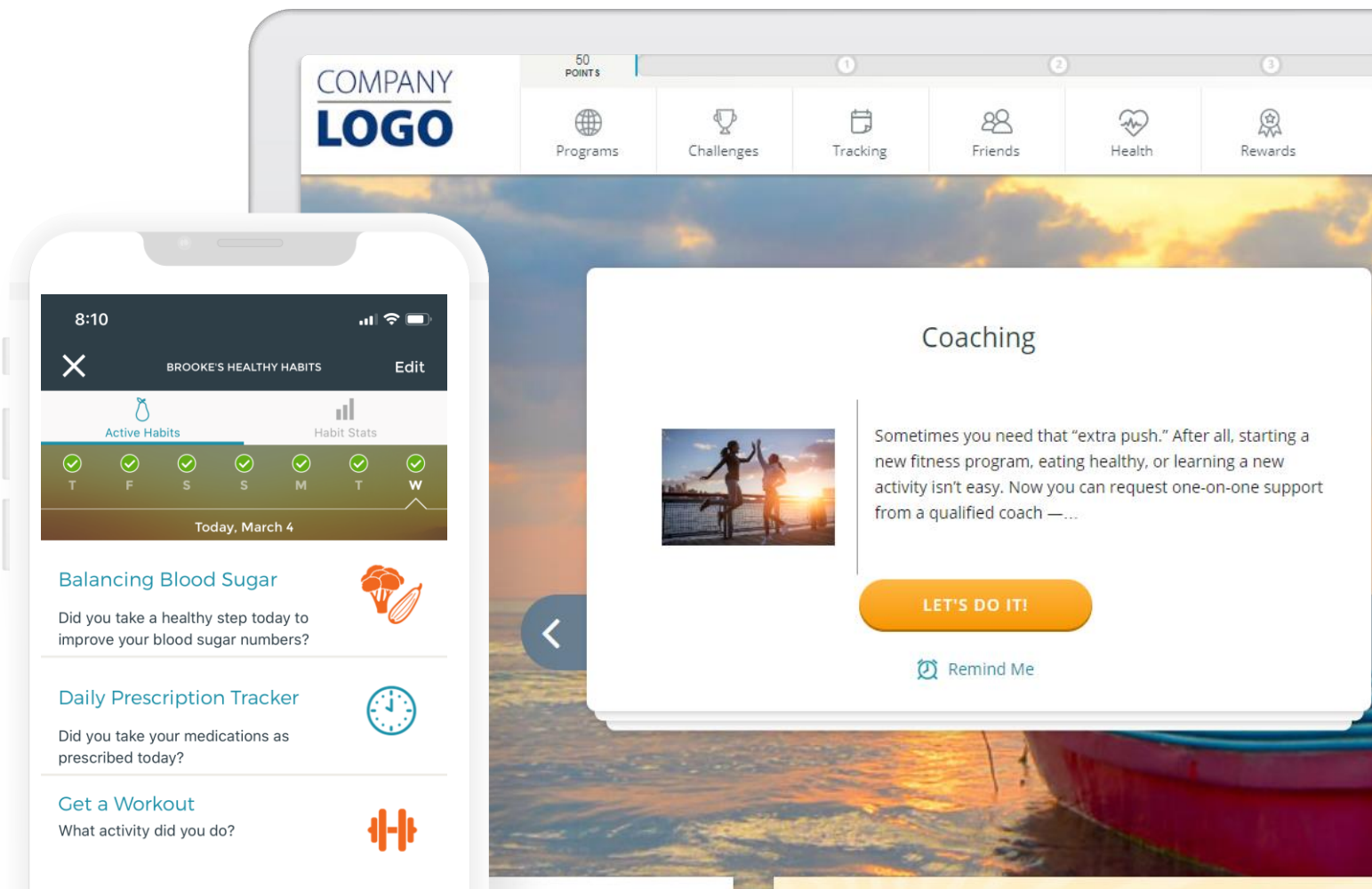




Health Plan Member Experience Platform

One platform big enough to tackle population health, yet smart enough to individualize for each member

Virgin Pulse's Homebase for Health™ is a simplified member health and wellbeing experience that increases engagement while reducing costs. Our Homebase for Health™ vision brings together engagement and healthy lifestyle routines, supported by conditions management while helping members navigate and appropriately utilize their benefits. We support health plans through a flexible and interoperable ecosystem with clear ROI and actionable insights reporting.



Move past the status quo to see results you've wanted from a wellbeing platform

Purpose-Built, Daily Engagement Platform

Virgin Pulse's habit-building platform drives the industry's highest engagement by helping members create and sustain daily success routines that deliver outcomes. On avg, members utilize Virgin Pulse 21 days a month, 7 daily interactions. AI-driven personalization, total-person wellbeing content and deep integrations make the experience irresistible for member's and reduce marketing lift for you. In a recent partner integration case study, 88% of people seeing the partner on Virgin Pulse clicked into partner content and 33% completed an action with the partner. Health plans can [integrate programs, partners, services](#) and promote community events - all through one, highly engaging platform.

Member Experience & Reviews

Brand-ready desktop and mobile member experience uses behavioral-science to help members navigate benefits, wellbeing and condition management all in one place. NCQA certified Health Risk Assessment and My Care Checklist, a gaps in care dashboard individualized to the member developed using HEDIS measures, helps members understand their current health care needs and take action through the Virgin Pulse platform to improve their health and wellbeing. And, members love the experience - rating the app 4.9 in the App Store with over 142k ratings, 4.5 in Google Play store with nearly 50k ratings and 54 member NPS Score in Q1 2020.

Gamification & Social Connectivity Creates Healthy Communities

Configurable health plan, company wide and peer-to-peer competitions drive step increases and healthy habit development. Challenges are available in all key wellbeing areas: activity, nutrition, learning, sleep, community, relationships, stress, productivity and financial wellbeing. Members can invite up to 10 family members and friends to join Virgin Pulse - instantly increasing your brand and support for total community health wellbeing. Additional social features such as events calendar keeps community events (virtual and in-person) in front of your members, while groups helps deepen their connections to others focused in the same wellbeing areas, navigating the same life circumstances such as diabetes, or that enjoy similar activities.

21 Days

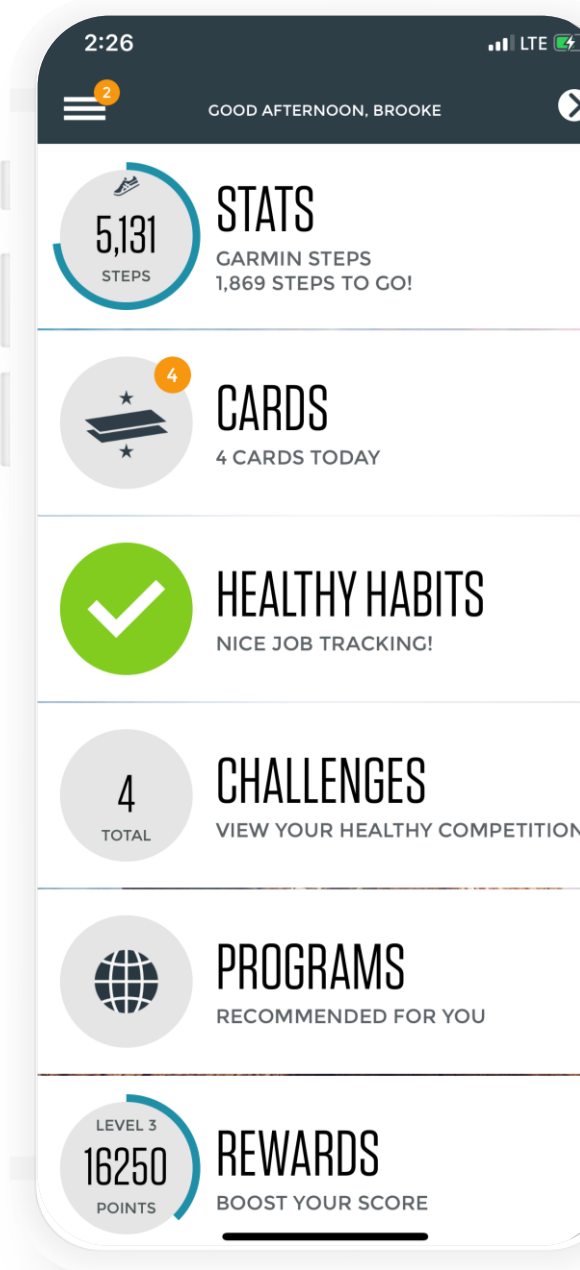
On avg, Virgin Pulse members use the platform 21 days a month, interacting 7 times a day - and they love it with 4.9 rating in app store with over 142k reviews.

81%

Of members reported positive lifestyle change utilizing Virgin Pulse

\$1,029

Per person savings in health care costs - [see the results across healthcare, manufacturing, government contracting and software](#)



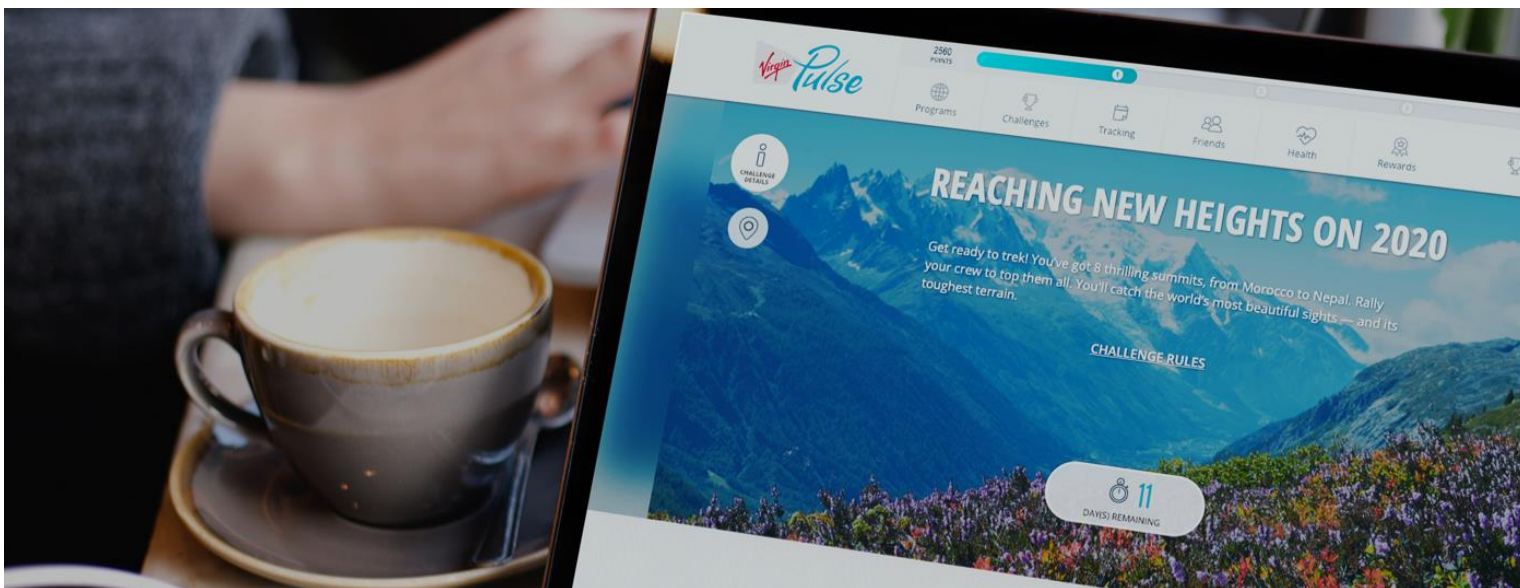
Gain Actionable Insights, Optimize Performance & Gain Market Share

Focus on real and actionable

- We combine what you know about your members (claims data) with what we know about your members (behavioral, utilization, HRA, coaching, etc.) to develop unique insights to help you craft new population health strategies. Unlike single point solutions, we can action all learnings through one platform – moving your health plan from insight to outcomes without additional administrative burden or costly marketing campaigns
- Our industry-leading daily engagement means one small change can amount to big savings and we show you this through daily user interaction reporting, claims validated ROI analysis and through our value-on-investment framework. [See it in action >](#)

Expertise and experience

- From day one you are working with dedicated health plan sales and client success teams that are currently working with some of the largest, most innovative health plans and health systems.
- Dedicated health plan distributor team helps your account management team and sales team close your pipeline. From competitive assessments to help you articulate the value of Virgin Pulse to demos and presentations – we meet your team where they are to help win accounts and gain market share.
- Virgin Pulse Institute is an evidence-based organization that conducts research and advances knowledge on wellbeing topics like health, wellbeing and engagement. The Science Advisory Board helps to ensure our technology and overall wellbeing experiences are rooted in the most relevant scientific evidence and best practices – [meet our internationally recognized experts.](#)



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

Learn more at virginpulse.com Find us on [facebook](#) | [twitter](#) | [linkedin](#)

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