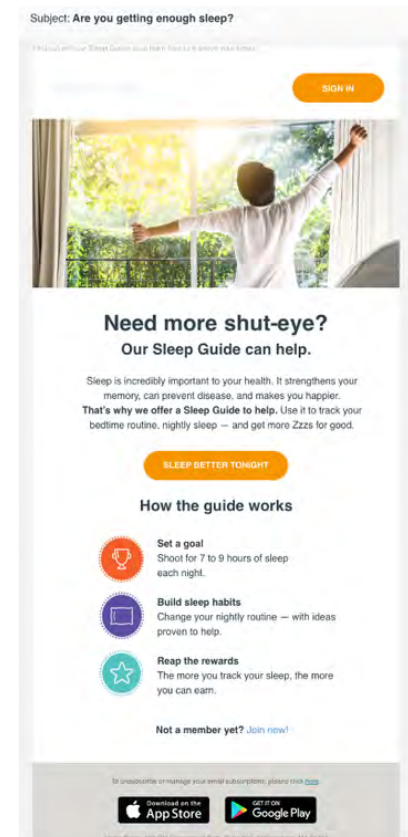
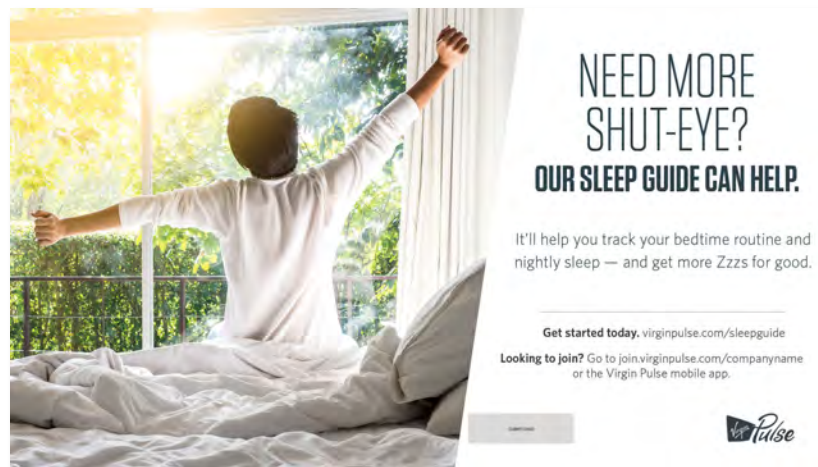


# Virgin Pulse Nutrition Guide



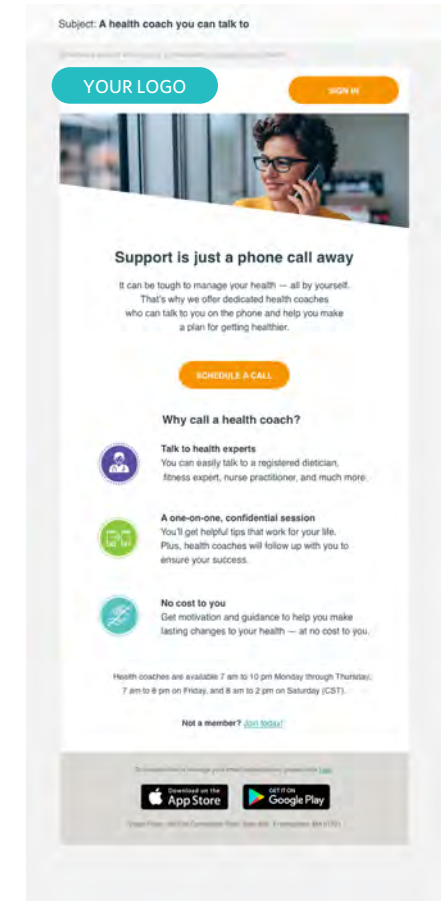
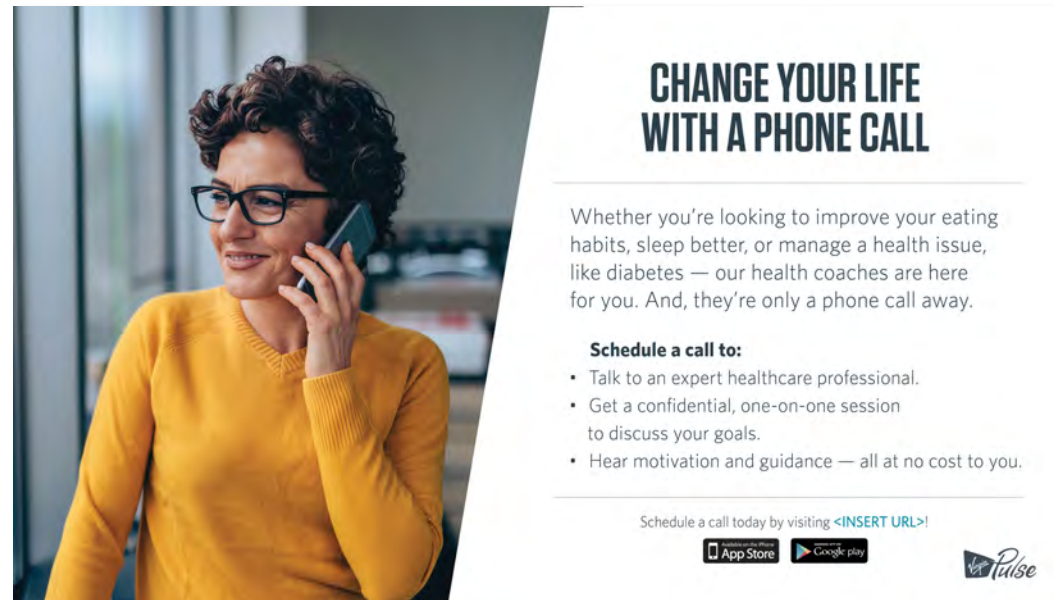


# Virgin Pulse Sleep Guide

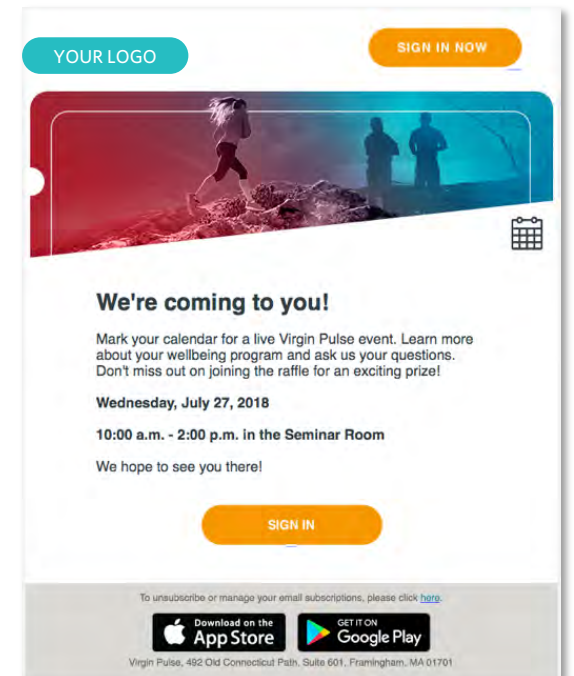
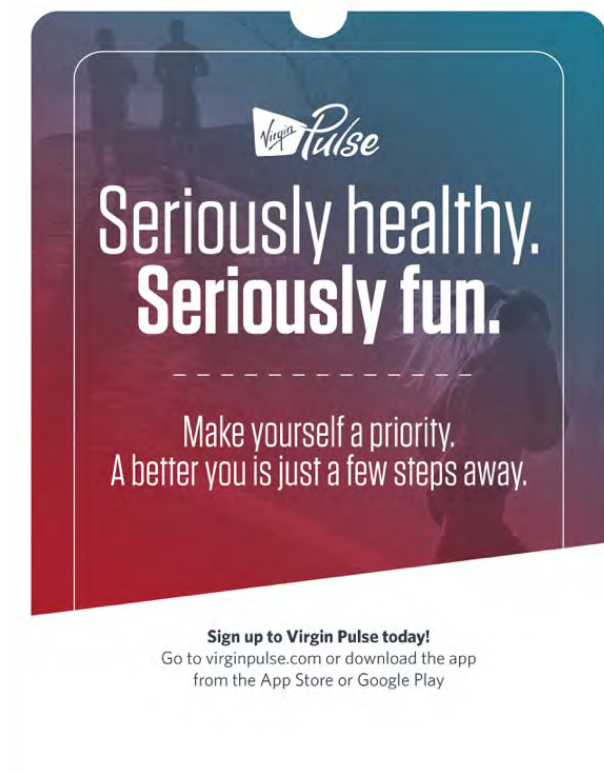
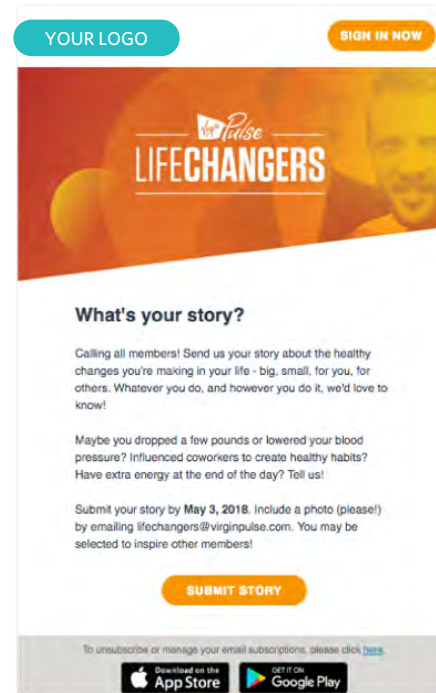




# Virgin Pulse Live Coaching



# Onsite Events & Company Initiatives





# Virgin Pulse Certified Partners

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

**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](https://join.virginpulse.com) or the Virgin Pulse mobile app

wellness corporate solutions

virgin pulse

## Onsite Health Screenings WCS

**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](https://join.virginpulse.com) or the Virgin Pulse mobile app

App Store Google play

virgin pulse

## Mindfulness and Resiliency Training Whil

**YOUR LOGO** **SCHEDULE NOW**

**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 calmer and get recharged anytime, anywhere.

**SCHEDULE NOW**

(Look for Whil under your Programs or Filter topic (expand))

**YOUR LOGO** **SCHEDULE NOW**

**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!

**SCHEDULE TODAY**

Download on the App Store GET IT ON Google Play

**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...

**LET'S DO IT!**

Remind Me

## 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/](https://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/](https://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/](https://join.virginpulse.com/)

  
© Virgin Pulse 2018