



EMPLOYEE ENGAGEMENT PLATFORM



WELLNESS GETS
PERSONAL

ENERGY. STRENGTH. VITALITY.

A CORPORATE WELLNESS SOLUTION



PLATFORM OVERVIEW



Vigroom offers a unique strategy for employee engagement by combining the world's largest programmatic wellness library with a "Netflix-style" platform.

- Content created by MD's, clinical and behavioral psychologists, exercise physiologists, nutritionists, sleep, joint health and financial wellness specialists.
- Targeted programs for lifestyle disease intervention - diabetes, heart disease, hypertension, cholesterol and obesity.
- Proprietary "action flow" format motivates both health enthusiasts and newbies to wellbeing.
- Gamification and challenges to boost short-term engagement and create long-term healthy habits.
- Integrated coaching module to improve compliance and outcomes for high-risk employees.
- Connects with all major fitness trackers and at-home health devices.
- HIPAA-compliant real-time engagement and outcomes reporting.
- White label, plus free mobile apps for iOS & Android.

Vigroom addresses the underlying causes of health problems, not just the symptoms.

WHY EMPLOYEES WILL ENGAGE



To make an impact on employee wellbeing, health costs and productivity, companies must engage the employees who do not typically participate in wellness activities. **Vigroom is designed to reach not just fitness/health enthusiasts, but also those employees who need wellness the most.**

- Launching with a sweepstakes - a fun way to quickly bring a large percentage of employees onto the platform.
- Our Netflix-like user experience is familiar, easy and intuitive.
- Strategically tying incentives to activities boosts engagement.
 - “Vitality Points” are awarded for platform-wide activities and tracked on a quarterly basis to build long-term, healthy habits.
 - Challenges are activated on a monthly basis and designed to give low/moderate-level performers equivalent incentives and recognition as high performance employees.
- A recommendation engine personalizes relevant content into “action plans” that are easy to follow.

A HOLISTIC APPROACH TO DISEASE MANAGEMENT



According to the CDC, more than 100 million U.S. adults are diabetic or prediabetic. The economic cost is in excess of \$320 billion annually.

Vigoroom offers a comprehensive approach to **diabetes intervention and blood sugar management**. Our “action plan” strategy is based on nurturing progressively deeper levels of engagement.

- Users first watch a series of short videos with topics like: Simple Things to Know about Type 2 Diabetes and Myths about Diabetes.
- Next is Dr Nikki Siso’s 8-day “Developing a Healthy Diabetes Mindset” program, which establishes a foundation for behavior change.
- Then users do Master Nutritionist Kent Burden’s 15-day “Eating for Healthy Blood Sugar” program, with targeted diet strategies and a focus on unprocessed foods.
- Finally, 90-day exercise programs are introduced based on individual fitness level.
- Sleep and stress programs are then offered as these factors influence blood sugar.

Each program day, users access videos and podcasts to maximize engagement. This systematic approach is also offered for the other Lifestyle Diseases: Heart Disease, Hypertension, Cholesterol and Obesity.

GETTING NON-EXERCISERS TO EXERCISE



80% of adults do not meet the government-recommended weekly exercise levels and this lack of activity is a leading factor in the rise of lifestyle disease.

Vigoroom has created a unique 60-day program, “Fitness from Zero”, to motivate non-exercisers. Created under the supervision of exercise physiologist Linda Shelton, it offers **a simple, pain-free pathway to exercise.**

- For the first week, users do daily short, guided walks. During the walks, they listen to podcasts that explore the benefits of exercise for physical, emotional and brain health.
- In subsequent weeks while continuing to exercise, users watch videos and receive actionable recommendations to build healthy lifestyle habits.
- As the program progresses, on a daily basis, users are introduced to more advanced fitness techniques, suggested lifestyle change and new diet strategies.

Vigoroom offers a “virtual gym” - hundreds of original guided exercises, including running, walking, yoga, Pilates and resistance training from world-class fitness experts. Plus dozens of 90-day exercise programs for different fitness levels and disease states.

MENTAL HEALTH – INFORMATION IS NOT ENOUGH



According to the NIH, 19% of Americans suffer from anxiety disorder annually. And over 7% have major depression. Both are associated with lower productivity, higher absenteeism and decreased job retention.

Vigoroom approaches mental health with a hands-on, active strategy. Our format - Education → Insight → Action - helps users explore deeply personal issues.

- Our 35-day Depression Relief program is created by Dr. Christine Hatchard, PsyD, clinical psychology chair at Monmouth University.
- Our 21-day Stress Management program is from noted therapist, Shawn Quinlivan, C.Ht. A mix of motivational talks, guided meditations and hypnotherapy sessions to cope with anxiety and reduce stress.
- Additional clinically-based mental health programs for Emotional Resilience, Grief Management, Pregnancy & Postnatal, and Pain Management are available.

Managing mental health issues is a vital mission of the Vigoroom platform. Multiple studies have shown the relationship between mental health and chronic disease.

BOOSTING SHORT-TERM ENGAGEMENT AND COMPANY CONNECTION



Corporate challenges are one of the most effective and popular ways to create user engagement. That said, generally only the healthiest employees engage in typical weight loss and fitness challenges.

Challenges are company-wide, culture-building activities focusing on specific goals or actions. They are like “events” to encourage healthy competition, break down corporate barriers and provide short-term bursts of high engagement. Vigoroom challenges are built on the premise that **all employees, including those least likely to participate, can engage in corporate challenges.**

- Almost 100 challenges – weight loss, sleep, mindset, financial health and more – are available for the entire company, teams and individuals.
- Over 30 creative step challenges are built with a strategy of encouraging newcomers to wellness to participate and win.
- Challenges are turnkey. It takes less than a minute to initiate a challenge.
- A dedicated Vigoroom Client Services Rep provides hands-on assistance in selecting and initiating monthly challenges to align with targeted client needs.
- A wide array of monetary and non-monetary incentives are recommended.

The system automatically selects and notifies winners based on your admin preferences. A lottery system can be used to manage the number of winners and budgets.

QUARTERLY V-POINTS



Incentivizing consistent engagement and long-term healthy habits.

V-Points are quarterly measurements rewarding engagement in a wide range of recommended and personally selected activities that promote better health. V-Points create consistent engagement and behavioral continuity

- V-Points are awarded for virtually all activities on the platform – including completing program days, doing workouts, watching videos, participating in challenges, and reaching step goals on tracking devices.
- Our V-Point Tracker allows users to see their progress versus quarterly targets set by their employer.
- Leaderboards highlight top performers and create a sense of healthy competition.
- Our Client Service Reps help establish appropriate targets based on employee health profile and recommend incentives to increase participation.

The right mix of performance targets and incentives is key to driving high levels of engagement.

WELLNESS COACHING FOR HIGH-RISK EMPLOYEES



Vigoroom includes an **integrated system to give extra attention to the employees who are costing the most**. Using our coaches or yours, this system improves coaching efficiency and increases employee accountability. The “secret sauce” is making our huge content library available to coaches.

Coaches can:

- Assign programs, challenges and workouts that are most relevant to achieving individual health goals.
- See real-time reports showing each client’s activities and progress. Positive behaviors can be reinforced in a timely manner.
- Create their own custom programs and challenges with our easy-to-use templates.
- Share documents and offer surveys to clients.
- Record screening data and see metabolic changes over time.

Our coaching system is particularly helpful to EAP firms. More information about Vigoroom coaching is available at vigoroom.com/health_coaching

TRACKING & REPORTING

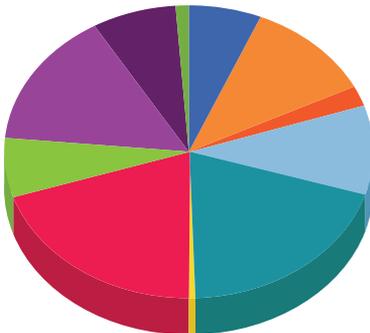
Screening for Metabolic Syndrome identifies employees at risk for preventable lifestyle diseases, drives content intervention recommendations, and tracks outcomes over time.

Biometric Screening

MEASUREMENT	AVERAGE INITIAL	AVERAGE LAST	CHANGE
HDL	37.5 mg/dL	45.0 mg/dL	↑ 7.5
LDL	139.0 mg/dL	140.0 mg/dL	↑ 1.0
Total Cholesterol	195.0 mg/dL	177.5 mg/dL	↓ 17.5
Triglycerides	142.5 mg/dL	137.5 mg/dL	↓ 5.0
Fasting Blood Sugar	104.5 mg/dL	90.0 mg/dL	↓ 14.5
Systolic Blood Pressure	131.5 mm Hg	125.0 mm Hg	↓ 6.5
Diastolic Blood Pressure	85.0 mm Hg	82.5 mm Hg	↓ 2.5
Waist Measurement	37.0 inches	34.5 inches	↓ 2.5
Body Weight	186.5 lbs	170.0 lbs	↓ 16.5

A collection of real-time, HIPAA compliant reports provide valuable feedback on topics like Health Demographics or Areas of Engagement as shown below.

Areas of Engagement



- Watched a Video in the Library
- Completed a Program Day
- Updated Health Profile
- Set or Update a Goal
- Reached Steps Goal
- Recorded a Journal Entry
- Completed a Company Challenge Day
- Completed a Vigoroom Challenge Day
- Recorded Exercise Minutes
- Streaming a 10+ Minute Workout
- Completed Wellness Checklist Activity

THE VIGOROOM TEAM

Vigoroom has dozens of trusted, expert contributors. The following are just a few members of the Vigoroom expert team.

Christine Hatchard, PsyD

Associate Professor, Department Chair, and Director of the Clinical Psychology Research Center at Monmouth University. Christine has provided talks and trainings on mental health to audiences worldwide.

Mel Pohl, MD

Family Practitioner and Chief Medical Officer of Las Vegas Recovery Center. Dr. Mel is author of *The Pain Antidote - Stop Suffering from Chronic Pain, Avoid Addiction to Painkillers, and Reclaim Your Life*.

Jeremy Smith, MD

Family Practitioner and Partner in concierge medical provider, MyMD Connect. Jeremy is known for innovative approaches to medical practice, from disease intervention to digestive health disorders.

Linda Shelton, MS

Longtime Fitness Director for *Shape* magazine and National Fitness Hall of Fame inductee. Linda pioneered onsite corporate employee wellness programs for companies like Hughes Aircraft and Blue Shield.

Kent Burden, MS

Former Mind and Body Program Director at California's famed Ojai Valley Inn & Spa. Kent is a specialist in Holistic Nutrition and author of *Is Your Chair Killing You?* and *Clean Eating Dinner Cookbook & Diet Plan*.

Jeff Galloway

America's top running/walking coach and recognized globally as a leader in the science of performance. Jeff is the NY Times' running expert and his books have sold over a million copies worldwide.

MORE INFORMATION



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