



**Addressing Chronic
Conditions with Virgin Pulse's
Homebase for Health Solution[®]**

Uniquely Human Experience

Homebase for Health® - A simplified and orchestrated
“one-stop” Employee Health and Wellbeing Experience

N=1 Approach

No two people or
Homebases are the
same

Always with Me

Help is easily accessible
where I want it

End-to-End

One place to go to access
everything I need

8/10

Members develop
positive healthy habits
with Virgin Pulse¹

Virgin Pulse Ecosystem


Digital Wellbeing & Priority Content


Live Guidance & Coaching


Mental & Behavioral Health


Condition Focused Therapeutics


Health Assessments and Surveys


Next Best Action Care Path


Health Wallet

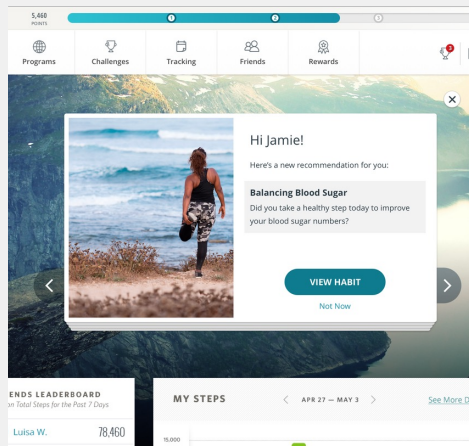

Benefit Navigation



Partners



Condition Care



Digital Platform

- ✓ Risk assessments
- ✓ Evidence-based content and programming across 15 topics and channels
- ✓ Adaptive learning modules



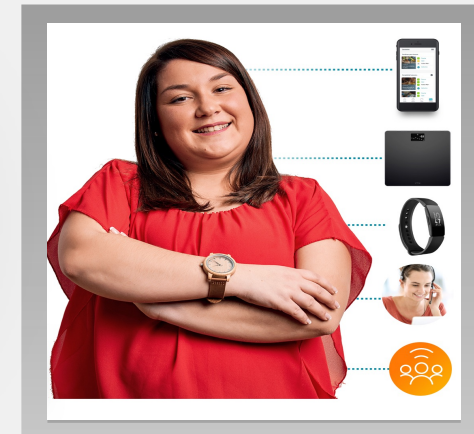
Live Services

- ✓ Coaching across 22 conditions
- ✓ Unlimited, on-demand support
- ✓ Onsite biometric screening, coaching, and program management
- ✓ Whole-person approach



Partner Network

- ✓ 50+ partners spanning 18 categories
- ✓ BYOP (Bring Your Own Partner)
- ✓ VP Digital Formulary
- ✓ Bill as a Medical Claim



Digital Therapeutics

- ✓ CDC-recognized program
- ✓ Rigorous clinical evidence
- ✓ Track health outcomes
- ✓ Targets most common and most costly metabolic and heart-related diseases

VP Digital Therapeutics

For Condition Prevention, Management, Treatment, and Reversal for your most at-risk population



Prediabetes



Weight Management



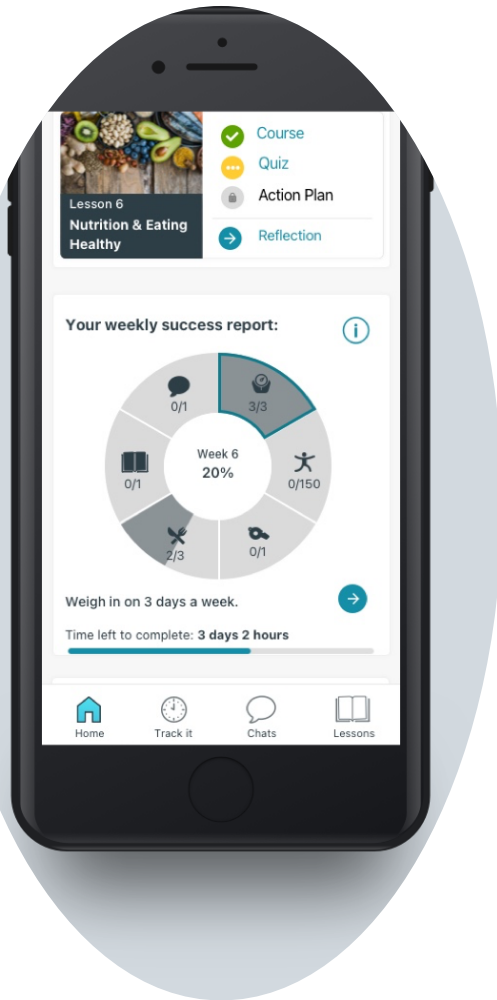
High Blood Pressure

Coming in 2022



Type 2 Diabetes

Digital Therapeutics



- ✓ **Require rigorous clinical evidence**
- ✓ **Track the impact on risk or disease**

Evidence-Based Curriculum



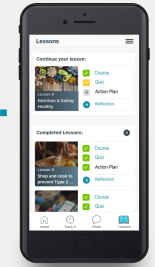
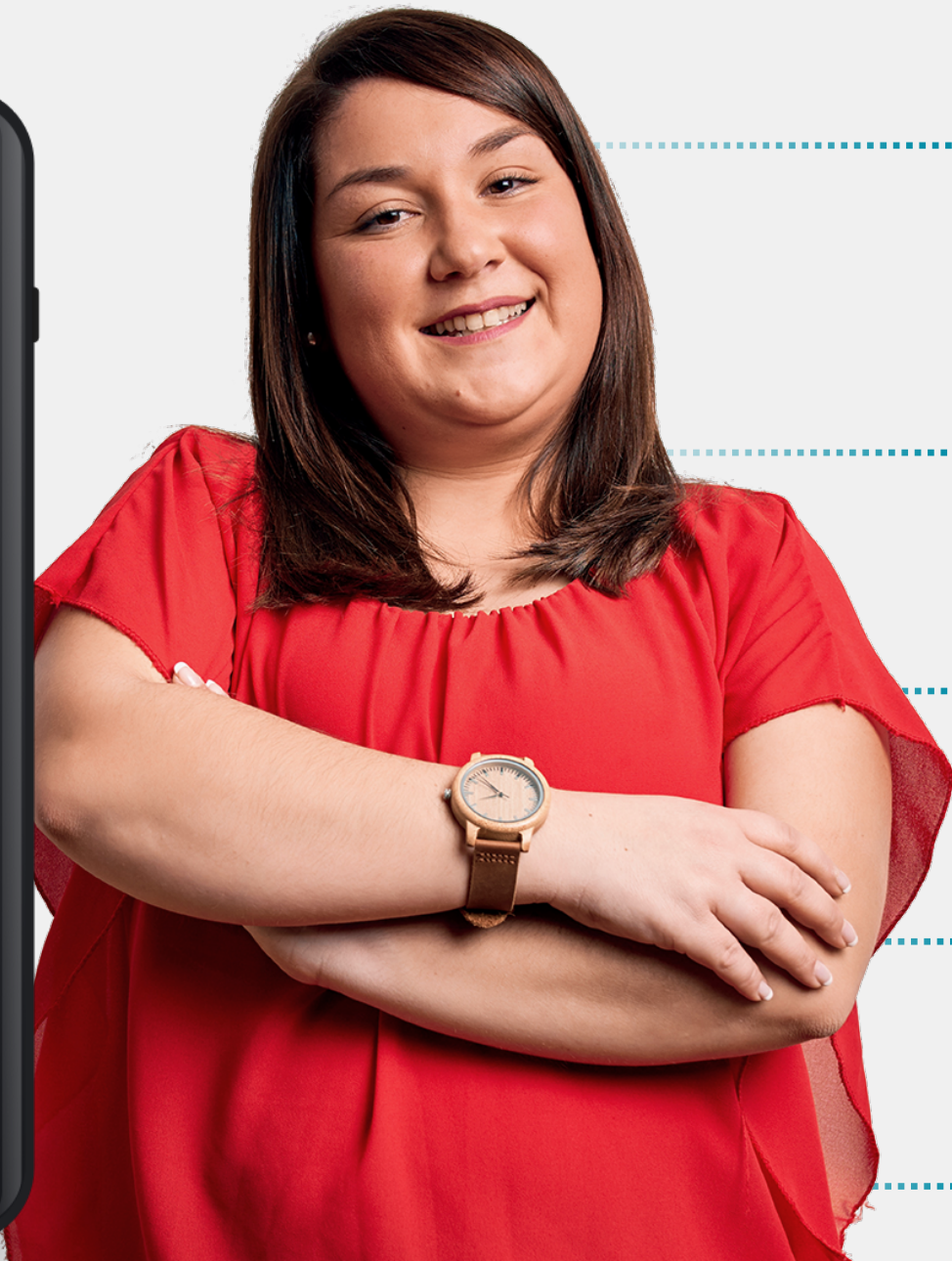
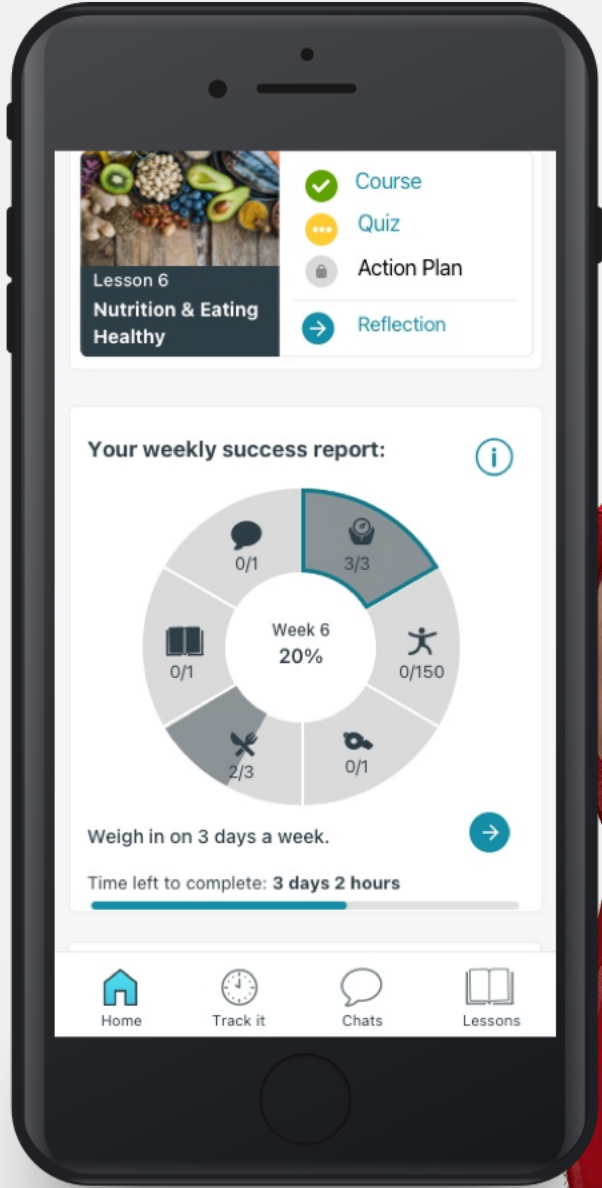
Connected Hardware



Integrated App + Behavior Tracking Tools



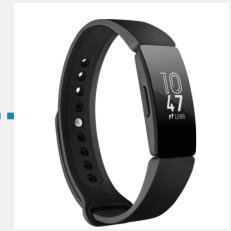
1:1 Health Coach and Peer Support Group



Lessons, Quizzes, Reflections, Action Plans
Weekly, Biweekly, and Monthly multi-modal self-paced curriculum adapted from CDC-approved curriculum.



Connected Smart Scale
The scale syncs to the app providing a seamless weight tracking experience from Day 1.



Wearable Devices
Behavior tracking tools are integrated into the app. Members earn a physical activity tracking device by participating in the program.



One-on-One Sessions with a Health Coach
Professional Health Coaches provide tailored guidance and individual feedback to each member.

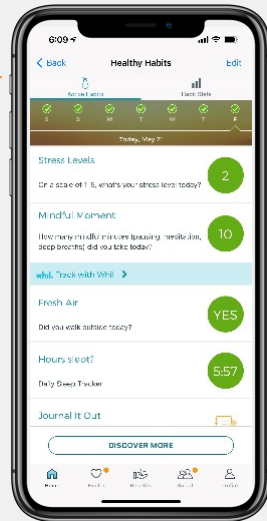


24/7 Peer Support
Members are placed into online peer groups of 10 to 15 where they offer encouragement, seek support, and trade tips.

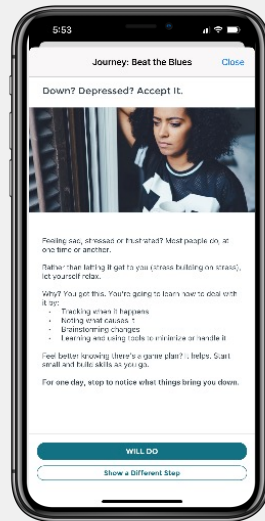
Care for All, in One Place

An intelligently delightful experience impacting the individual's condition care journey

Daily Check-In



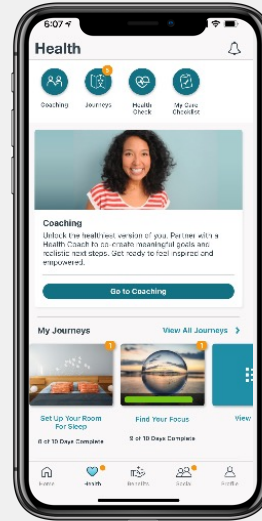
Micro-Activities



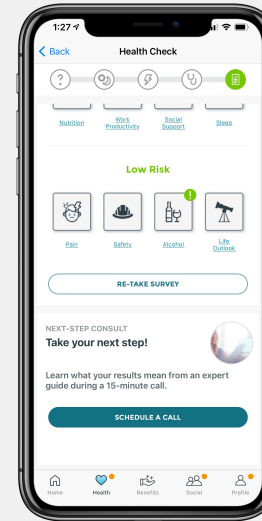
Social Connectivity



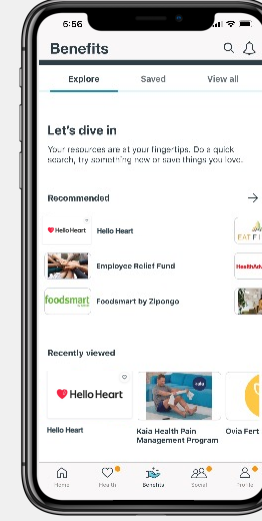
Coaching



Health Assessment & Live Guides



Benefits



Health Benefits

Lifestyle Behaviors

Stress, nutrition, physical activity, food insecurity, neighborhood safety

High Blood Pressure and Cholesterol

Hyperlipidemia, dyslipidemia

Diabetes

Prediabetes, A1C, hyperglycemia, insulin resistance, kidney failure

Obesity

Weight management, energy balance

Cardiovascular Disease

Cardiac arrhythmia, heart failure, stroke

Digital Therapeutics



Take care of your employees.
They'll take care of your business.

Sir Richard Branson, Founder, Virgin Group

Thank you!



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