



EMPLOYEE ENGAGEMENT PLATFORM



WELLNESS GETS
PERSONAL

ENERGY. STRENGTH. VITALITY.

A CORPORATE WELLNESS SOLUTION



OVERVIEW



Vigoroom combines the industry's largest customizable wellness library with a user-friendly content delivery platform. Our unique approach helps employees lose weight, get in shape, sleep better, feel better, and live better.

- A holistic and comprehensive strategy addresses the underlying causes of health problems, not just the symptoms.
- Targeted programs, challenges and "V-Points" promote engagement. Metabolic screenings track outcomes.
- An integrated coaching module improves the health of your high-risk employees.
- Our automated platform is admin-friendly, customizable and branded with your company logo and colors.
- Vigoroom is HIPAA compliant to keep PHI private and secure.

WHY EMPLOYEES ENGAGE



Our trusted experts have created over a thousand programs, challenges, workouts, podcasts and videos for your employees.

- A simple health assessment drives our recommendation engine, which instantly puts relevant programs in front of each employee.
- Personal tracking features include tools for goal setting, body metrics, journaling, a wellness checklist, program & challenge stats, and a robust workout dashboard.
- Employees automatically earn V-Points as they engage with the platform and content.
- Employers can integrate the V-Point data with incentive plans to reward positive behaviors and outcomes.

The following case studies show how Vigoroom increases employee well-being and productivity, and how this ultimately makes companies more successful and profitable.

CASE STUDY:

NUTRITION



Nearly two-thirds of Americans are overweight or obese and only 5% who lose weight on a crash diet will keep it off.

PlateWatchers is Vigoroom's proprietary healthy body weight program. Over 28 days, this simple eating plan helps users see weight loss from an entirely new perspective. They learn to eat the right foods in the right amounts, without counting calories.

Unlike other weight loss plans, users get the tools to finally come to terms with the underlying habits and emotional issues that sabotage reaching their healthy body weight:

- Dr. Christine Hatchard's 21-day *Overcoming Emotional Eating* program helps users identify how they "manage mood with food", and develop new coping strategies.
- Therapist Shawn Quinlivan's 21-day *Positive Body Image* program helps users better understand their feelings about their bodies, and move past the obstacles or trauma that are holding them back.

Throughout each of these programs, users access videos and audios, and are given daily lessons to maximize engagement.

CASE STUDY:

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 contains the largest exercise collection in the corporate wellness arena. Our world-class trainers have created audio and video programs that are customized for each user based on a health and fitness profile. There is even a 60-day program specifically designed to activate the large population of non-exercisers.

- Over one hundred science-based, 90-day programs that address specific lifestyle diseases (Type 2 Diabetes, heart disease, high blood pressure, stress and obesity). The core premise is to increase exercise minutes and intensity over time to lower risk factors.
- Our fitness experts, including “America’s Trainer” Kathy Smith and Olympian Jeff Galloway, have created over 400 audio or video workouts, including: walking, running, resistance training, circuit training, yoga and Pilates. Every user will find workouts that meet their interests and fitness level.

Our mobile app gives users instant access to celebrity trainer content anytime, anywhere!

CASE STUDY:

MONEY WELLNESS



People with high debt stress are 2 times more likely to have a heart attack and 6 times more likely to suffer from depression.

Money Wellness is a key Vigoroom content category. Money worries create tremendous life stress, impacting relationships, health and workplace productivity. Addressing money issues in a meaningful way has benefits that go far beyond saving and spending.

Unlike other wellness platforms, users not only get proven, hands-on tools to improve financial literacy, but also programs that focus on underlying factors that cause financial trouble.

- Attorney Laura Fredricks' 30-day *Your Money Wellness* program gives insights into how we feel about money and how this impacts almost every decision of our lives.
- Certified Financial Coach and business consultant, Christine Luken, offers a series of programs to manage debt and credit, increase savings and maximize personal wealth.

Each Money Wellness program contains daily podcasts and progressive assignments to promote engagement.

CASE STUDY:

CHALLENGES



When progress is measured, progress improves. When progress is measured and reported, the rate of improvement accelerates.

Vigoroom's challenge module is built on a philosophy of cultural connection -- bridging the gap between senior management and workers, and activating a social component that connects people across your company. Administration is automated so it takes less than a minute to initiate a challenge. And tracking is real-time so you can easily monitor progress every step of the way.

12 Week Fat Loss Challenge: A customizable challenge that is simple to administer and easy to use. Daily tasks help participants become mindful of their behaviors and create more healthy habits.

Turnkey Mini Challenges: Dozens of short automated challenges, ranging from 5 to 30 days in length, help administrators keep users engaged all year, including:

- Healthy Snacking
- Steps and Stairs
- Stress Busters
- Pushups, Sit-ups & Wall Sits
- Company Cookbook
- Healing with Hydration
- Soda-Free
- Money Matters
- Walk it Off

At the end of any challenge, the system automatically selects and notifies winners based on your admin preferences.

WELLNESS COACHING



Using our coaches or yours, Vigoroom improves coaching efficiency and increases employee accountability. The “secret sauce” is the integration of our unique coaching infrastructure with our huge library of assignable programs, challenges, workouts, videos and recipes.

Coaches can:

- Create their own custom programs and challenges with our easy-to-use templates.
- Give clients full platform access, or only allow them see content that is most relevant to their coaching goals.
- Share documents with clients, assign tasks, programs, challenges and workouts.
- See real-time reports showing each client’s progress.
- Record screening data and see metabolic changes over time.

More information about Vigoroom coaching is available at vigoroom.com/health_coaching

TRACKING & REPORTING HEALTH DATA

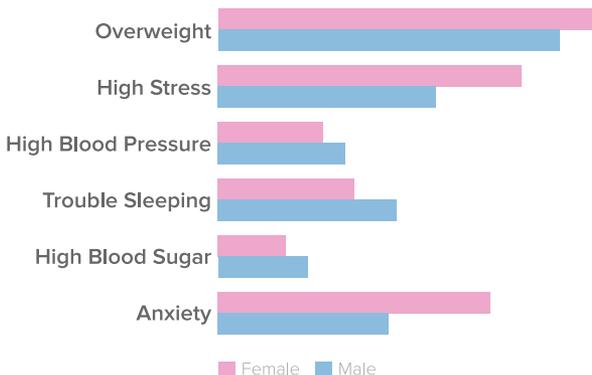
Our screening feature for Metabolic Syndrome can help you track health outcomes over time and identify employees at risk for preventable lifestyle disease.

Metabolic Screening Data

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

Based on employee self-reporting, administrators get valuable insights, on an aggregated basis, on 20+ health characteristics.

Health Demographics



THE ROI ON HAPPY, HEALTHY EMPLOYEES

According to the CDC, more than half of all chronic disease is linked to manageable lifestyle issues. When lifestyle related diseases are left unmanaged, employers bear the added cost in premiums, absenteeism, presenteeism and turnover.

A HEALTH CRISIS LINKED TO LIFESTYLE BEHAVIOR

For Every 100 People



CDC 2012

THE COST OF THE HEALTH CARE CRISIS

- An obese person costs \$1,429 more per year than a person of normal weight.
- Someone with diagnosed diabetes costs \$10,683 more per year than a non-diabetic.
- A smoker costs \$5,816 more per year than a non-smoker.
- A person with hypertension costs \$733 more per year than a person with normal blood pressure.
- A person with metabolic syndrome who exercises 30 minutes daily, five times per week costs \$1085 less each year than at-risk people who don't work out.

Investing in healthy, happy and engaged employees is certain to improve their productivity and your bottom line.

THE VIGOROOM TEAM

The Vigoroom expert and advisory team is comprised of a diverse collection of trusted wellness specialists. Our experts are available to companies for on-site training and seminars.

Here are some of our featured experts/advisors.



Mark Schonfeld, MD, LL.D. (Hon)

Family physician and former President/CEO of British Columbia Medical Association



Bernadette Anderson, MD

Family physician and patient empowerment specialist



Jeff Galloway

Olympian and master walk/run trainer



Christine Hatchard, Psy.D.

Professor and clinical psychologist



Shawn Quinlivan, C.Ht.

Sleep and stress specialist



Kathy Smith

"America's Trainer" and active aging expert



Laura Fredricks, JD

Attorney and money wellness specialist



Kent Burden, MS

Nutrition and workplace wellness expert



Earnest Hart, Jr.

Personal safety and self-defense expert



Alex Isaly,
Peak Performance Specialist

