



Changing outcomes. One person at a time.

Welcome to the new era of Wellness

A rewards program for health that empowers positive change for employees and positive results for your bottom line.

I am...

proof that Vitality is really motivating, I went from a heart-attack-waiting-to-happen to a size four, in less than a year, driven by earning rewards points that I can cash in for a trip to go somewhere nice, for a

change.

Doris Chavez

Assistant Director, Accounts Receivable
McKesson Medical-Surgical



I am...

now seeing engagement approach more than fifty percent and our medical loss ratio take a nose dive, thanks to the Vitality program, while watching employees eating healthier, running, lifting and hula hooping, which is, let me tell you, quite an interesting thing to see, for a

change.



Catherine Crow

VP Employee and Clinician Services
Healthcare Partners



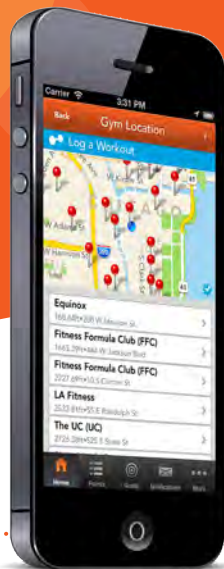
I am...

a shining example of how the Vitality program can motivate a skeptical employee or two, let alone a cynical HR Director, into taking actions that benefit their health, by offering rewards after accomplishing personal goals, for a

change.

Mel Leibach
Director of Human Resources
West Star Aviation

Vitality makes it easy to get and stay involved in health improvement, including online tools fully integrated with mobile devices, fitness technology products, and a nationwide network of partner gyms and fitness clubs.



"The Vitality HealthyFood benefit is something we couldn't have designed better. It's perfect for two of our goals, making healthy living affordable and easy. I am pleased that Vitality is delivering on this type of innovation in our partnership."

Lexie Dendrinelis
Wellbeing Leader
Barry-Wehmiller



Improve Your Health Vitality Points™

Vitality members get more than health information and education, they get smart incentives, world-class engagement tools, and accumulate **Vitality Points** to help them **improve** on their personal path to better health, for a change.



The Vitality HealthyFood™ program makes it easier - and more rewarding - to eat well, delivering savings on healthy grocery purchases.

"The Vitality Age is really something. We have people react and begin to change their behavior when they learn that they are older than their actual age!"

Catherine Carraway

First Vice President, Human Resources
Equity Residential

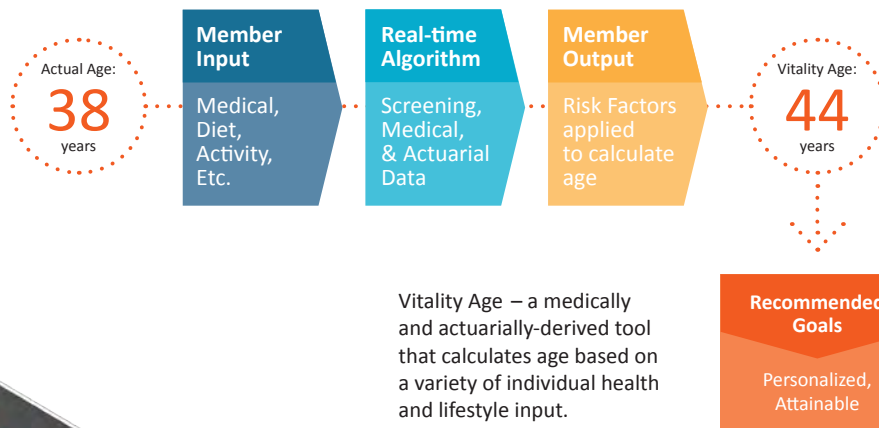
Vitality features a fully integrated, interactive set of tools for comprehensive individual health assessment, including a nationwide Biometric Screening Network, health and physical activity reviews, preventive screenings, mental health reviews, and more.



Know Your Health

Vitality Age™

Vitality members get more than a typical health assessment, they come to **know** more about their health, starting with **Vitality Age**. It's proven to be a powerful motivator that works, for a change.



Vitality Squares™ – just one of our engagement tools – merges the attraction of game play with personal health progress, in a fun and rewarding way.

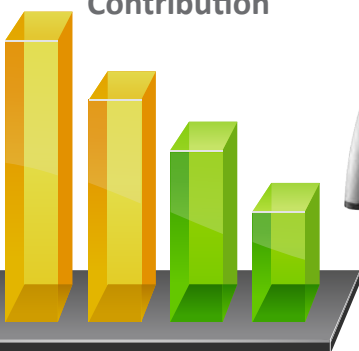


Enjoy the Rewards

Vitality Status®

Vitality members get more than the satisfaction of attaining better health, they achieve higher **Vitality Status**, unlocking a series of **rewards**. But not just any rewards – rather, incentives built on behavioral economics and smartly structured to continue to motivate progress, for a change.

Healthcare Contribution



“We’ve been ecstatic with our success...since we introduced wellness in 2011, we’ve seen a steady decline in our health costs – medical and RX-per covered employee.”

Lisa Sanders

Director, Compensation and Benefits
McCarthy Building Co.

Vitality’s Intelligent Incentives™ support a wide range of reward options for members; a flexible structure allows employers to choose a variety of ways to convey the rewards – cash, hotel stays, games, wellness rebates, or links to insurance benefits, for example.

Vitality™ Program Features and Plan Options

Vitality is an active, fully integrated program, built to continuously inspire, motivate, engage, and reward employees on their own Personal Pathway™ to better health.



Know. Improve. Reward.

ACTIVATE Level

Introduce the Vitality experience with our comprehensive plan offering designed to activate wellness at your workplace and engage your population.



ELEVATE Level

Elevate the Vitality experience with our plan offering that includes all of the features at the Activate Level plus additional engagement features designed to take wellness to the next level.



Full Service Employer Support

Gives employers the information and tools they need to educate, assist and motivate employees



Comprehensive Insight
Monthly/Annual/Quarterly Reports



Account Service
Dedicated Implementation Manager,
Ongoing Account Manager



Vitality Information Portal (VIP)
Communications Center,
Online Tools and Templates



Designed for Compliance
ACA and HIPAA compliant,
with built-in Reasonable
Alternative Standards

"With the federal regulations on wellness, we are seeing more and more clients looking for robust wellness programs that can guide them through the new complex requirements. As a data-driven company, Vitality welcomes these regulations and makes full compliance easy for its customers with a fair and reasonably designed program that helps satisfy even the most stringent requirements of the law."

Alan Pollard,
CEO of The Vitality Group

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