

Engage

A total health engagement solution that drives sustainable, long-term behavior change and delivers outcomes



Simplifying the Healthcare Ecosystem

Virgin Pulse transforms the health and wellbeing of organizations and their people by empowering, inspiring and engaging them to make small, achievable changes in their daily routine. Engage brings wellbeing, health, healthcare and benefits together in one simple to use, intelligent and extensible platform.

Backed by more than a decade of experience and the latest behavioral science, Engage helps members achieve success every day by building and sustaining habits that form healthy routines.

Through a unified platform, Engage weaves health, benefits and healthcare into the daily fabric of people's routines. Together with integrated live services, an ecosystem of third-party partners, health benefits navigation, an extensive library of challenges, flexible rewards programs, personalized learning and habit-building tools, targeted communications, and the only friends-and-family social network, Virgin Pulse supports clients in delivering improved health and decreased cost outcomes, and changing lives for good.

The bottom line? Happier, healthier, more productive health populations.

Achieve Return and Value on Investment

Engage is working for organizations around the world to improve health and performance metrics, drive health-cost savings and achieve mission-critical business outcomes.

21

Average number of days a member engages per month

7

Average number of unique member interactions per day

86%

Of members who reported positive lifestyle change

\$1K+

Healthcare cost savings per member per year

How it works



Create a Customized Program & Incentives to Build Healthy Habits

Partner with our client success experts to design and launch a total health engagement program tailored to your goals and culture:

- Custom program branding reinforces your brand, culture and values.
- The industry's most flexible rewards engine motivates healthy behaviors and outcomes.
- Data-driven segmentation, targeted campaigns, and a localized calendar connect members with the right resources.
- Self-serve communications and a personalized event calendar amplify member engagement.
- A global platform delivered in 20+ languages, with data security and logistics, supports global workforces.
- Client support services ensure ongoing program success.
- A champions network and resources help you raise awareness, participation and motivation.
- An integrated health assessment with NCQA certified content and biometric results help members understand their baseline health.
- Daily learning tips and tracking tools support new healthy daily routines.
- A social network of colleagues, friends and family members supports members in adopting and sustaining new behaviors.
- Fun, social wellbeing challenges, from team-based challenges to grassroots competitions to non-steps challenges, boost motivation and keep members engaged.
- Provide choice by supporting leading wearable devices.



Provide trusted and in-context Interventions*

We provide a familiar, trusted place where health education, benefits, live support and in-context interventions are synchronized:

- High-touch expertise via our industry leading live services guide members along the entire continuum of health, from prevention and healthy lifestyle coaching to deep, clinically-focused condition management.
- Next-Steps Consult, a concierge-style conversation between member and Health Guide outlines first or next steps with personalized guidance.
- Targeted digital coaching on a variety of healthy lifestyle and condition topics and easy-to-use guides helps members successfully form and adopt new healthy habits.
- Gaps in care solution surfaces personalized reminders to stay on top of condition-specific and preventive care actions throughout the year.
- On-site coordinators to provide customized support and concierge screening management for onsite events.
- Transform offers a year-long, evidence-based and CDC-recognized Type 2 diabetes prevention and lifestyle change program.
- Navigate provides a benefits navigation solution to connect members to appropriate benefits and care guidance.
- Pre-built integrations with Virgin Pulse's ecosystem of partners offers even more tools and support to your population.
- Extensible platform yields higher participation in all your programs and benefits.



Gain Actionable Insights & Optimize Performance

Unlock actionable metrics and insights to design data-driven programs and optimize population health and wellbeing outcomes:

- The ability to ingest and leverage claims data allows Virgin Pulse to deliver targeted, personalized experiences, identify and close gaps in care, and prove tangible ROI for clients.
- An easy-to-use reporting dashboard delivers a single view into program awareness, enrollment and participation, as well as platform usage and rewards.
- Rich, visual analytics accessed on the web and mobile devices reveal insights about your population's health risks, conditions, trends and outcomes.
- Real-time program data informs your decision making, increases engagement and helps you tailor health and benefits programs.
- A single view into benefit utilization and impact helps you manage current and future investments
- Filter, export and share reports to demonstrate measurable results and positive business outcomes to your C-suite and other stakeholders

Key features and capabilities

- Flexible platform with configurable program and incentive design
 - Branded program website, app and email communications
 - Flexible client-sponsored reward options & fulfillment
 - Tracking device subsidy and fulfillment
 - Fully-integrated health assessment with NCQA certified content
 - Integrated biometric screening results
 - Daily health content and habit trackers with custom content options
 - Digital coaching on lifestyle and health condition topics
 - Powerful corporate and grass-roots challenge engine and library including a non-steps challenge framework
 - Social groups and connections and free Friends & Family access
 - Rich benefits integration and promotion hub
 - Personalized program and content recommendations
 - AI-driven habit recommendations
 - Integrated survey tools for polls, quizzes and feedback
 - Automated enrollment and engagement communications via email, mobile and offline campaigns
 - Web-based client admin portal and resource center for self-service program management
 - Program metrics via an on-demand analytics dashboard
 - Ability to ingest claims data
 - Personalized reminders for condition-specific and preventive care actions.
 - Project manager-led program implementation and launch services
 - Proactive program management led by client success manager
 - Champions training, communications and tools
 - Personalized and segmented event calendar
 - Web and mobile app program access in 20 languages
 - Member support via phone, email and chat
 - Industry leading data security and privacy infrastructure
- ### Additional options
- Live total population health coaching, including lifestyle and condition management
 - CDC-recognized Type 2 diabetes prevention and lifestyle change program.
 - Benefits navigation and care guidance solution
 - Next Steps Consult, concierge-style guidance
 - On-site coaches, program coordinators and launch event services
 - Full service biometric screening and vaccination event services
 - Virgin Pulse Max Buzz activity trackers and portable health stations
 - Integration with Virgin Pulse rich ecosystem of partners
 - Customized content, challenges and member communications services
 - Customized analytics services to assess impact and outcomes
 - Inbound and outbound SSO options and form processing
 - Culture Check, a validated analysis into how organization supports culture of wellbeing

Global Experience

With our global presence and expertise, we ensure that no matter where your employees are located, they get the same life-changing experience. We are also compliant with international data security and privacy regulations including GDPR, ISO 27001:2013 and APEC CBPR.

190+

Members in 190 countries and overseas territories

13

Offices in 13 locations around the world

20

Program available in 20 languages

5M

Members supported worldwide

Ready to create a happier, healthier, more productive workforce? Talk to an expert at Virgin Pulse to get started.

Learn more at virginpulse.com