

VP+ seamlessly enables a connected, whole-person health and wellbeing experience. Seven partner categories in a one-contract buying solution at considerable cost savings.

VP+ gives you the flexibility to turn on partners that fit the needs of your population, without adding administrative burden for your benefits team. An extension of our industry-leading daily engagement platform, VP+ instantly increases partner visibility, utilization and adoption, delivering outcomes that matter.

\$14.99

**PEPY
4 Solutions**

\$19.99

**PEPY
7 Solutions**

60% savings vs procuring separately

From mindfulness and financial wellbeing to family health and digital therapeutics, VP+ provides access to top digital health and wellbeing partners together at one low price, not available anywhere else.

Key Features:

Innovative Partners

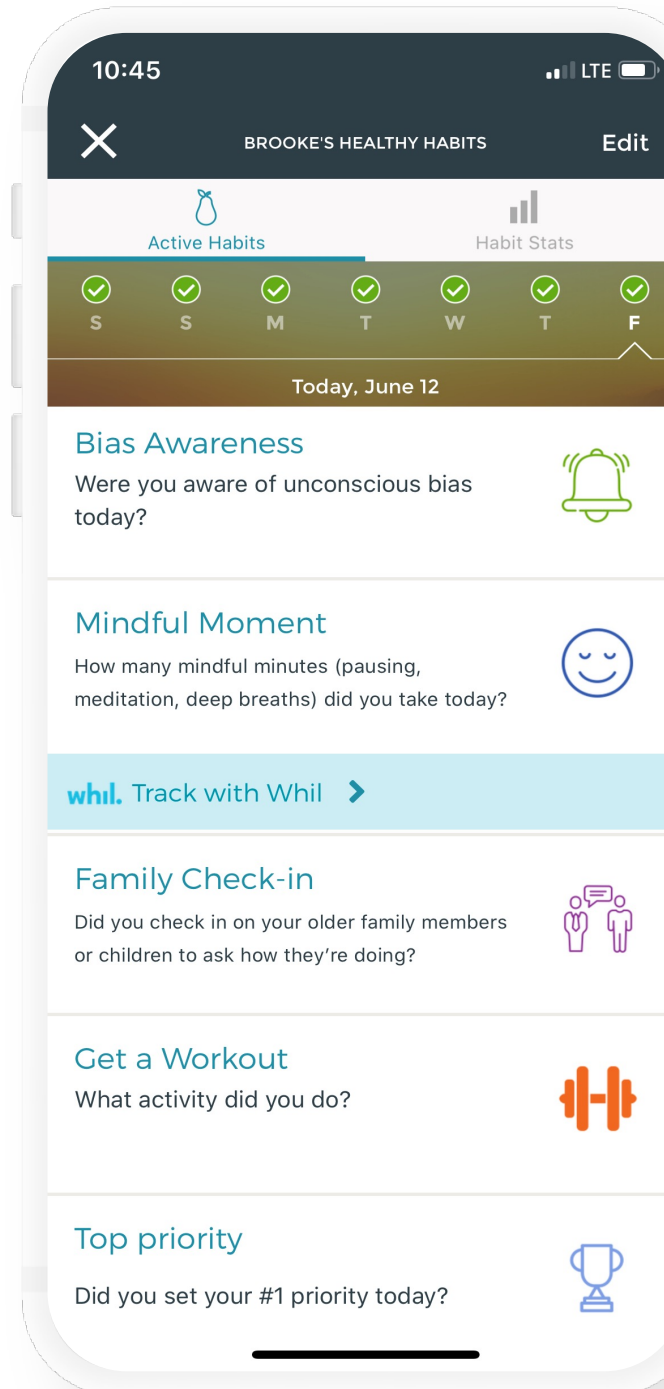
- ✓ Accelerate benefits with a partner collection designed to impact health care cost drivers, increase productivity and reduce employee stress.
- ✓ Choose from eight of the most sought-after partners in categories including mindfulness and resilience, nutrition, physical activity, musculoskeletal, tobacco, financial wellbeing and family health.
- ✓ Activate the right categories at the right time for your workforce or membership.

Purpose-built Member Experience

- ✓ Access everything from a single point of entry. One log-in, one platform- instantly increasing awareness and helping to drive adoption.
- ✓ Intelligently integrated within the member's daily healthy habits.
- ✓ Motivate meaningful partner interaction through real-time rewards in the Virgin Pulse platform for completing activities with partners.

Simple, Straightforward Contracting

- ✓ Save time and effort with one contract with turnkey implementation - removing administrative burden.
- ✓ Choose with confidence knowing each partner is pre-vetted through high security, data sharing and privacy standards.
- ✓ Mix and match solutions in VP+ based on your benefits strategy and the unique needs of your population.





Best-in-class multimodal digital therapeutic using technology and a human touch to impact the leading cost driver for organization, musculoskeletal health. VP+ helps you rapidly adopt Kaia Health into your organization and provides maximum visibility to improve outcomes and help control costs.

Personalized and connected experience

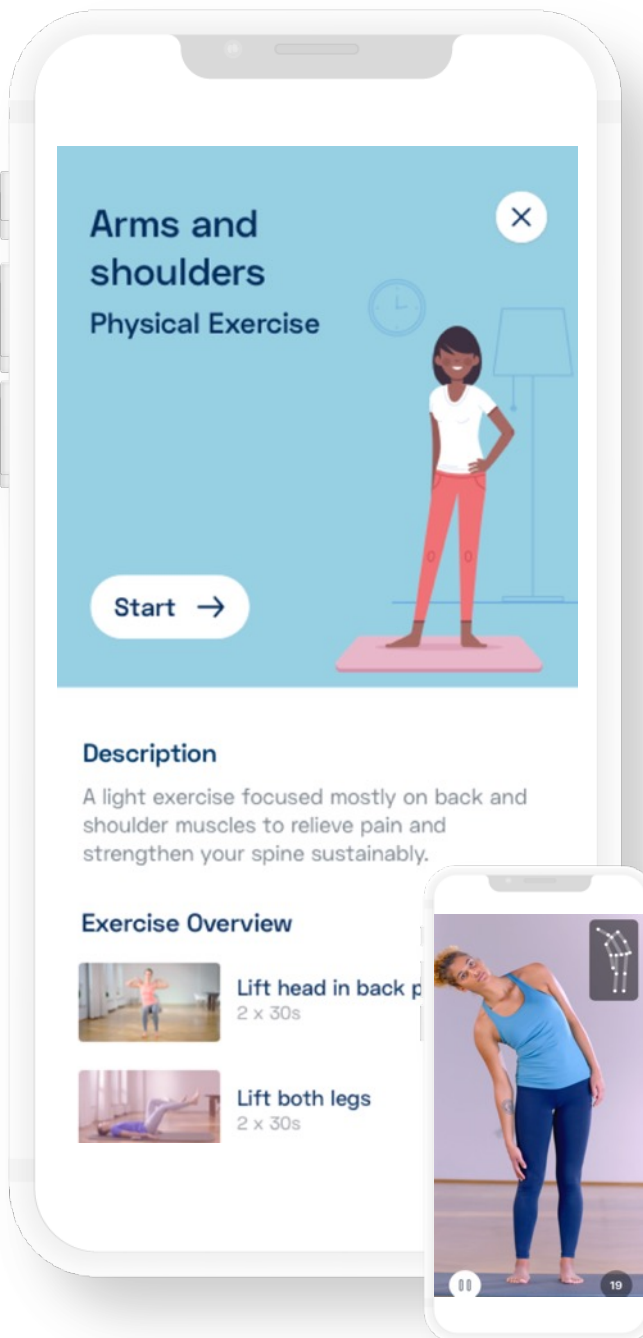
Targeting the physical and psychological causes of pain Kaia Health’s programming combines a variety of mobility, strengthening, breathing and wellness exercises for back, shoulder, neck, hip, knee or osteoarthritis pain. Virgin Pulse and Kaia Health work together to empower and motivate members to take control and self-manage their condition with an effective, non-pharmacological, digital alternative in a six-week intervention program.

Real-time feedback and rewards

Using AI, the built-in Motion Coach uses computer vision to ensure members are doing their therapy safely and effectively. It provides corrective feedback in real-time using an individual’s mobile device or tablet camera – no additional hardware required. As members complete classes, they can earn rewards in the Virgin Pulse platform to support ongoing healthy habits that support self-management.

Evidence-based approach

Kaia Health has completed multiple random control trials to demonstrate safety and efficacy, providing peace of mind.



\$1

Out of every \$6 spent on healthcare is due to MSK disorders

11

Workdays are lost per person yearly due to MSK conditions – one of the largest drivers of disability claims

6 Weeks

Kaia Health VP+ is a six-week program that is a valuable intervention for anyone suffering from chronic or subacute back, shoulder and neck pain; or pain of hip and knee joints at a cost significantly lower than physical therapy and chiropractic sessions care¹.

Learn more and see the Kaia Health demo >



The only inclusive and evidence-based family benefits platform that meets individuals where they are to deliver a highly engaging experience that improves physical, mental, social and family wellbeing. VP+ helps you connect your employees and members to Ovia Health's solutions across the care continuum, increasing utilization and supporting the entire family health journey.

Personalized and connected experience

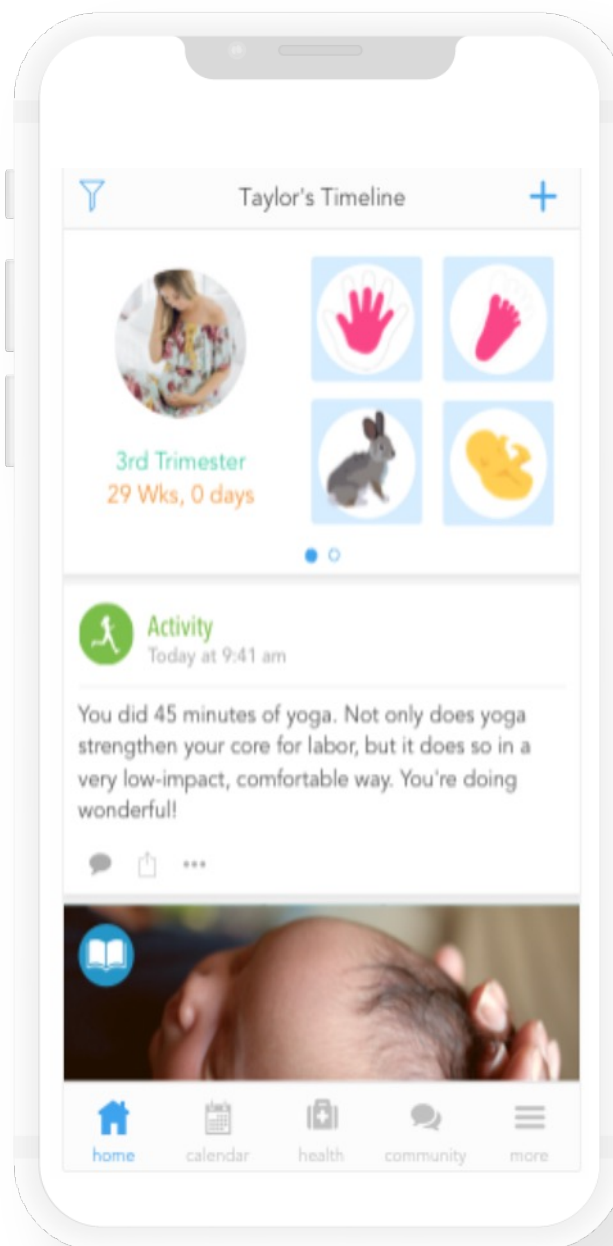
Innovative maternity and family benefits solution improves outcomes by providing daily personalized engagement, proactively identifying potential health risks and supporting a successful return to work. Virgin Pulse and Ovia together help members navigate significant life changes and wellbeing needs on the parenthood journey.

Daily engagement and rewards

Leveraging machine learning, Ovia Health delivers daily customized interactions throughout each stage of the total parenting journey, keeping people continuously engaged. As members complete activities with Ovia, they can earn points in the Virgin Pulse platform and discover new healthy habits that support their ever-evolving needs.

Evidence-based approach

Ovia Health has over 50+ evidence-based clinical, health and wellness programs spanning fertility, pregnancy, postpartum and parenting. Members are enrolled via Ovia health assessment based upon their health conditions and medical history.



30%

Increase in at-home conception and avoidance of infertility treatments using Ovia Health, savings of \$21k per incidence

28%

Reduction in preterm births by using Ovia Health, savings of \$95k per avoided event

44%

Reduction in turnover, resulting in \$25k savings per returned employee by using Ovia Health

[Learn more and see the Ovia Health demo >](#)

Empower employees to quit tobacco with the only program that combines Mayo Clinic's proven treatment with scientific leadership in digital tobacco solutions from Truth Initiative®. VP+ helps you drive participation in tobacco cessation to help people overcome this tenacious addiction, delivering better health and lowering risk of high health care costs.

Personalized and connected experience

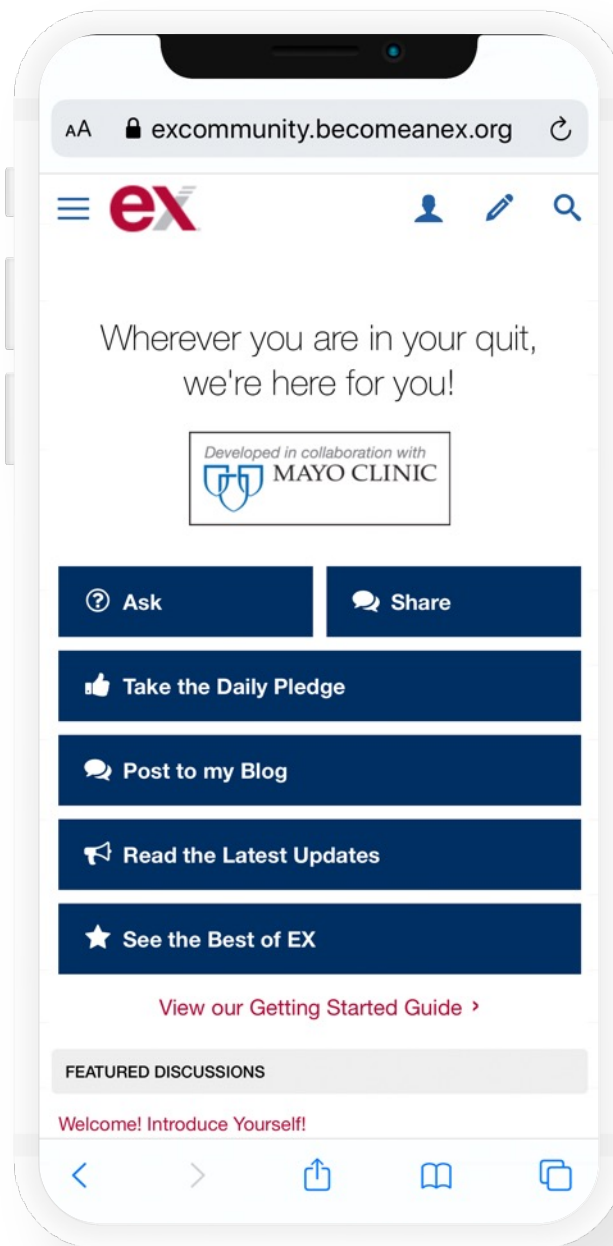
The digital tobacco cessation program addresses unhealthy behavior by incorporating behavioral, social and physical aspects of tobacco addiction into a personalized quit plan. Working together, Virgin Pulse and the EX Program by Truth Initiative help keep employees engaged as they make progress towards quitting tobacco and improving their health.

Social and rewards

The EX Program features the longest-running, largest tobacco cessation community with thousands of smokers and ex-smokers sharing candid advice and powerful motivation. As members interact with the community, they earn rewards on the Virgin Pulse platform, reinforcing support in making significant lifestyle changes.

Trusted public health non-profit

As a non-profit inspiring lives free from smoking, vaping and nicotine is all Truth Initiative does. Truth Initiative has been transforming the culture around tobacco use, informing federal agencies, and empowering individuals to quit for over 20 years.



68%

Of smokers want to quit - they need an engaging and supportive tobacco cessation program to help assist them

34%

Quit rate at nine months when using the EX Program

93%

Would recommend the EX Program to others. The EX Program has helped nearly a million tobacco users build the skills and confidence to quit

[Learn more and see the EX Program demo >](#)



Reducing chronic disease by positively impacting the one thing everyone does: Eat. VP+ helps you deliver an innovative nutrition offering focused on supporting a wide range of individual needs including food accessibility, chronic condition prevention and digital nutrition interventions to reduce health care costs and improve health.

Personalized and connected experience

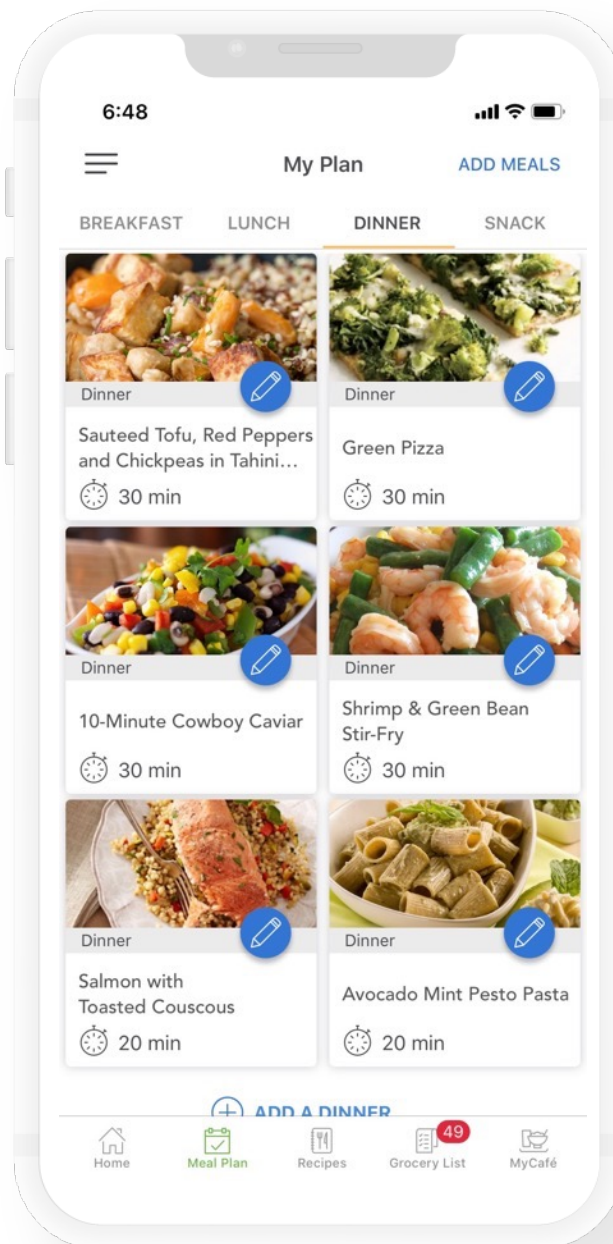
Digital nutrition platform that creates a personalized and sustainable approach to food. Foodsmart by Zipongo makes it easy and affordable to eat at home with meal planning tools, a robust recipe library, instant grocery ordering and healthy meal delivery. Together, Virgin Pulse and Foodsmart helps individuals improve their nutrition by creating healthy habits to make small, daily changes in their everyday routine.

Daily engagement and rewards

From food affordability to restaurant menu guidance, Foodsmart helps members make decisions impactful for their health. As employees engage, they earn Virgin Pulse rewards for completing specific actions, like browsing recipes, adding recipes to the grocery list, and favoriting a recipe.

Food as medicine

As a leader in nutrition, Foodsmart uses principles of behavioral science as much as nutritional science to impact chronic conditions by incorporating small improvements into everyday life.



86%

Patients with 1+ chronic conditions account for 86% of health care spending

33%

Over 33% of users lose and sustain at least 5% body weight loss, even after two years with Foodsmart

\$350

Average savings per employee per year using Zipongo Foodsmart

Foodsmart offers grocery list and online grocery and meal kit ordering integration through Amazon Fresh, Instacart, Sun Basket and Walmart and access to prepared meals through partners at Grubhub and Plantable. SNAP accepted in some states through Amazon and Walmart partnership.

[Learn more and see the Foodsmart demo >](#)

Enrich empowers people to make effective personal finance, student loan and career decisions throughout their lives. VP+ helps you empower individuals to become financially well, helping them to live happily within their means and enabling them to plan for long-term goals.

Personalized and connected experience

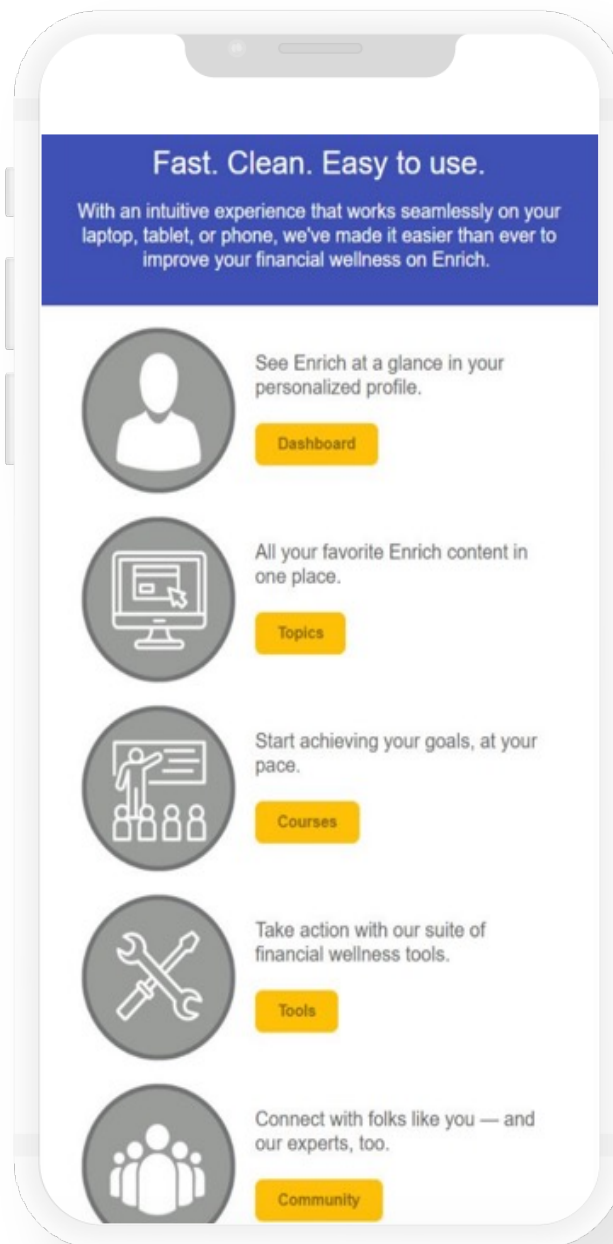
Employees and members more stressed than ever before around finances. Enrich delivers personalized financial management education, gamification and adaptive learning to drive behavior change. Virgin Pulse and Enrich helps members take daily actions towards greater control of their financial health and reduce the stress of financial uncertainty.

Results and rewards

Empower members with real-time feedback that supports decision making across budgets, personal finance, loans, retirement and more. Employees can earn rewards in the Virgin Pulse platform when they complete a course or staying knowledgeable about their financial status.

Award winning platform with student loan tools

Student loan aggregation and repayment analysis to help alleviate the stress employees and members feel when navigating repayment options.



1/3

Of adults live paycheck to paycheck

27%

Of users built up a 3-6 month emergency savings fund using Enrich over a 12-month period

+25.51

Credit Scores have gone up 25.51 points on average for Enrich users after 15 months

[Learn more and see the Enrich demo >](#)

#1 Fitness Audio App, Now Even More Powerful with Video. Helping individuals live their healthiest and happiest lives through on-demand fitness and wellness classes. VP+ helps you launch a fitness benefit across a broad set of categories that works for everybody and every goal, all in one secure app built specifically for Virgin Pulse members.

Personalized and connected experience

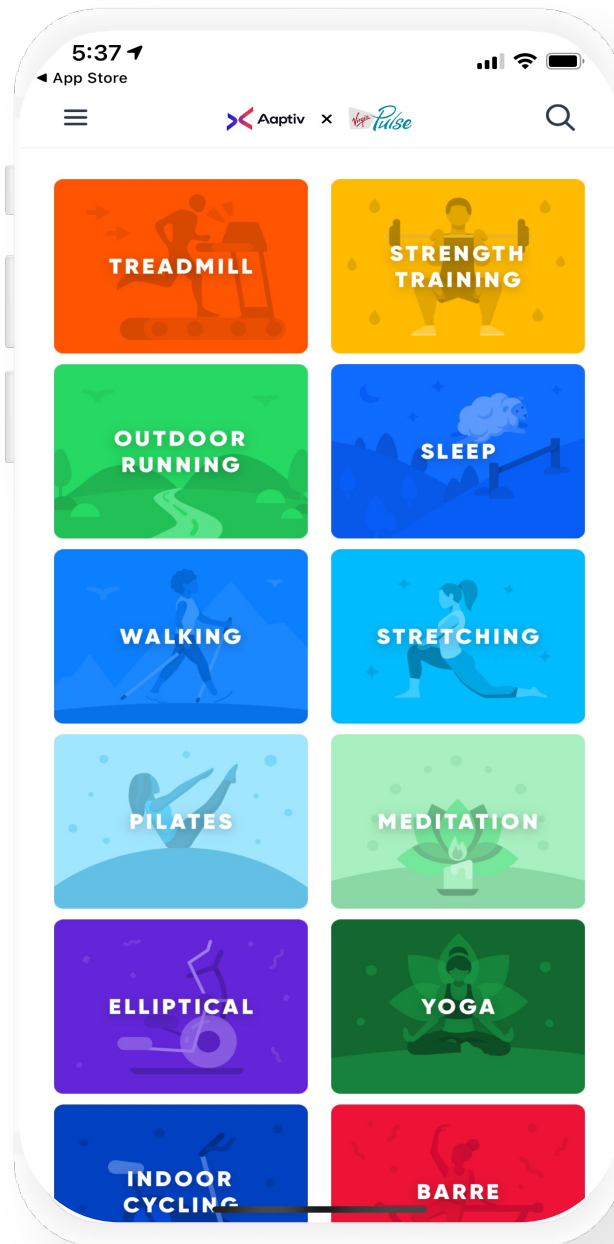
Consumer-grade digital fitness platform, created for Virgin Pulse, helps members develop long-term lifestyle changes through video and audio content customized to an individual's specific fitness level and interest.

Rewarding wellness ecosystem

Designed for every individual's lifestyle, every preference and every schedule, Aaptiv offers a full spectrum of classes including sleep, meditation, stretching, deep breathing, walking, running, strength training and various equipment-based exercises. By completing classes, members can earn points on the Virgin Pulse platform to motivate daily engagement to help individuals take control of their health.

Inclusive Fitness

Scientifically effective programming, empathetic trainers and uplifting music. Due to the wide breadth of content, there is something relevant for employees of all ages and physical capabilities.



100%

After using Aaptiv, members spend 100% more time engaging in self care than before - meditation, stress reduction and exercise

30%

Increase in monthly workouts within 12 months

2,500

Classes available, new video and audio classes released each week

[Learn more and see the VP+ Aaptiv demo >](#)



Deliver inclusive, virtual on-demand fitness classes, challenges and fitness assessments to employees and members anytime, anywhere. VP+ help employers launch a fitness benefit across a broad set of categories that works for everybody and every goal.

Accessible Fitness Solution

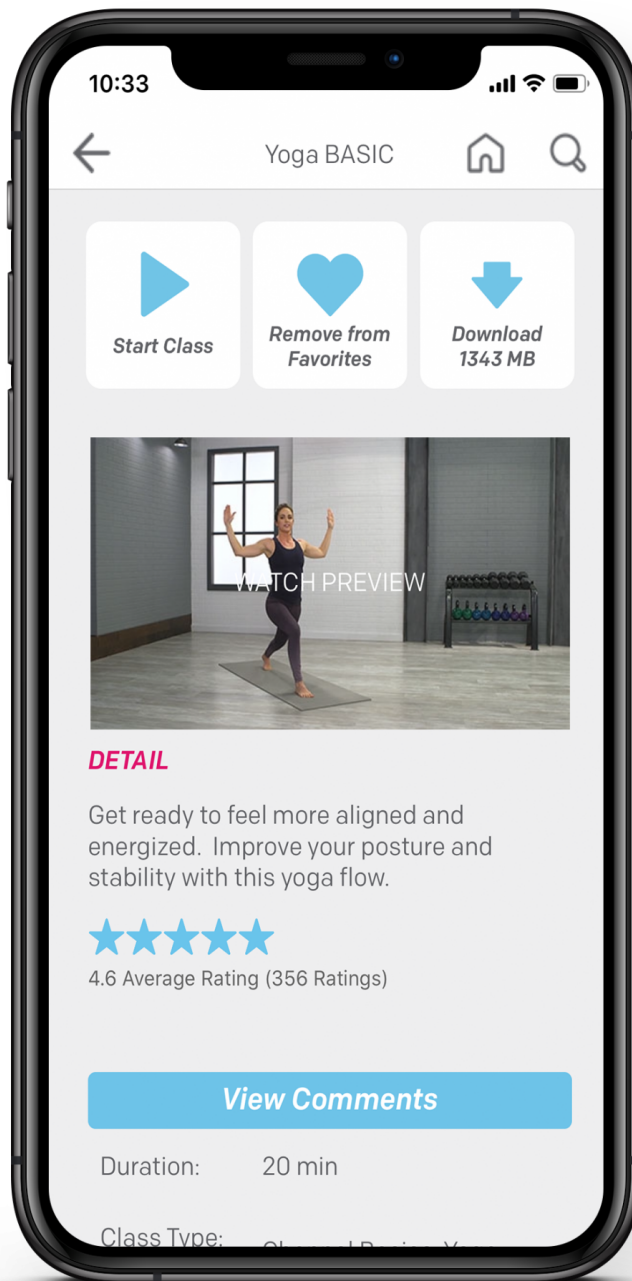
Wellbeats makes fitness easy and accessible for organizations of all sizes, health plans, university campuses and the U.S. military. Wellbeats provides organizations with a fitness and wellbeing solution that reaches your diverse population's needs, not just those looking to join a gym.

Rewarding wellness ecosystem

Wellbeats easy to use, personalized fitness experience eliminates top barriers to working out. Explore 30+ channels and over 700 virtual fitness classes with something for every age, stage, interest and ability. User-friendly filters help members find what they are looking with tutorial, basic, and various other classes from 1 to 60 minutes in length, earning rewards in their Virgin Pulse platform.

Designed to support the new normal

Empower your members with fitness, mindfulness and nutrition classes that (safely) fits their new normal. Goal-based challenges provide a road map for members to achieve their goals and the Nourish channel features 90+ classes of eating healthy, cooking tutorials and recipes.



2,500

Clients in all 50 states and 70+ countries

75

NPS with 4.5 / 5 avg class rating

700+

Virtual fitness classes across 31 different channels

[Learn more and see the Wellbeats demo >](#)



Science-based mindfulness solution designed to help employees and members reduce stress and improve their mental wellbeing. VP+ helps you deliver proven engagement strategies to increase mindfulness and productivity.

Connected experience

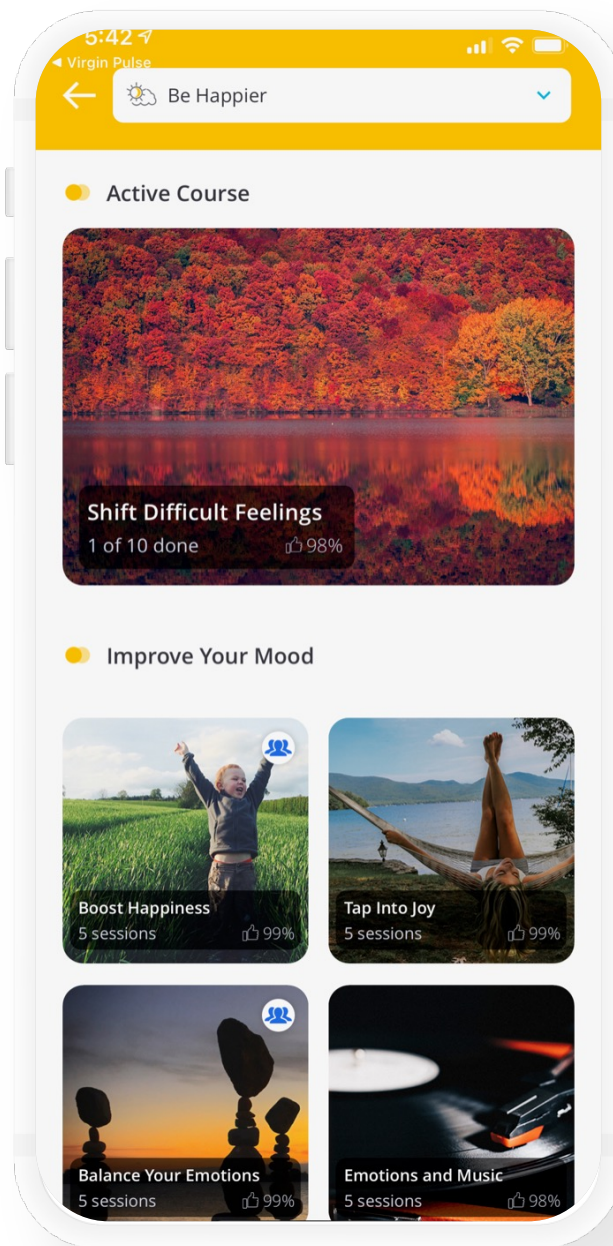
Together, Virgin Pulse and Whil help employees reduce stress, improve their mental wellbeing and cope with day-to-day challenges with programs based in science, mindfulness and positive psychology.

Results and rewards

Whil promotes long-term health and happiness with three modules - learn to meditate, reduce stress & anxiety and be happier. By completing a session, employees can earn points in the Virgin Pulse platform, motivating progress and achievement, leading to a more resilient workforce.

Science-based practices

Whil leverages science-based practices for employees to learn and immediately apply new skills. This approach has been developed by the world's top MDs, PhDs and trainers through decades of experience to cultivate healthier, happier and more engaged employees.



\$500b

Stress costs the U.S. over \$500 billion annually in employee turnover, absenteeism and productivity loss

96%

Of participating learners say Whil "helped me reduce stress"

88%

Virgin Pulse members clicked on Whil promotion with 55k completing at least 2 sessions and 22k completing at least 1 entire week + program

Now available in English, Spanish, French and German

VP+ creates a connected health and wellbeing experience by easily integrating a top digital partner collection with the power of the Virgin Pulse daily engagement platform.



Flexibility and Choice

- ✓ Eight partners across seven categories, turn on partners all at once or individually to suit your needs
- ✓ Individuals can similarly personalize their wellness journey to include one or more of the VP+ partners in their daily health habit routine
- ✓ Enjoy significant cost savings, procurement, operational and outcome advantages compared to procuring each partner separately
- ✓ Two, flexible options with partners within VP+ collection: choose four for \$14.99 PEPY or seven for \$19.99 PEPY



Deep, Engaging Integrations

- ✓ One single place that connects employees to relevant HR programs, benefits and tools - all with one log-in
- ✓ Real-time rewards engine gives you the ability to motivate behaviors with point solutions, unique to VP+
- ✓ VP+ makes it easy to leapfrog early stages of adoption by having partners embedded into already existing healthy habits



Gain Actionable Insights

- ✓ An easy-to-use reporting dashboard delivers a single view into partner awareness and activity, as well as platform usage and rewards.
- ✓ Gather insights and measure impact through data aggregation across the entire connected health experience.
- ✓ Real-time data informs your decision making, increases engagement and helps you tailor total health and wellbeing strategy.
- ✓ Filter, export and share reports to demonstrate measurable results and positive business outcomes to your C-suite and other stakeholders.



Ready to take your employee wellbeing program to the next level? Talk to an expert at Virgin Pulse to get started.

Learn more at <https://community.virginpulse.com/partneroffer>

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