

Sleep

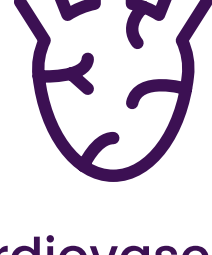
The Simplest (Yet Often Most Difficult) Thing You Can Do for Your Health



The prevalence of poor sleep in America is significant. About one in three adults in the U.S. consistently fall short of the recommended 7-9 hours of sleep, thus increasing their risk of developing costly and dangerous chronic health conditions including:



Type 2 Diabetes



Cardiovascular Disease



Obesity



Depression¹

What's more, inadequate sleep can present safety issues in the community and in the workplace. It's estimated that drowsiness caused by sleep deprivation contributes to about 21% of fatal car crashes,² and employees who don't get enough sleep are 70% more likely to be involved in workplace accidents.³

How Sleep Impacts Your Organization

Despite the data surrounding the dangers of poor sleep, we're continuing to struggle with getting the recommended amount of sleep each night. Furthermore, people that work in industries that require shift work and long hours – such as manufacturing and healthcare – already had the highest prevalence of sleep disorders and sleep deprivation before the COVID-19 pandemic. With the additional stress and longer hours, it's likely that sleeplessness for these workforces has increased.



Not getting enough sleep can affect your mood, memory and health in far-reaching and surprising ways.

— Patrick Finan, Ph.D., Johns Hopkins sleep researcher



The Impact of Chronic Sleep Deprivation

48%

increased risk of heart disease

33%

increased risk of dementia

3X

greater risk for type 2 diabetes⁴

75%

depressed individuals who experience insomnia⁵

The Cost of Poor Sleep

\$411B

U.S. economic losses due to insufficient sleep

\$1.23M

lost working days per year⁶

\$1.2-3.1K

annual cost of productivity loss per sleep-deprived employee⁷

The Top 3 Most Sleep-Deprived Industries

Sleep deprivation has a significant impact on the health and safety of individuals working in these industries, as well as on the employers



Transportation

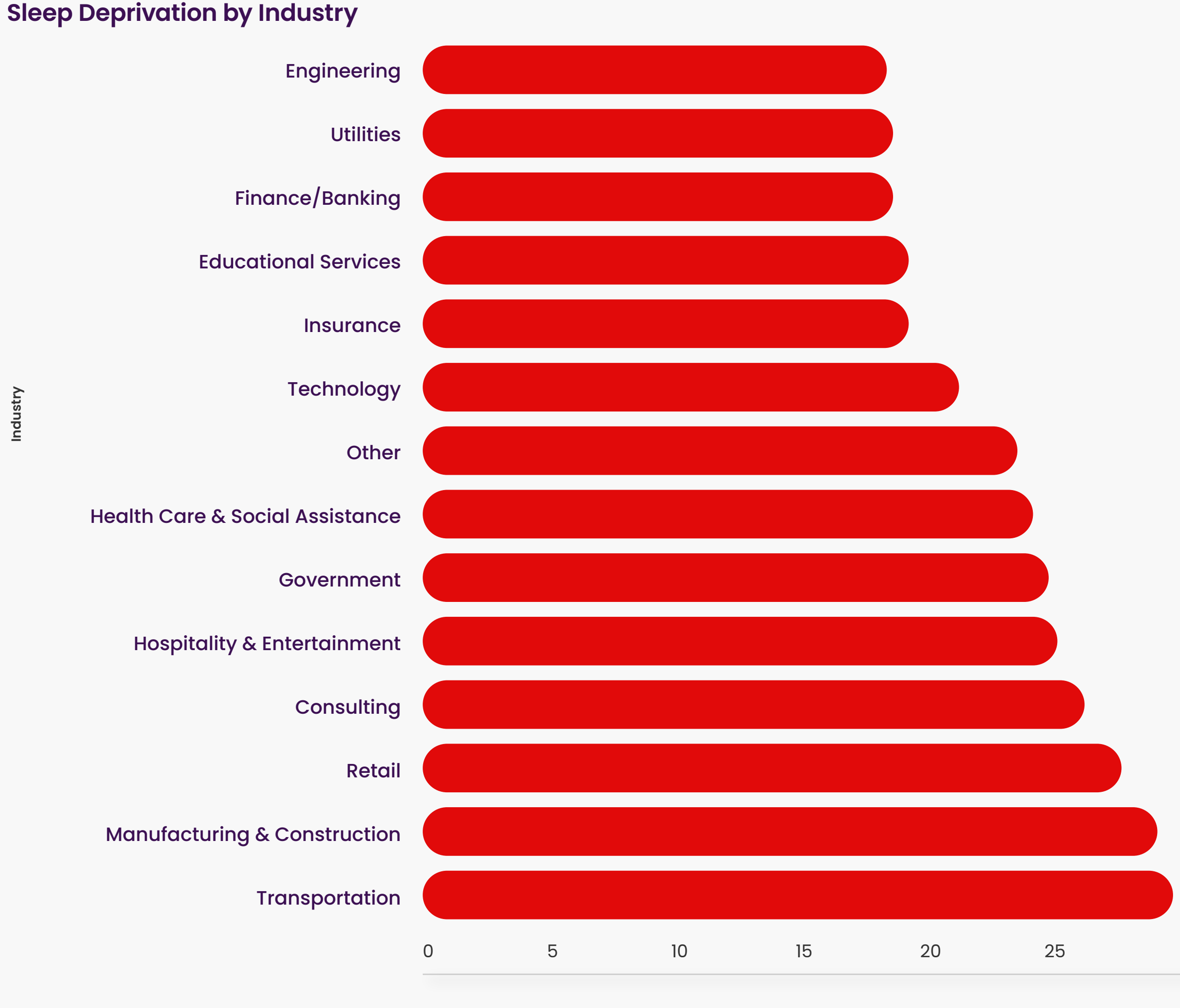


Manufacturing



Construction

Sleep Deprivation by Industry



Changing Lives (and Sleep) for Good

The importance of optimal sleep cannot be overstated. For this reason, helping Virgin Pulse members improve their sleep has always been a priority.

Virgin Pulse Sleep Interventions

Virgin Pulse members have a variety of features available to them to support their journey toward improved sleep.



Companies where employees tend to be sleep-deprived have five times higher workers' compensation costs than companies where workers tend to get adequate sleep in far-reaching and surprising ways.

— Dr. Leena Johns, global medical and wellness director for MetLife



Leveraging Digital Health for Better Sleep

250K

members who requested tailored content on healthy sleep

64%

of the sleep-deprived population identifying interest in sleep topics

210K

members who tracked healthy habits related to sleep

47%

of initially sleep-deprived members who reported no symptoms of sleep deprivation three to twelve months later*

Sleep deprivation is a debilitating and costly global health complaint. The good news is that making small lifestyle changes to prioritize getting sufficient sleep – such as maintaining a consistent bedtime and establishing a nighttime ritual – can vastly improve outcomes. From Sleep Guides to Journeys to in-app partner add-ons to 1:1 health coaching, the Virgin Pulse platform provides members with an enticing array of tools to help them on their sleep journey.

*From January 2019 to March 2020

¹ <https://www.cdc.gov/sleep/index.html> | ² <https://www.sleepfoundation.org/away-driving> | ³ <https://www.sleepfoundation.org/excessive-sleepiness/workplace-accidents>

⁴ <https://www.hopkinsmedicine.org/health/wellness-and-prevention/the-effects-of-sleep-deprivation> | ⁵ <https://www.sleepfoundation.org/mental-health>

⁶ https://www.rand.org/pubs/research_reports/RR171.html | ⁷ <https://www.nsc.org/work-safety/losses/fatigue>

Set your population up for a good night's sleep and a healthier tomorrow.

Request a demo

