

Quick read

Placing the individual at the center of their health and wellbeing experience

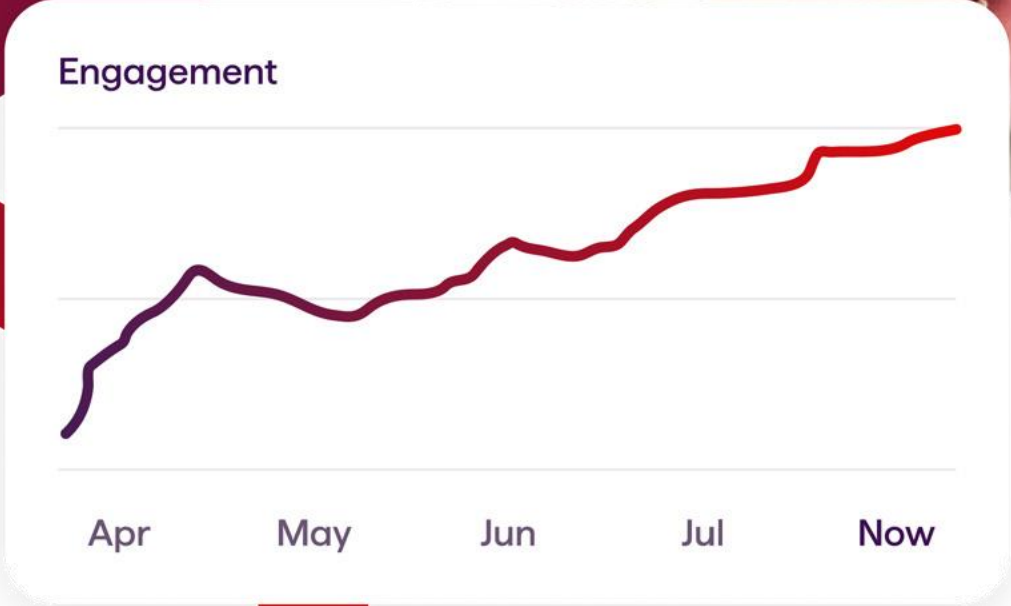


Quick read

Amid massive generational, societal, and workplace changes, employees rank an organization's care for their wellbeing among their top three workplace expectations, according to a Gallup report.

As organizations rethink all aspects of the employee experience from onboarding to benefits to inclusivity and culture, meeting the needs of a diverse workforce is driving greater demand for personalization and customization.

Helping people achieve work/life integration, sustain healthy habits, and increase social connection supports attraction and retention as well as improves productivity. Employees expect organizations to know them, create experiences that match their interests and needs, and deliver engaging, dynamic solutions. Data-driven, hyper-personalization can improve engagement and deliver meaningful outcomes.



What does it mean to personalize the employee wellbeing experience?

At its core, personalization means reflecting the needs of your employees as individuals rather than a single group. We can attribute our preference for personalized experiences to two key factors: desire for control and information overload.

A personalized experience, by its very nature, is in some way different from the status quo. As an individual you're not just getting what everyone else is getting with personalization – you're getting something tailored to *you*. And because of that, it makes you feel more in control and capable of taking the next step action when it aligns to you and your needs or interests.

Another reason why we prefer personalized experiences is that they help reduce information overload. With personalization, you aren't presented with thousands of resources to sort through and consume, rather, you are presented with the exact information you want so you don't feel overwhelmed.

Redeveloping a personalized employee health, wellbeing, and benefits experience isn't only about the wellbeing program or benefits your company chooses to offer, it's the whole experience. **Use this guide to understand how Virgin Pulse places the individual at the center of their health, wellbeing, and benefits experience & the outcomes achieved.**



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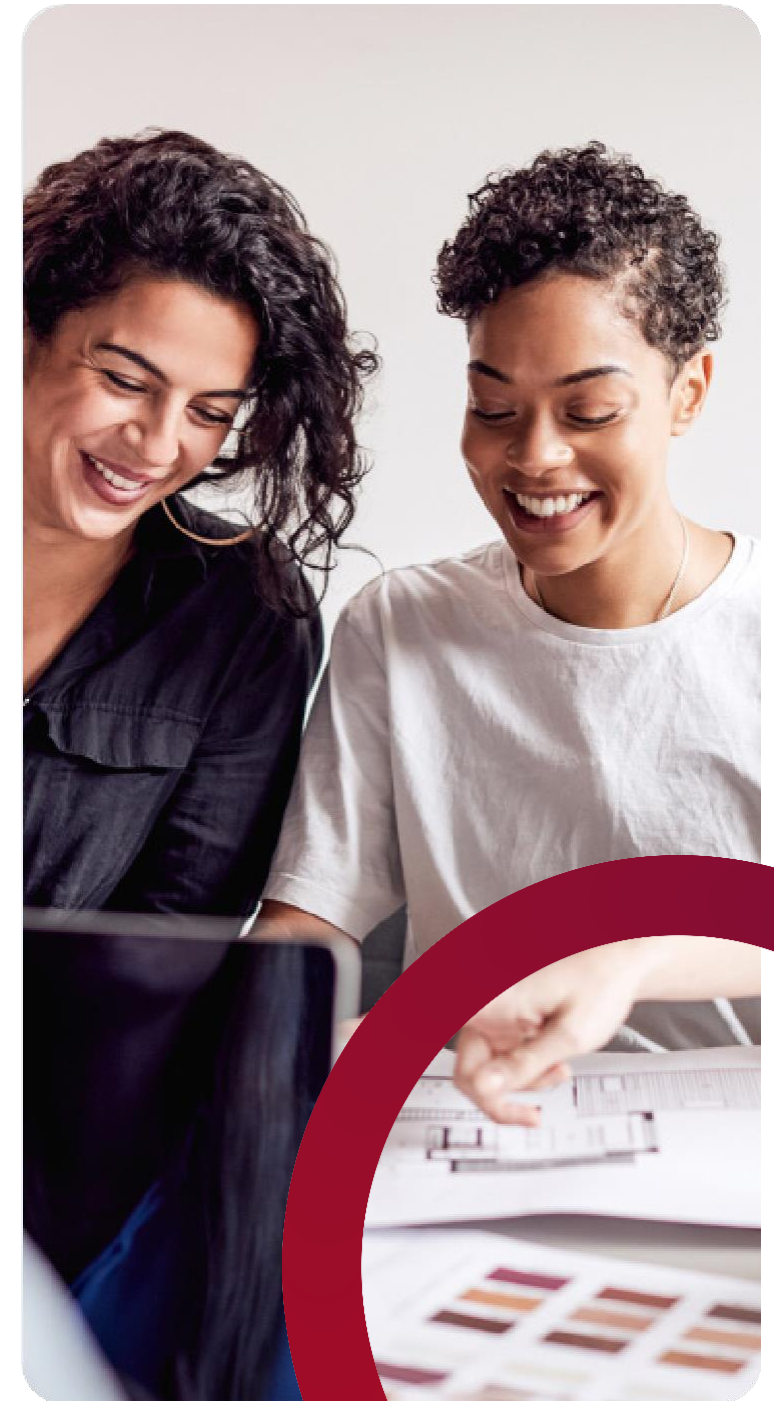
Designed for the human, not the problem

Here's a surprising stat: Approximately one in three adults suffer from multiple chronic conditions. And here's an alarming one: chronic diseases (ex. Hypertension, cancer, chronic respiratory diseases, and diabetes) are a leading cause of death globally.

The good news: technology has enabled individuals to manage their health and wellbeing. The bad news: while some of these digital services offer a lot of value, most of them fall significantly short. The digital health universe is staggeringly fragmented and exceptionally overwhelming, increasing the burden on the individual.

An individual living with diabetes may also have a financial burden, workplace stress, and caregiving needs on top of the daily needs of managing diabetes. Many digital solutions and benefits have niche utility, tackling a specific element of an individual's needs, creating more work, not less.

Virgin Pulse approaches each person holistically instead of a niche. We seamlessly unify fragmentation across all physical, mental, emotional, financial, social, and community health using evidence-based programming, content, healthy habits and live services – designed for the human experience, not a particular problem to solve. See how Homebase for Health® works for you and your employees.





2

Creating the ability for long-lasting behavior change

Many people dream of going to the gym each day, working out at lunch, or making a home-cooked meal from scratch, but unfortunately, life and work often get in the way. If someone is working long hours and caregiving, it might not be possible for them to take an hour of “me time” each day. Each person must work with what they’ve got. Individuals can only make changes that are possible.

The great news is that employers play a vital role in affecting behavior change by helping people achieve goals they already have. Encouraging a full lunch hour, offering virtual fitness classes, and offering daily meditation practice across the organization –are just a few examples of how employers can step in and create space for the ability for their people

By providing health and wellbeing solutions designed on the principles of behavior change, Virgin Pulse inspires, empowers, and engages people to make small, achievable changes in their regular routines. We drive meaningful change and measurable outcomes through sustained engagement by weaving relevant and trusted support into our member’s daily, established routines.

3 Supporting a culture of wellbeing

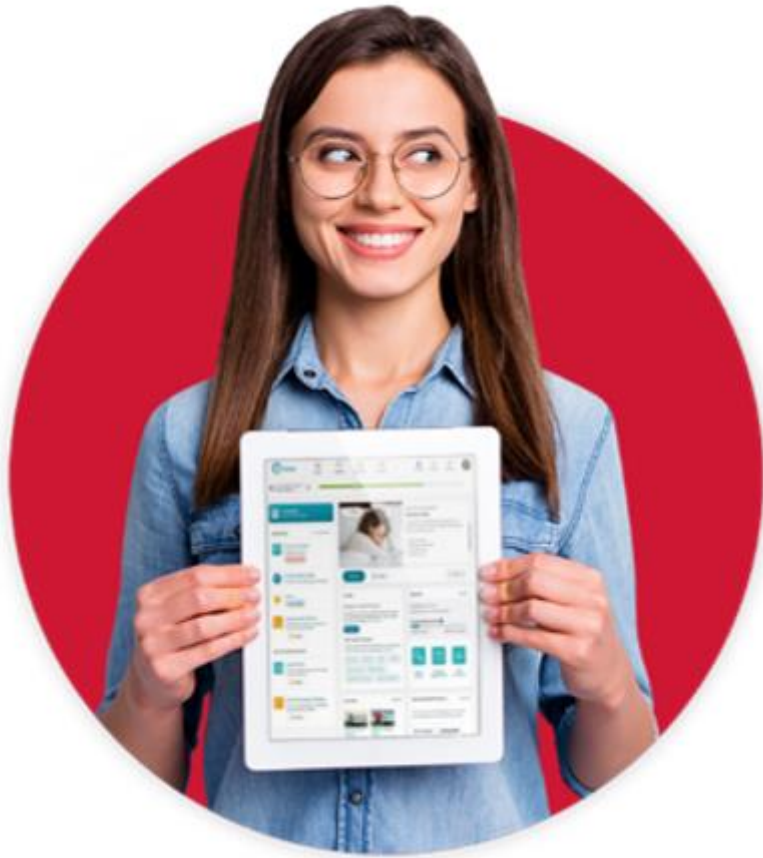
Employee wellbeing is at the heart of every great company culture, yet today's dispersed and diverse workforces are making it nearly impossible to cultivate a cohesive culture.

Your culture is your currency for attracting, retaining, and improving top talent. Virgin Pulse solutions are purpose-built for purpose-driven cultures with the breadth and flexibility that you need. From creating critical connections across the organization to supporting DEI initiatives and promoting your values we take an individualized approach to creating a culture of wellbeing.

No matter where your employees are in their wellbeing journey, we create an environment where every employee feels motivated to succeed, regardless of their preferred activity, location, or level.

[See what employees and leaders are saying about their Virgin Pulse experience.](#)





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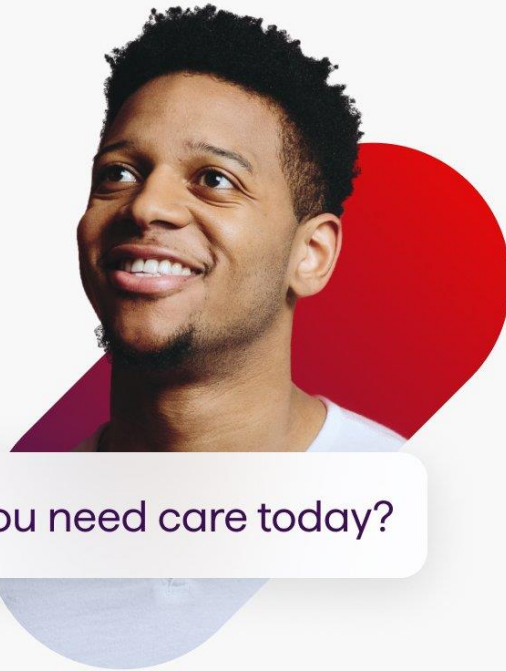
A simplified and orchestrated health & wellbeing experience for all

Virgin Pulse provides the industry's most comprehensive digital front door that serves as a one-stop shop for all things health, wellbeing, and navigation – a Homebase for Health®.

Homebase for Health means streamlined access to the resources and tools needed to build lasting, healthy behaviors. Having everything in one place makes it easier for people to understand the goals of their personal health journey and take action to realize them. By connecting data, people and technology, every member gets served up a unique, engaging experience. Individuals are empowered to develop healthy routines, manage a chronic conditions, and navigate complex care needs.

Our Homebase provides employer, health plan and health system clients with a total health engagement solution that ties health, navigation, and wellbeing into a unifying experience that drives outcomes across the care continuum. [Learn more about Homebase for Health.](#)

● Checking In



Marshall, do you need care today?

81% of Virgin Pulse members said they developed positive daily habits. Is your organization satisfied with your current results?

Let's talk about how we can support you, your organization, and your people.

Let's talk



Virgin Pulse's personalized platform isn't the traditional cookie-cutter approach to wellness. It lets our employees make it their own and focus on their "why", making the experience meaningful and impactful.

Jason Volbrecht,
Total Rewards Leader
Great River Energy



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