Reporting & Analytics Overview

Lookbook

April 2022

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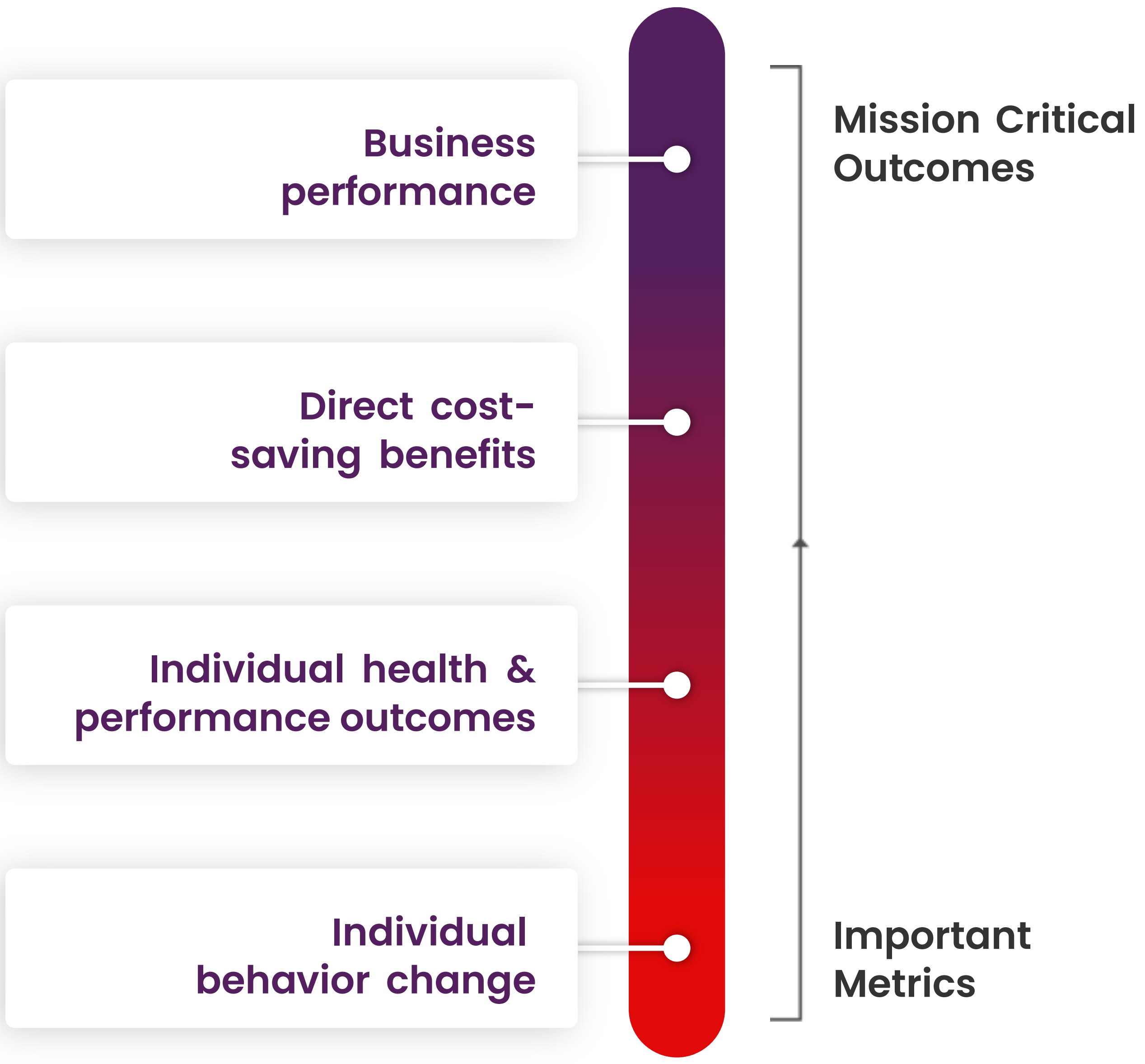
Introduction

Intuitive analytics tools and strategic support help you measure program impact and optimize for success.

Organizations around the world, across industries, sectors, size and with varying population demographics, consider a range of key performance indicators to measure the ongoing impact of their investment. We partner closely with clients to understand the metrics that matter most to them and incorporate solutions into their platform.

Our comprehensive measurement framework is adaptable to fit the needs of any organization. On-demand self-serve tools, coupled with support of Virgin Pulse Health Plan Client Success empower consumers to make data-backed decisions with confidence.



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Data security, privacy and protection

Virgin Pulse is the global leader in information security and data privacy compliance.

Protecting member and consumer data is one of our highest priorities. We maintain and adhere to comprehensive corporate policies, certifications from strict global information security standards and compliance with robust privacy frameworks. Our commitment ensures our clients – across all industries, sizes and locations – know their data is in safe hands.

- ✓ EU General Data Protection Regulation (GDPR)
- ✓ APEC Cross-Border Privacy Rules (CBPR)
- ✓ APEC Privacy Recognition for Processors (PRP)
- ✓ ISO 27001:2013
- ✓ Multi-factor Authentication

Virgin Pulse security program overview

Standard	Description
ISO 27001	Internationally recognized Information Security Management (ISM) Framework. Independent assessment of maturity and effectiveness of Information Security Risk Management based on reviews of ISM documentation and records.
SOC 2 Type 2	Internationally recognized control effectiveness framework. Based upon Trust Services Criteria (TSOCs), which define security and operational policies, procedures, and processes required for compliance. Independent assessment uses sampling of control evidence to determine compliance.
HIPAA	US specific, security and privacy controls relating to healthcare information. Applicable to Virgin Pulse where we are contracted as a Business Associate.
PCI DSS	Global standard defining technical and operational security requirements set by the Payment Card Industry Security Standards Council to protect cardholder data. Applicable to Virgin Pulse within the context of the member facing e-commerce store. Compliance maintained through completion of self assessment questionnaire, attested by Qualys.
GDPR	European Union legislation, General Data Protection Regulation defined data protection and privacy for citizens of the European Union, addressing the transfer of personal data outside the EU and EEA areas. Applicable to all members that are EU citizens. Data Subject rights for GDPR have been implemented across all members.
TRUSTe	International standard for review and certification of privacy policies against international privacy laws. TRUSTe seal is displayed on all Virgin Pulse Privacy Policies. Use of the seal demonstrates privacy policies and practices meet the TRUSTe Enterprise Privacy & Data Governance Practices Assessment Criteria.
APEC CBPR	The Asia-Pacific Economic Cooperation (APEC) CBPR framework is a voluntary framework designed to ensure protection of personal information crossing APEC member economy borders.
PIPEDA	Canadian data privacy law (Personal Information Protection and Electronic Documents Act), governing privacy sector organizations collecting, using or disclosing personal information relating to Canadian citizens in the course of commercial business.

Virgin Pulse reporting capabilities

Virgin Pulse's intuitive suite of reporting tools offers powerful insight to strategically support your wellbeing program and overall business goals.

- Reviewed by our internal data experts for data quality and integrity.
- Trusted and used by over 700 clients to evaluate engagement, eligibility, program outcomes and performance.
- Engaging & simple reports are easy to use and on- demand.
- Proven value to identify keys areas to focus on and support discussions with clients and internal stakeholders.

On-Demand Analytics

A suite of intuitive, self-serve tools help you measure the impact of your program in real-time on your desktop or mobile app.

Client Business Reviews

Receive a detailed analysis across all your program data to evaluate and uncover program highlights, trends, insights and opportunities. Review strategic recommendations and detailed action plans.

Claims Data & Insights

Claims Data provides a member experience that addresses the whole healthcare continuum for your members, from healthy living and prevention to condition management and reversal. Claims help drive cost savings and ROI for our clients.

Commonly Requested Data File Extracts

Our commonly requested files are extracts modeled after our best practices. These tried-and-true file extracts will provide the data points you are looking for across many areas in the program.

Platform Report Archive

Standard reporting for billing, member activation and subsidies are provided on a monthly cadence. The report archive is built right into your Virgin Pulse admin portal.

Rewards Driven Data Files

Rewards files are provided to evaluate usage from a rewards or incentives point of view. These reports can also be used to recognize members with off platform rewards.

Third Party File Requests

File extracts for third party vendors are used to evaluate member participation or measure outcomes depending on the vendor. These are sent through our secure FTP network.

Outbound Eligibility Files

File extracts can seamlessly be sent outbound to third party vendors through our secure FTP network.

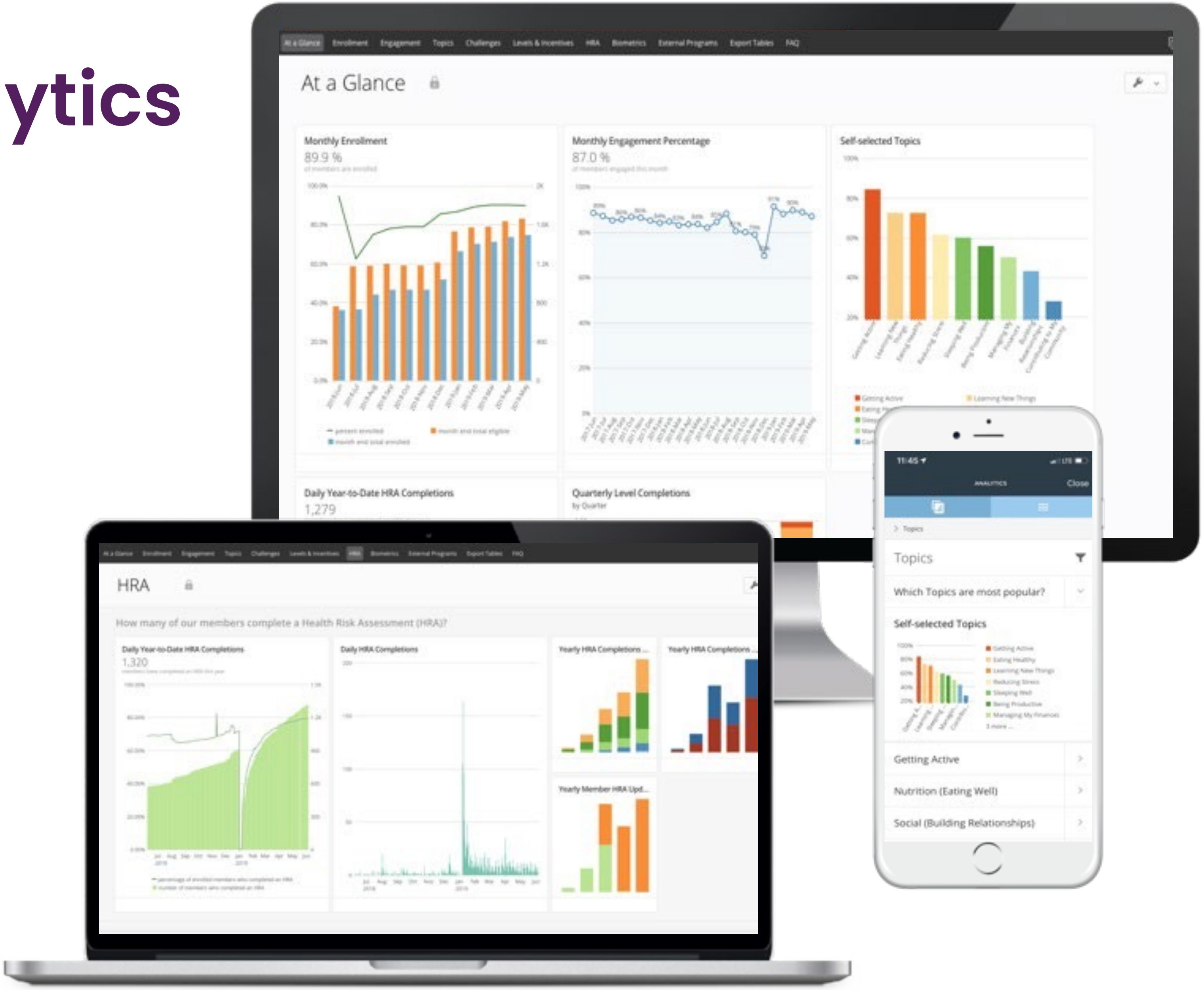
On-demand analytics

On-demand analytics

Overview

A suite of intuitive, self-serve tools help you measure the impact of your program in real- time, on your desktop or mobile app.

- On-demand aggregate program analytics and reporting across 100+ metrics
- Extensive filtering and segmentation options to quickly drill down on important data
- Data display and export tools to easily share insights with internal stakeholders



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On-demand analytics

Admins & access

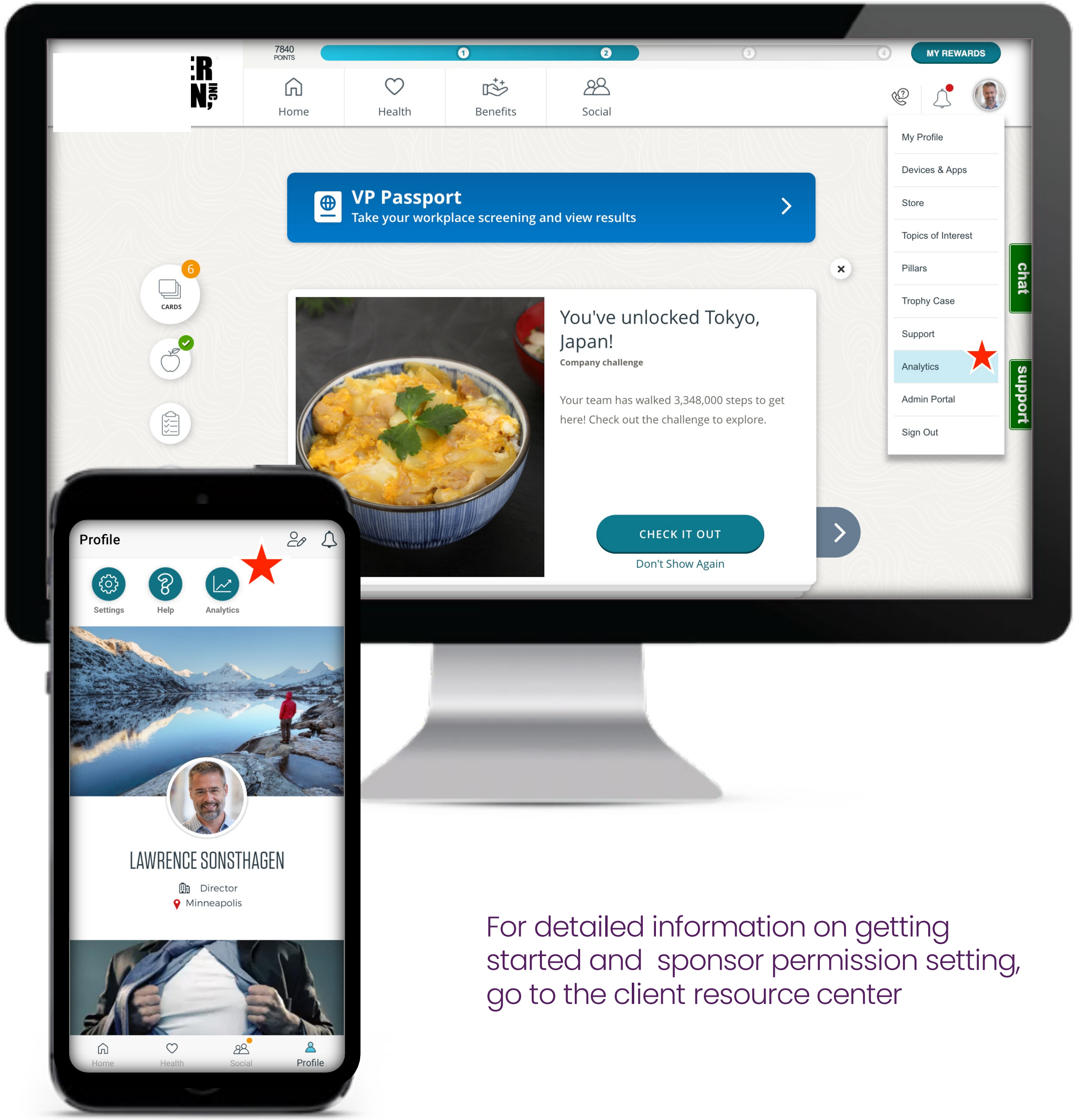
Admins access the Analytics Homepage directly through a drop-down menu on the Virgin Pulse homepage, or from the Virgin Pulse mobile app.

Super Client Admin
The Super Client Admin grants Admin permissions across your organization, including Analytics Permissions.

Client Admin
Admin has access to the entire sponsor as well as the ability to provision or delete Analytics Access. This role should be limited to a few people within your organization.

Reporting User
Users can be provisioned for Analytics access for the entire sponsor, or a specific subset of the organization.

Report Archive Admin
Users can view and download report archives. This is useful if a member of your finance team, for example, needs quick access to view invoice back-up reports.



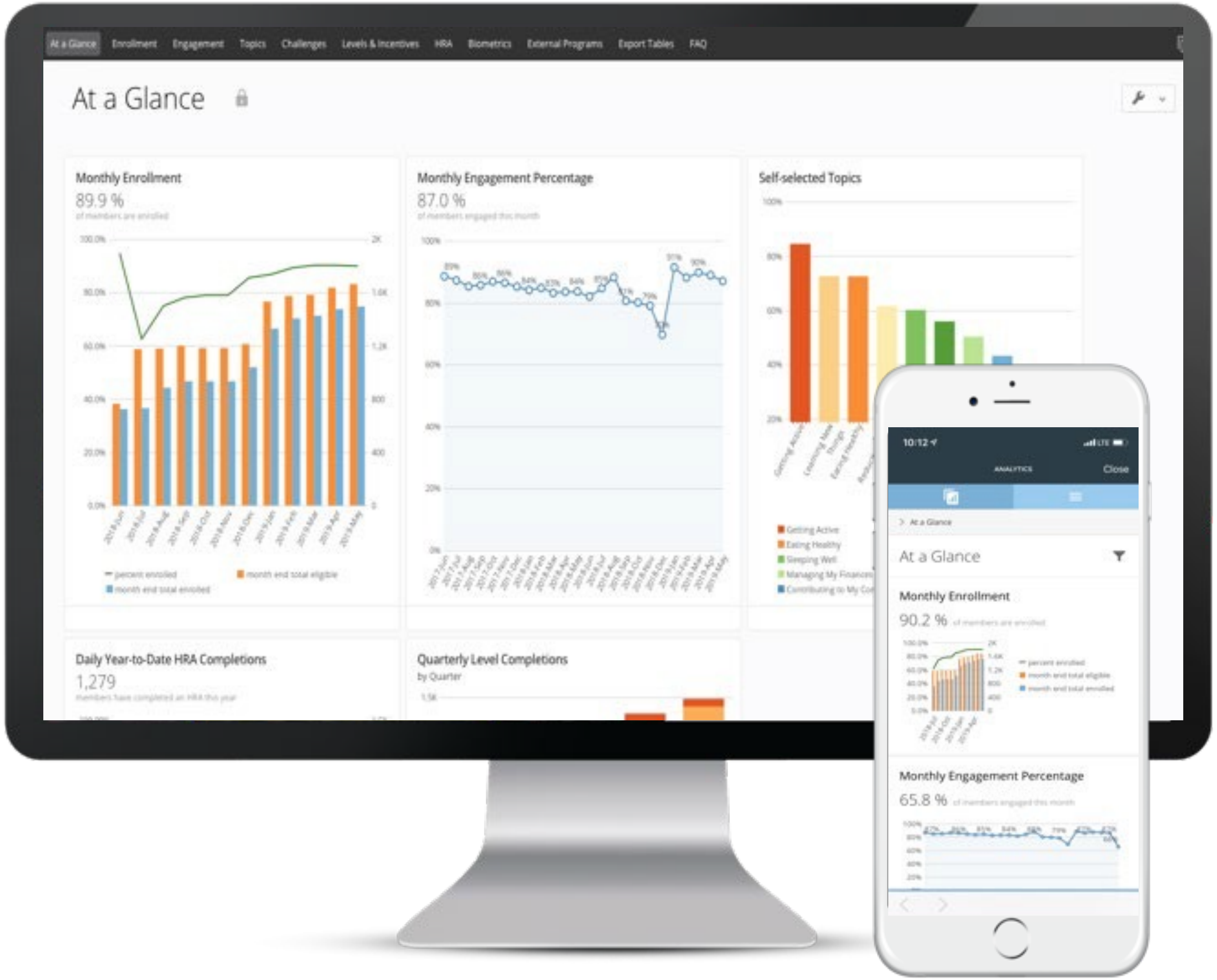
For detailed information on getting started and sponsor permission setting, go to the client resource center

On-demand analytics

Homepage: At-a-glance dashboard

The At-a-Glance dashboard is your analytics homepage and your first stop for an overview of program insights across enrollment, engagement, user progress and rewards.

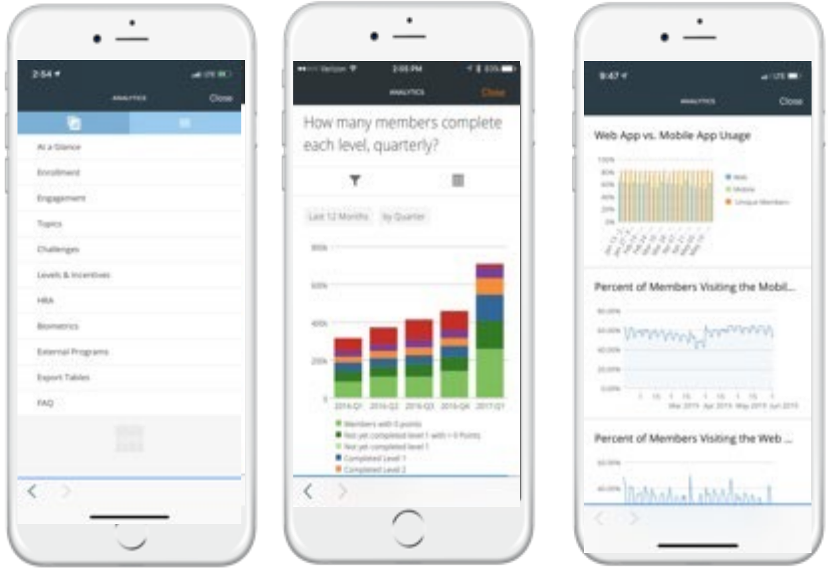
- Apply filters, export, and share the dashboard
- Open reports to drill down further and explore
- Expand or collapse data collections to focus on specific insights.



On-demand analytics

Additional Dashboards

Measure aggregate outcomes and track trends across eight additional program categories. Each Additional Dashboard contains a collection of reports specific to that category.



Enrollment

"Enrolled" members have created an account on the platform. Filter data by time, organizational hierarchy, and user demographics like age and gender.

Levels & Incentives

Learn about members who are "in the game". This dashboard showcases individual attainment in the platform and reward earnings.

Engagement

Understand how and when members are interacting with the platform with the Engagement Dashboard. Engagement reports reveal trends like mobile vs. desktop usage, user activity tracking, and reward triggers.

HRA

View completion rates and data collected from Health Risk Assessments. This information provides with baseline insights on member health, as well as risk profiles and readiness to change.

Topics

The Topics Dashboard helps you understand your members' wellbeing interest areas. See which topics are most popular overall, or by location. Virgin Pulse provides content across 21 topics, including nutrition, sleep, mental wellbeing, financial wellbeing, physical activity, productivity, and more.

Biometrics

Analyze all validated health information collected through onsite biometric screenings, health stations, or voucher-verified physician screenings. Measurements typically include BMI, blood pressure, cholesterol, glucose, waist circumference, as outlined by CDC biometrics standards.

Challenges

Explore participation and retention trends across members and teams and filter by time, location or client.

External Programs

Data from third-party program partners, integrated via SSO or secure file feeds, reveal which of your other member programs are being used through Virgin Pulse.

On-demand analytics

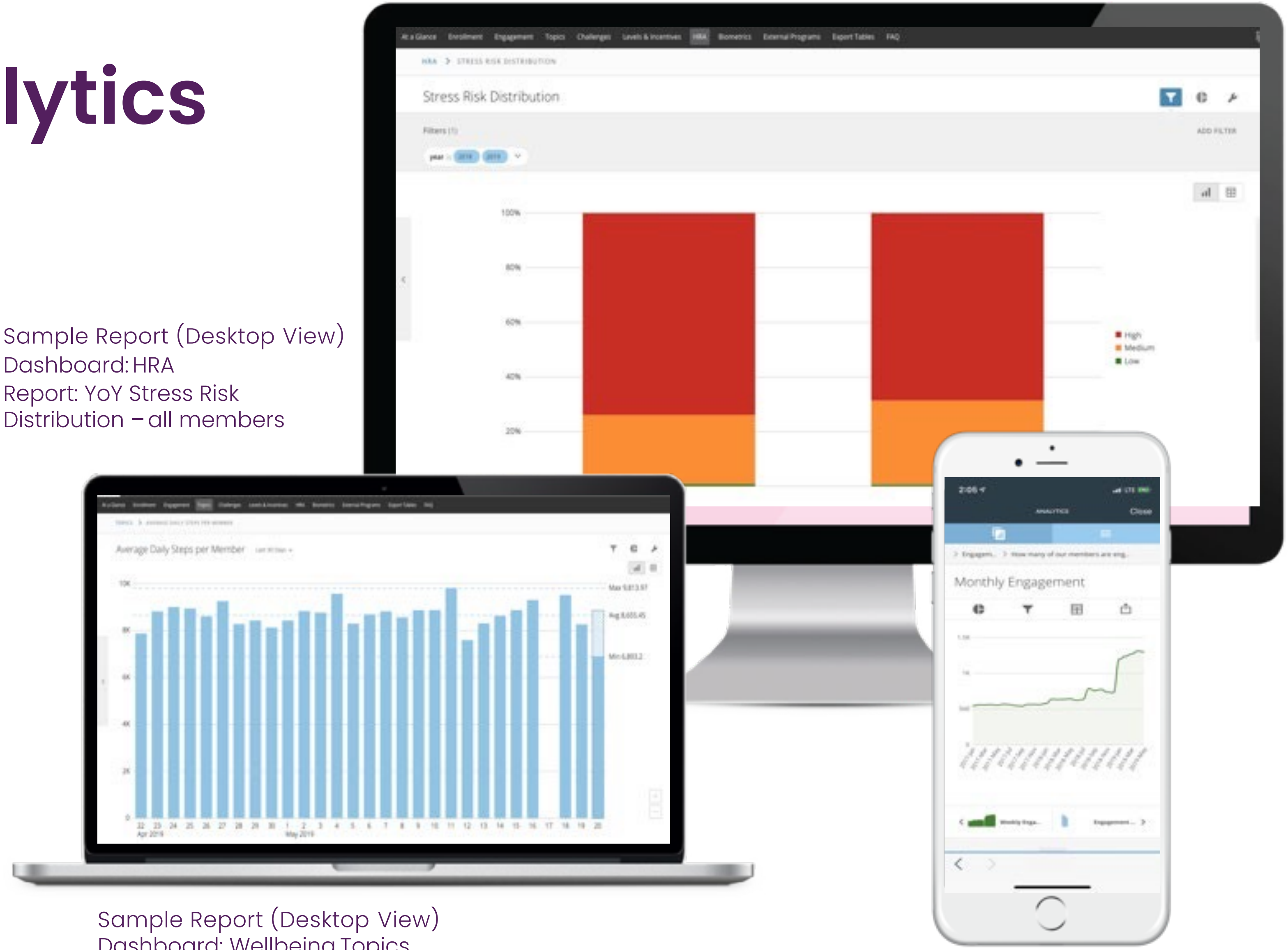
Reports

Reports enable you to answer deeper questions on demand, compare and contrast member populations, and analyze trends over time.

Sample Questions

- What percentage of users are experiencing high levels of stress in 2021? Is that higher or lower than 2020?
- How many steps are members averaging per day this month?
- Are users becoming more or less engaged with the program over time?

Sample Report (Desktop View)
Dashboard: HRA
Report: YoY Stress Risk Distribution – all members



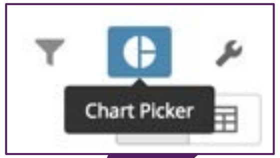
Sample Report (Desktop View)
Dashboard: Wellbeing Topics
Report: Average Daily Steps per Member – last 30 days

Sample Report (Mobile View)
Dashboard: Engagement
Report: Monthly engagement over time

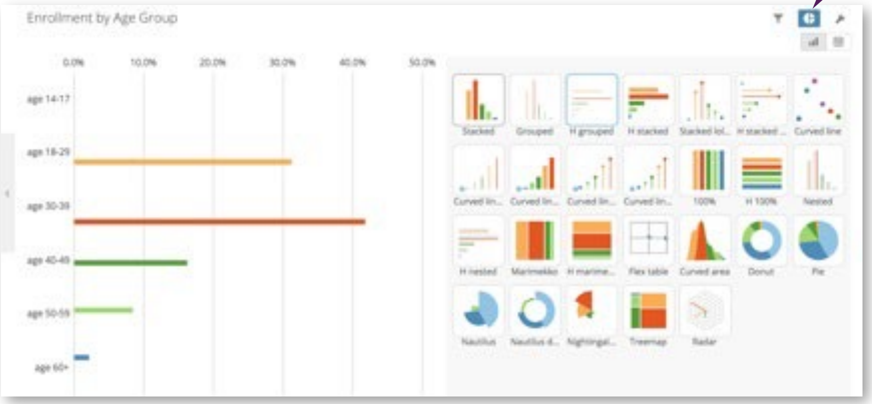
On-demand analytics

Reporting tools

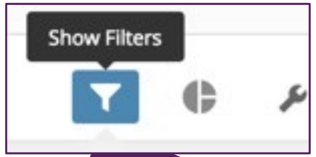
Data Visualization & Displays



Easily toggle between table and graph views to preview or change the display, and choose from 15+ charts and graphs.



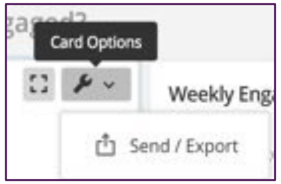
Filter & Segment



Add, remove and combine a variety of filters to capture the dataset you need.

Share Insights

Export to CSV, Excel, Powerpoint, or Print within each card.



Client business review

Virgin Pulse health plan client success

The Virgin Pulse Health Plan Client Success team follows a consultative and collaborative support methodology. The Client Review is a critical part of the process and a key time for in-depth analysis of data sets and KPIs.

You'll collaborate with your dedicated Client Success Manager (CSM) to develop your Client Value Map. Together, you'll define what success means for your organization, how you'll get there and how you'll measure outcomes along the way.

Your CSM will be there throughout your partnership to provide guidance, insights and recommendations that ensure alignment of your business goals and ongoing improvement of the member experience.

Client Value Map

Your priorities and program data, along with their expertise, will inform future adjustments or enhancements to your program as your organization evolves.

Vision	Your organizational mission - the why behind your program
Values	Your true north - the guiding principles that inform your decisions
Objectives	Program goals and outcomes that represent success for your organization
Actions	Strategic plans and focused activities to drive progress toward your objectives
KPIs	Key performance indicators that identify and measure program impact

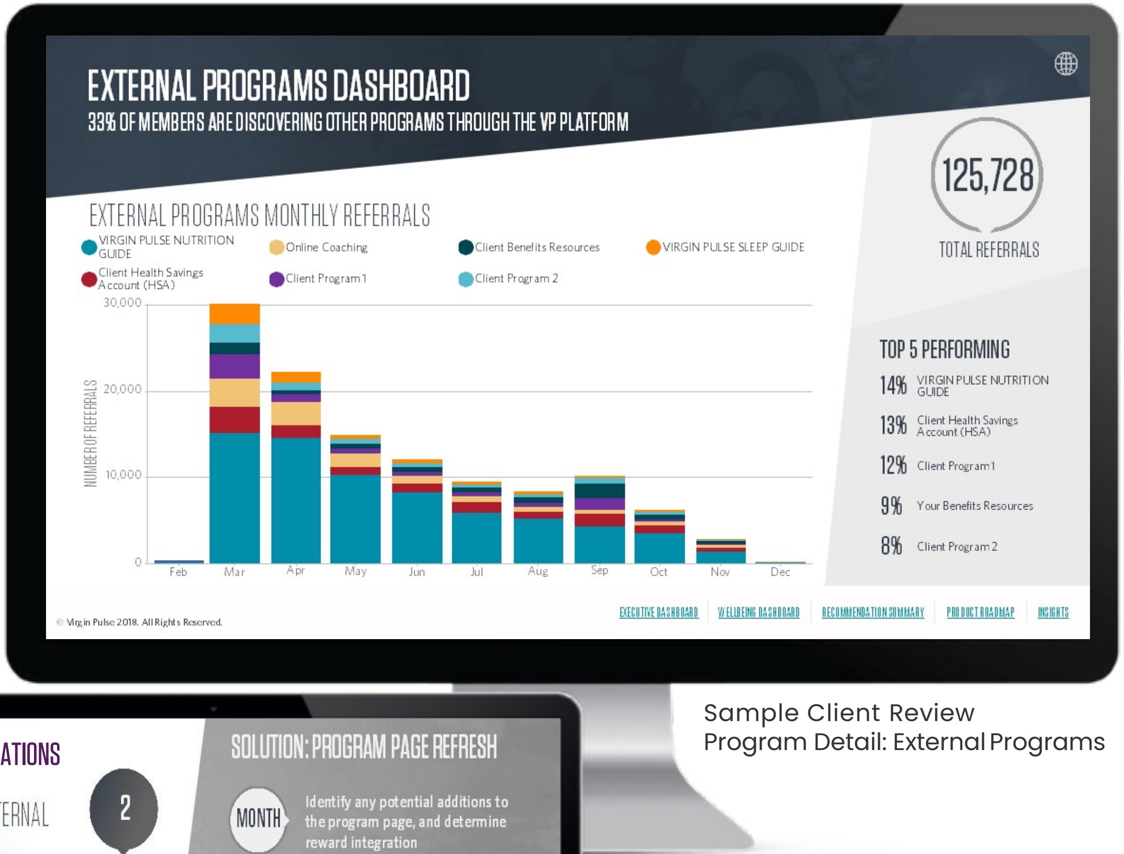
Client review

What to Expect

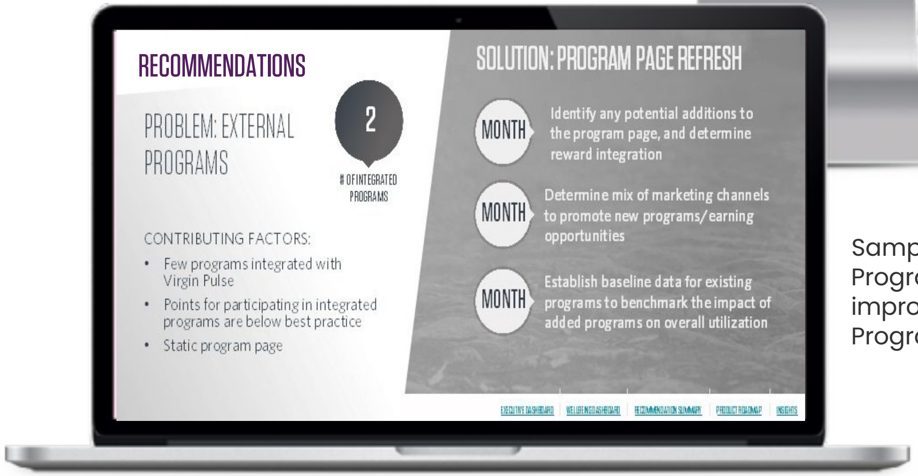
Your CSM will present key findings and recommendations to program stakeholders.

At the end, you'll have a clear understanding of how your program is measuring up against your expectations.

- Exhaustive, detailed analysis across all your program data
- Evaluate and uncover program highlights, trends, insights and opportunities
- Review strategic recommendations and detailed action plans



Sample Client Review
Program Detail: External Programs



Sample Client Review
Program Detail: Recommendations to improve member access to External Programs

Client review

Curated delivery

Your CSM will tailor your Client Review to showcase the program details and results that matter most to you.

Executive Dashboard: summary program results, member satisfaction & engagement

Wellbeing Dashboard: summary of user health and wellbeing progress and outcomes

Recommendation Summary: opportunities for improvements or changes and detailed action plans

Insights: detailed analysis on the program details that matter most to you

Product Roadmap: review planned Virgin Pulse innovations and program enhancements

Pulse Score

Your Pulse Score is a key insight that represents the overall health of your program. Your CSM will share how this compares to other Virgin Pulse clients across our book of business, and specific to your industry

Book of Business: 89TH
Industry: 92ND

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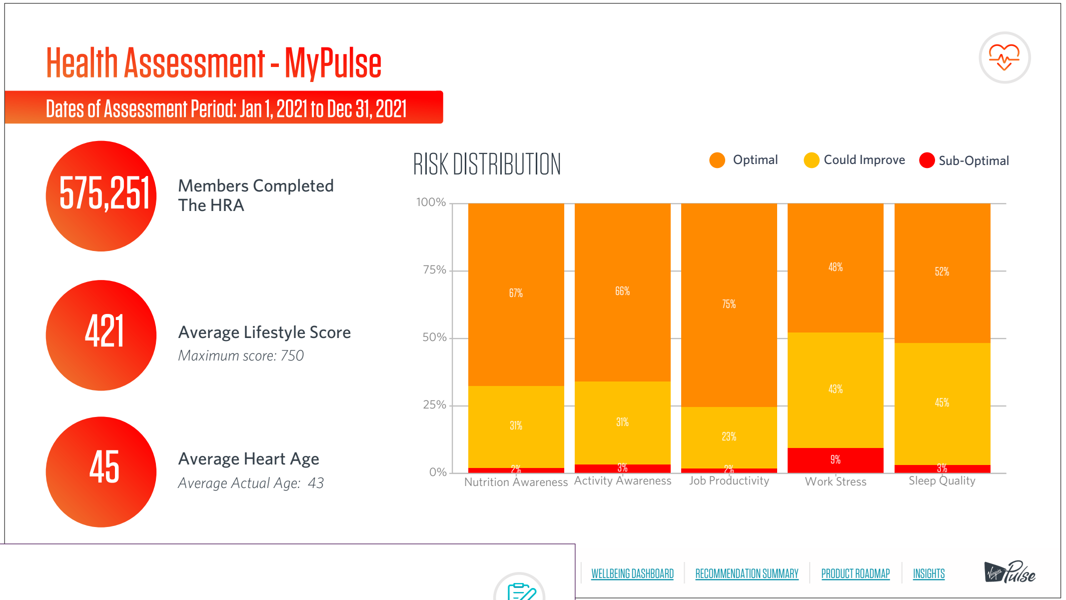
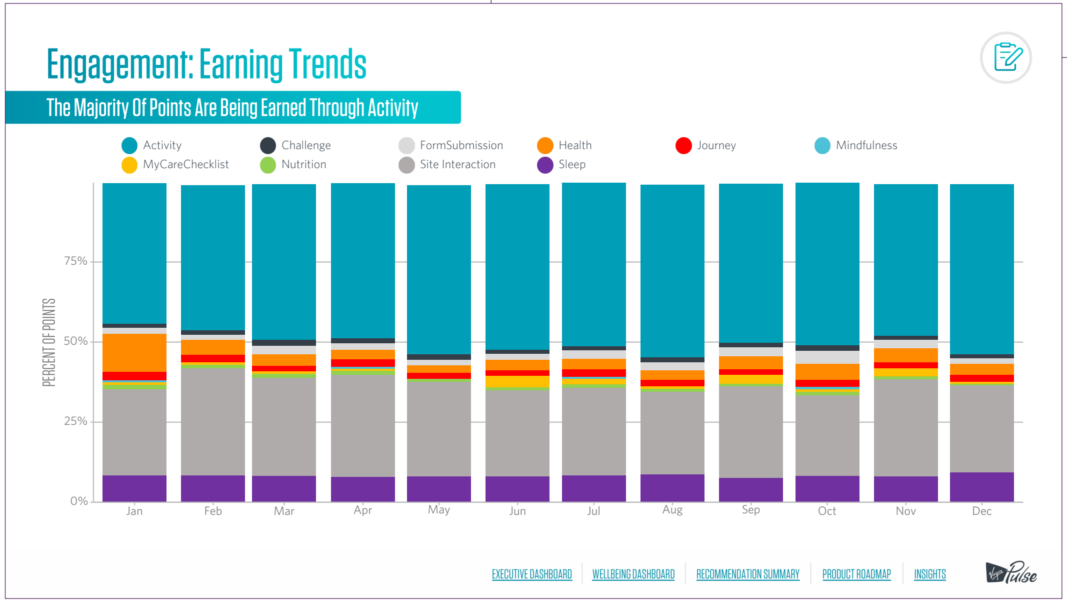
Client review

Insights reveal the health of your program and the impact it's having on members – and your consumers.

- Insights are supported by historical trend data, industry standards and Virgin Pulse book-of- business comparisons
- Review the Virgin Pulse Product Roadmap and discuss innovations that could support the evolution of your program



Sample Client Review
Insights: Health Assessment



Sample Client Review
Insights: Usage – Earning Trends

Client Review

Recommendations

Your CSM is continuously assessing program data and analyzing it against your goals. During the Client Review, your Client Value Map will guide any program recommendations made by your CSM.

Discover	Compare program outcomes, trends and contributing factors to identify opportunities for improvement
Develop & Implement	Pinpoint actionable, strategic recommendations based on proven best practices aligned to your goals
Deliver	Revisit your Value Map to integrate recommendations and update action planning
Demonstrated Value	Continually report progress on your KPIs to measure program performance and impact

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Claims data & insights

Claims data & insights

Claims data that provides complete visibility into your population's health

Claims integration allows insight into valuable data including claims cost, healthcare utilization and user compliance to help manage high risk and high-cost populations and make strategic program recommendations to improve health outcomes.

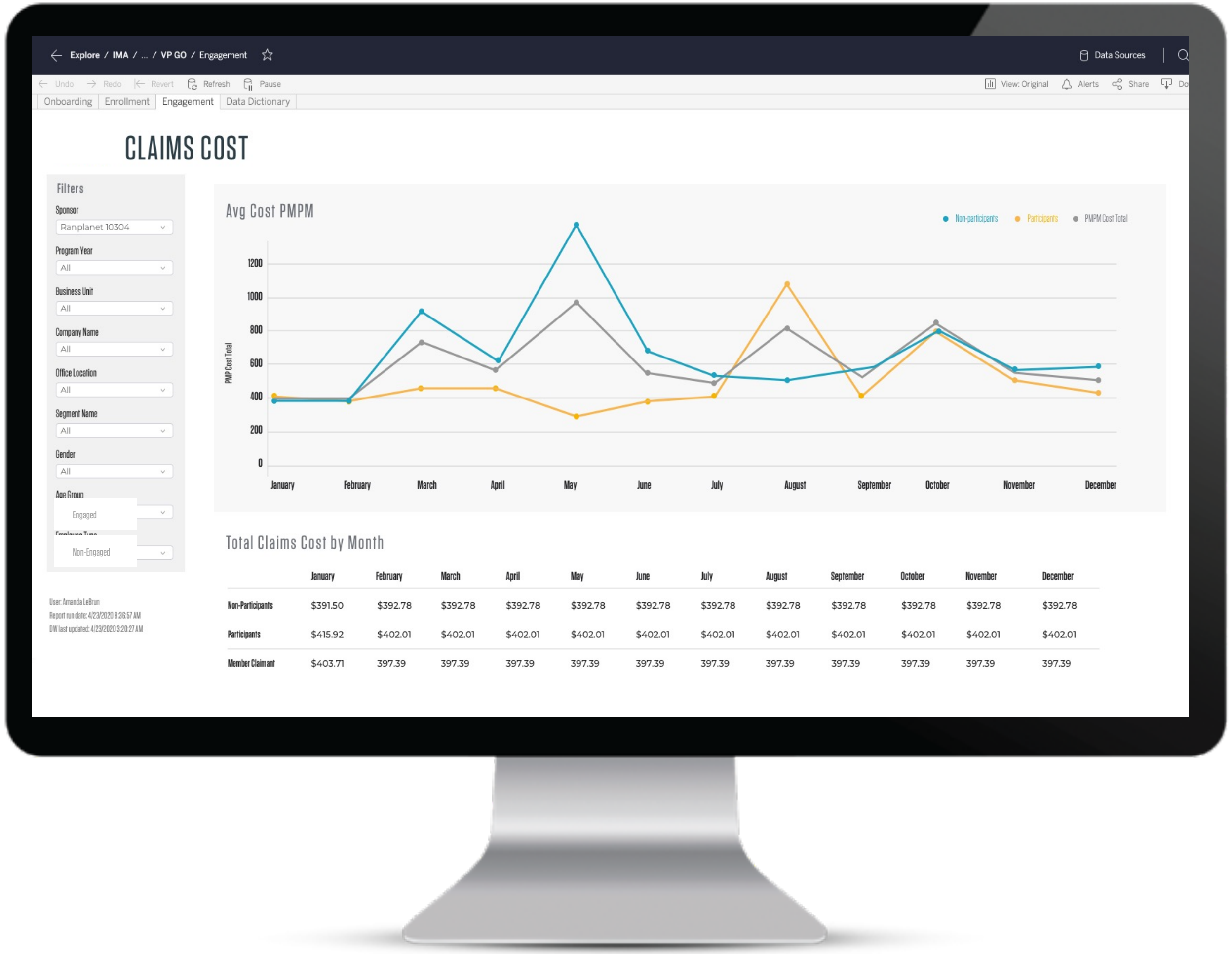
Rich Claims Data & Insights Enable:

- Optimized program design
- Greater personalization to drive higher engagement, lower health costs and better health and wellbeing outcomes

Drive Successful Health Management with a 360 View:

View your population and drill down to identify trends. The report compares claims incurred by engaged vs. non-engaged across several key areas:

- Cost Metrics
- Health Service Utilization
- Chronic and Comorbid Conditions
- Compliance
- Risks, conditions, gaps, gap closure trends

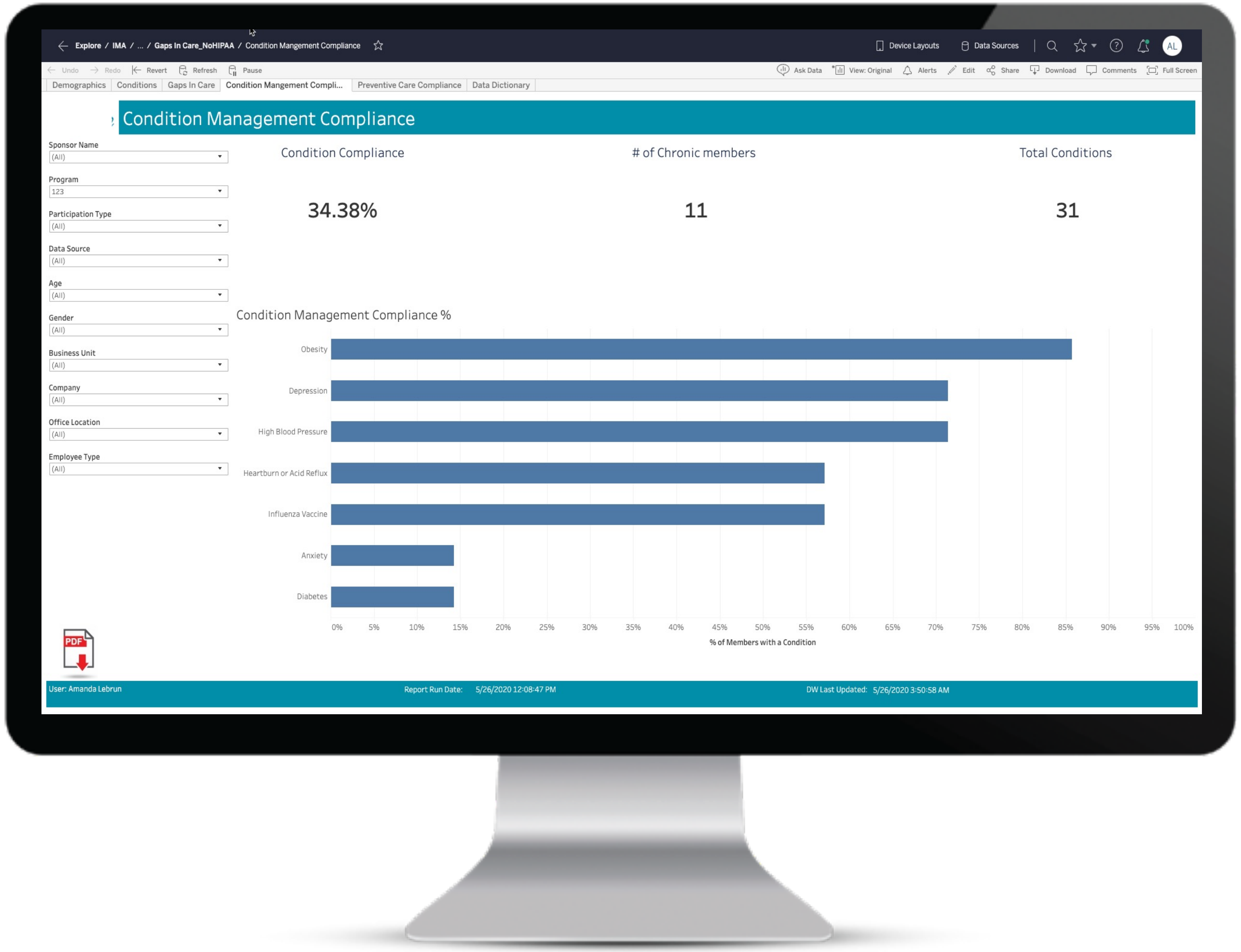


Sample Aggregate Reporting View

Gaps in care reporting

Easily visualize gaps and conditions within populations to enable program and benefit decisions

- Greater visibility into preventive care and health situation management compliance aligned to HEDIS® care guidelines
- Surfaces trending conditions in population across gender, age, or specific clients / location
- Reports include:
  - Demographics Dashboard
  - Conditions Dashboard
  - Gaps in Care Dashboard
  - Condition Management Compliance Dashboard
  - Preventive Care Compliance Dashboard

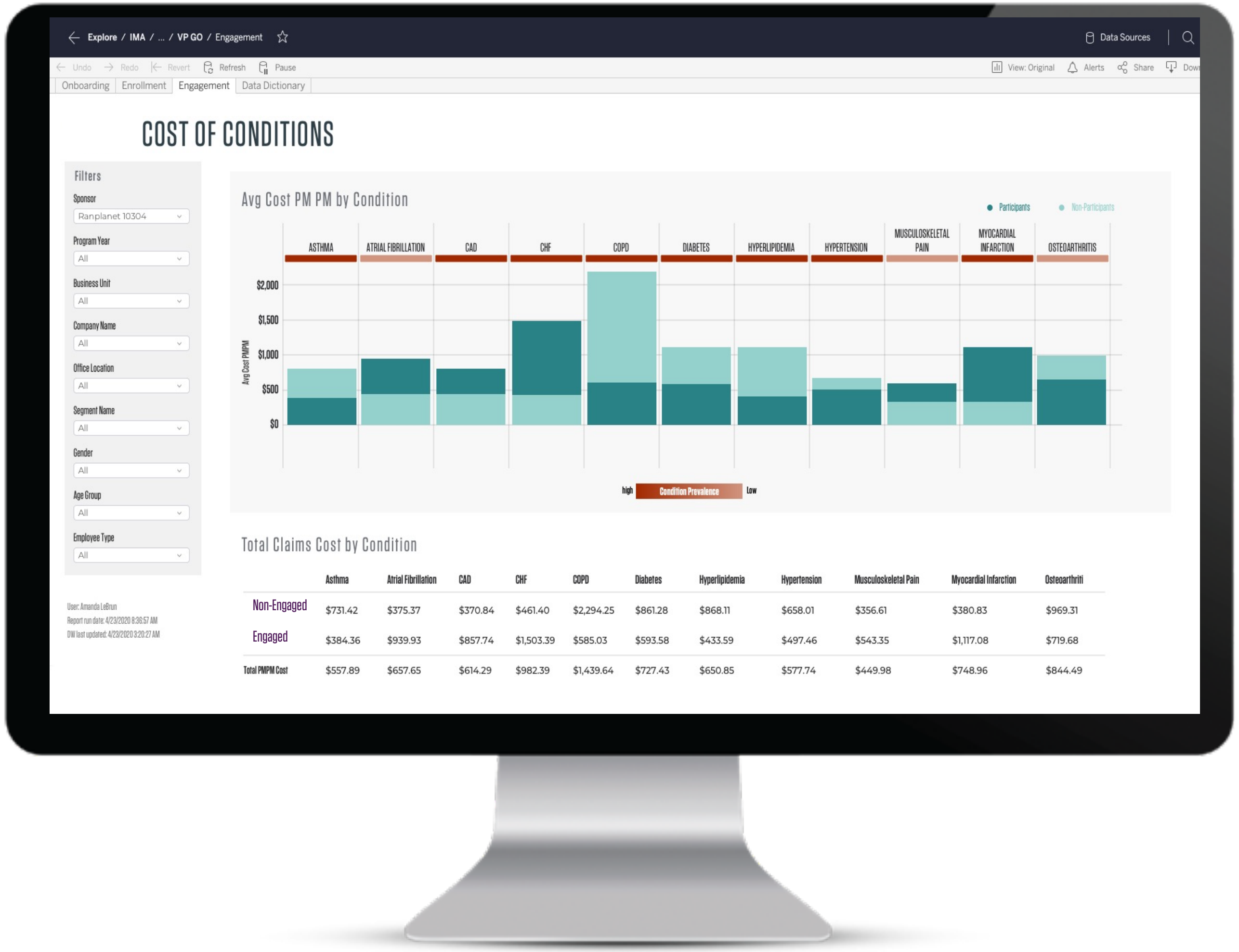


Sample Aggregate Reporting View

Claims ROI reporting

Deep insights help to empower data-driven decisions critical to impacting the highest variable consumers and customers face, healthcare claims cost

- Visibility into how cost, utilization and compliance differ between engaged and non-engaged
- Surfaces trending insights in population across genders, age brackets or specific clients / locations
    - Populations Dashboard
    - Claims Cost Dashboard
    - Cost Savings Dashboard
    - Cost of Condition Dashboard
    - Utilization Dashboard



	Asthma	Atrial Fibrillation	CAD	CHF	COPD	Diabetes	Hyperlipidemia	Hypertension	Musculoskeletal Pain	Myocardial Infarction	Osteoarthriti
Non-Engaged	$731.42	$375.37	$370.84	$461.40	$2,294.25	$861.28	$868.11	$658.01	$356.61	$380.83	$969.31
Engaged	$384.36	$939.93	$857.74	$1,503.39	$585.03	$593.58	$433.59	$497.46	$543.35	$1,117.08	$719.68
Total PMPM Cost	$557.89	$657.65	$614.29	$982.39	$1,439.64	$727.43	$650.85	$577.74	$449.98	$748.96	$844.49

Sample Aggregate Reporting View

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Commonly requested data file extracts

Most common file types

Data Requests

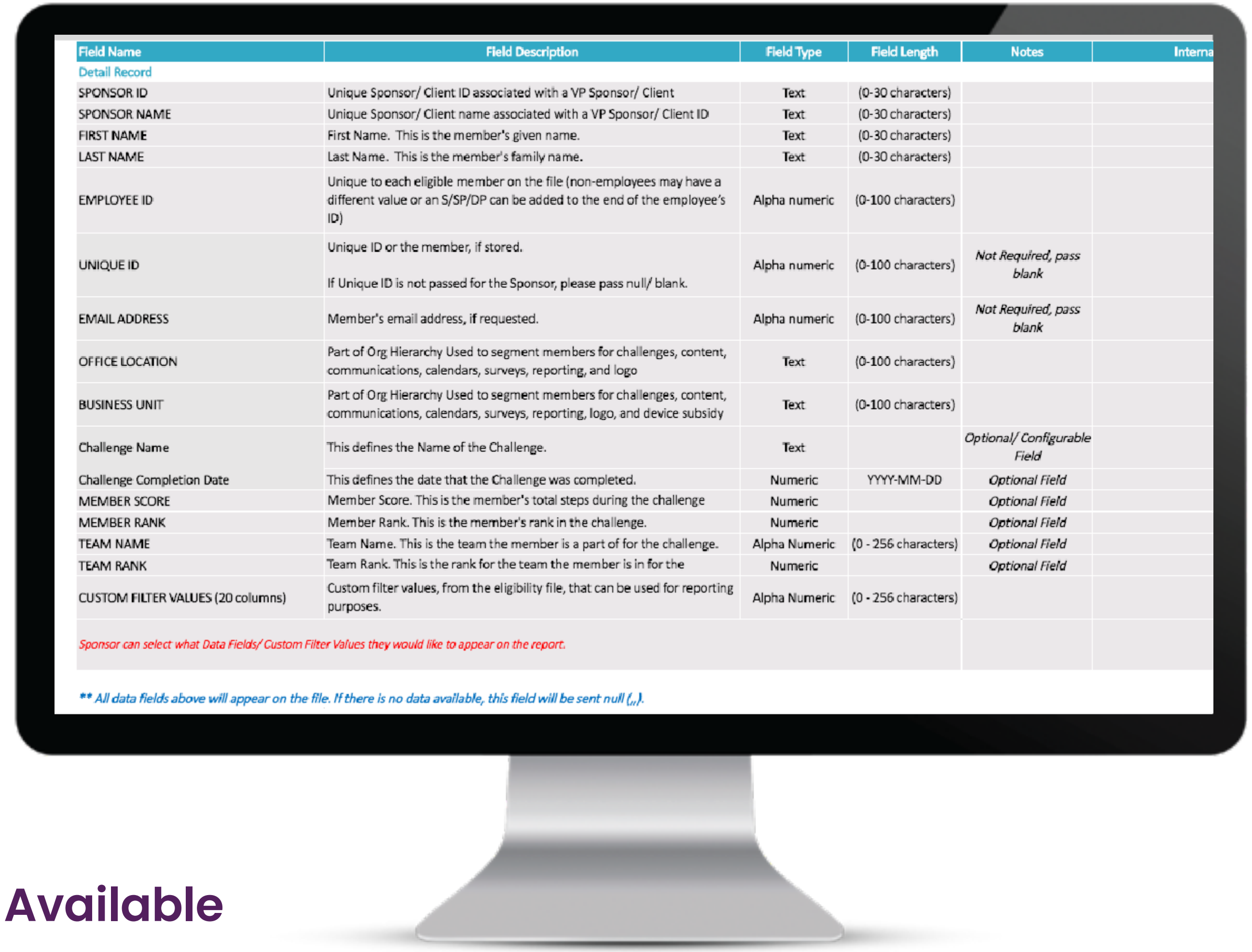
A standard file extract follows the Virgin Pulse guidelines for the most common file types that are requested.

Reports are sent through a Secure FTP site and can be automated on a regular frequency, or one-off requests.

Non-standard platform reports can be requested through your Client Success Manager and are considered customized or configured file requests.

- Challenge
- Levels
- Points
- Task Completion
- Healthy Habits
- Member Activity

***Configurable Files and Custom Files Also Available**



Field Name	Field Description	Field Type	Field Length	Notes	Interna
Detail Record					
SPONSOR ID	Unique Sponsor/ Client ID associated with a VP Sponsor/ Client	Text	(0-30 characters)		
SPONSOR NAME	Unique Sponsor/ Client name associated with a VP Sponsor/ Client ID	Text	(0-30 characters)		
FIRST NAME	First Name. This is the member's given name.	Text	(0-30 characters)		
LAST NAME	Last Name. This is the member's family name.	Text	(0-30 characters)		
EMPLOYEE ID	Unique to each eligible member on the file (non-employees may have a different value or an S/SP/DP can be added to the end of the employee's ID)	Alpha numeric	(0-100 characters)		
UNIQUE ID	Unique ID or the member, if stored. If Unique ID is not passed for the Sponsor, please pass null/ blank.	Alpha numeric	(0-100 characters)	*Not Required, pass blank*	
EMAIL ADDRESS	Member's email address, if requested.	Alpha numeric	(0-100 characters)	*Not Required, pass blank*	
OFFICE LOCATION	Part of Org Hierarchy Used to segment members for challenges, content, communications, calendars, surveys, reporting, and logo	Text	(0-100 characters)		
BUSINESS UNIT	Part of Org Hierarchy Used to segment members for challenges, content, communications, calendars, surveys, reporting, logo, and device subsidy	Text	(0-100 characters)		
Challenge Name	This defines the Name of the Challenge.	Text		*Optional/ Configurable Field*	
Challenge Completion Date	This defines the date that the Challenge was completed.	Numeric	YYYY-MM-DD	*Optional Field*	
MEMBER SCORE	Member Score. This is the member's total steps during the challenge	Numeric		*Optional Field*	
MEMBER RANK	Member Rank. This is the member's rank in the challenge.	Numeric		*Optional Field*	
TEAM NAME	Team Name. This is the team the member is a part of for the challenge.	Alpha Numeric	(0 - 256 characters)	*Optional Field*	
TEAM RANK	Team Rank. This is the rank for the team the member is in for the	Numeric		*Optional Field*	
CUSTOM FILTER VALUES (20 columns)	Custom filter values, from the eligibility file, that can be used for reporting purposes.	Alpha Numeric	(0 - 256 characters)		
Sponsor can select what Data Fields/ Custom Filter Values they would like to appear on the report.					

*** All data fields above will appear on the file. If there is no data available, this field will be sent null (,,).*

Sample Challenge File Layout
All file extracts are delivered as .CSV

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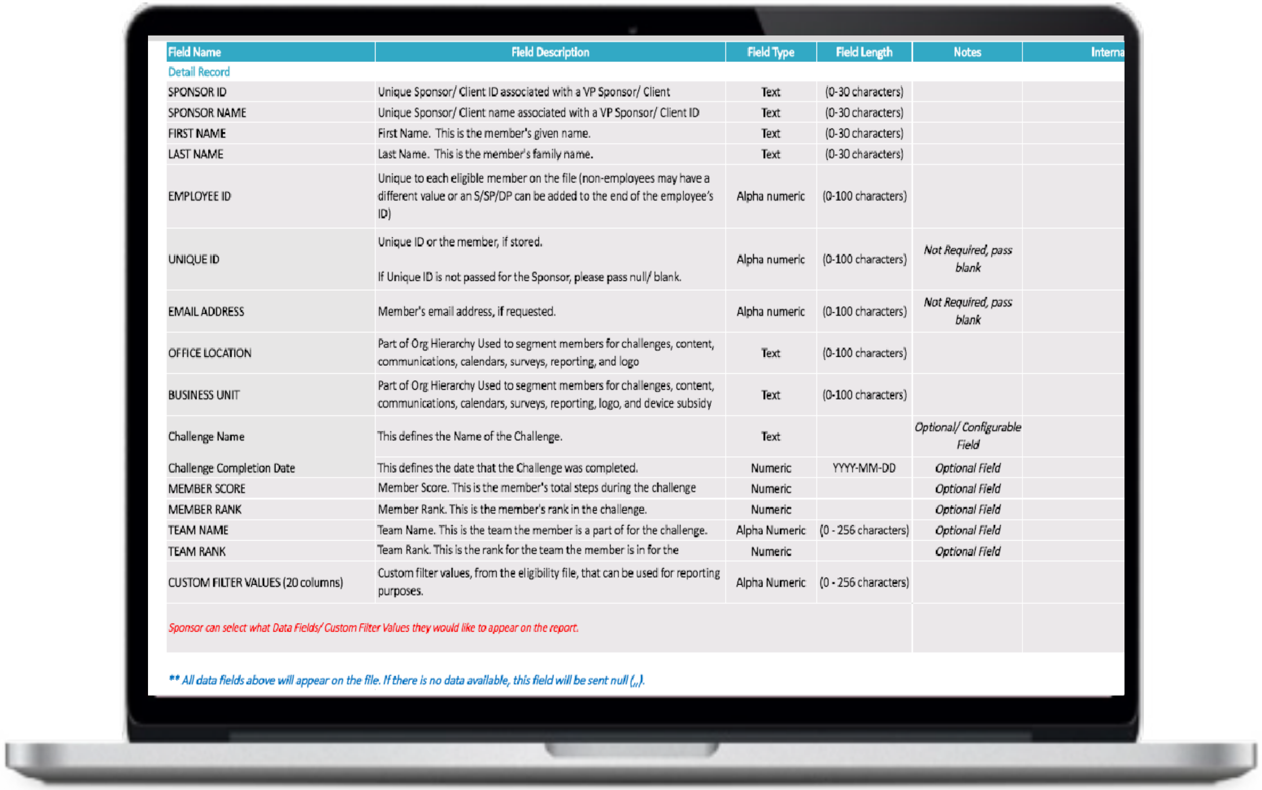
Most common file types

Member level data extracts

By leveraging the power of the data from the Virgin Pulse platform, member level data extracts can be ingested to your data warehouse, providing helpful insights into predictive modeling.

Reports are sent through a Secure FTP site.

- HRA Responses
- Member Activity
- Coach engagement
- Task Completion
- Healthy Habits



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UNIQUE ID	Unique ID or the member, if stored. If Unique ID is not passed for the Sponsor, please pass null/ blank.	Alpha numeric	(0-100 characters)	*Not Required, pass blank*	
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Sample Challenge File Layout
All file extracts are delivered as .CSV

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Most common file types

Our standard file details have default requirements for a specific format, frequency and delivered via EFT. A test file is provided for client approval before a production file is created. The test File delivery is 2 weeks from sign off date and additional sign off is required after the test file is reviewed and approved. Production File delivery is 1 week from test file sign-off date. Here is a full list:

File Spec	Report Summary	Column Summary	Use Case
Challenge File	Challenge activity per member for a date range	Member Data (multiple columns) | Challenge Name | Challenge Completion Date | Member Score | Member Rank | Team Name | Team Rank	Get results from a step challenge to recognize achievements off platform.
Double Points Layout	Reward values per member for requested reward segments	Member Data (multiple columns) | Reward Segment | Reward Value to Double	Run a double points campaign during a slow time of the year. Reward double points on a select day for anyone who tracks 10k steps.
Healthy Habits Layout	Counts number of times members tracked "YES" for requested habits	Member Data (multiple columns) | Reward Segment | Habit Tracking (number of times member tracked "YES")	Evaluate the results of your custom healthy habit challenge.

Most common file types continued

File Spec	Report Summary	Column Summary	Use Case
Level 4 Plus Layout	Counts number of times members completed tasks and includes raffle information	Member Data (multiple columns) | Reward Segment | Reward Tracking (total number of times task completed) | Reward Entries (number of times entered into a raffle drawing)	Off platform rewarding via raffle.
Levels Layouts	Shows current level and level-up date for members	Member Data (multiple columns) | Reward Segment | Current Level | Level Up Date	Review level completion across members.
Task Completion Layout - this file layout can be used for High Stepper Reports	Shows tasks completed by members and date when completed (Trigger completions)	Member Data (multiple columns) | Task Name | Task Completion Date	Report on specific tasks in your program to reward or evaluate engagement within specific tasks.
Aggregated Trigger Report	Aggregated summary of triggers	Sponsor | Trigger Codes | Company | Game Start Date | Game End Date | Count of members who earned points	Aggregated points report to see a high-level view of level achievement during a specific time frame.

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Configuring and customizing

Data Requests

We understand that not everything can fit into a box. While we recommend utilizing our best practice report templates to get everything you need, we know that sometimes a request might fall out of scope.

If a file extract request requires additional data fields, your client success team can work with our data engineers to scope a configurable or custom file.

Configurable Files

If a standard file extract's specifications have a change to the file type or frequency, then it is a configurable file and requires 1 additional week. In order to identify the high-level requirements needed please reference and fill out a configurable specification's workbook with your Client Success Manager.

A test file is provided for client approval before a production file is created.

- Test File delivery is 3 weeks from sign off date.
- Additional sign off is required after the test file is reviewed and approved.
- Production File delivery is 1 week from from test file sign-off date.

Custom Files

A custom file extract is a completely customized data request and does not match a Virgin Pulse standard file extract template. Or it matches most of a standard file template, but additional custom logic is needed.

A statement of work (SOW) is required to build custom extracts.

For example, the standard Rewards/Incentive file includes 18 specific fields. If your request requires additional fields or removing those fields and adding new ones, then the request requires our data team to provide an SOW which is considered a custom request.

A test file is provided for client approval before a production file is created.

- SOW is 10 business days (or less) from request.
- Test files are delivered 3 weeks once SOW is signed and require additional sign off/approval.
- Production File delivery is 1 week from test file sign-off date.

Platform report archive

Platform report archive

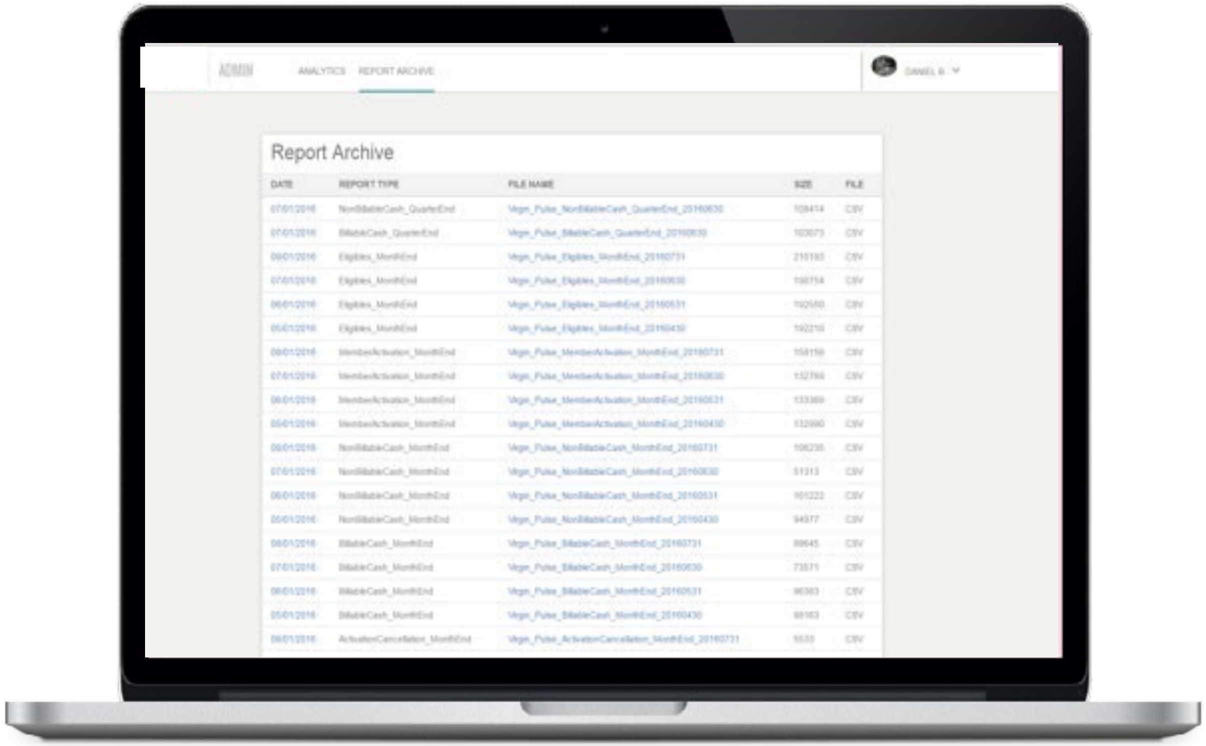
Monthly & Bi-Monthly Reports

Virgin Pulse uploads member data extracts to the Client Admin Portal by the second of each month.

Report Archives provide user-level data for easy record- keeping and invoicing.

Non-standard platform reports can be requested through your Client Success Manager.

- Eligible Members
- User Activation
- Billable Cash Earned
- Non-Billable Cash Earned
- Devices Purchased
- Member Demographics



Sample Report Archive

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Platform report archive

Locate these standard reports in by logging into your Virgin Pulse member account and access “report archive” in the Admin Portal menu under your profile picture. The file extracts in the report archive also follow standard guidelines and are scheduled on a monthly and bi-monthly cadence.

File Spec	Cadence	Column Summary	File Name	Additional Details
Eligibles Report	Monthly, by the second of every month	Sponsor ID, Sponsor Name, Eligibility ID, Employee ID, FirstName, LastName, Gender, DateofBirth, Enrolled, EligibilityFromDate, EligibilityToDate, FilterName 1-20, FilterValue 1-20	SponsorName_Eligibles_MonthEnd_YYYYMMDD.csv	Virgin Pulse produces an automatic report of member data to show the eligible population we have in our system for your sponsor.
Member Activation Report	Monthly, by the second of every month	Sponsor ID, Sponsor Name, Eligibility ID, Sponsorship ID, Member ID, Employee ID, FirstName, LastName, ActivationDate, CancelRequestDate, TerminationDate, CancelTypeCode, SponsorshipStatus, PaymentType, RecurringPayment, FilterName 1-20, FilterValue 1-20	SponsorName_MemberActivation_MonthEbd_YYYYMMDD.csv	Member Activation report shows all enrolled members from the previous month.

Platform report archive continued

File Spec	Cadence	Column Summary	File Name	Additional Details
Billable Cash Report	Bi-Monthly, by the second and fifteenth of every month	Sponsor ID, Sponsor Name, Eligibility ID, Sponsorship ID, Member ID, Employee ID, FirstName, LastName, BillableCashEarned, BillableCashRedeemed, FilterName 1-20, FilterValue 1-20	SponsorName_BillableCash_MonthEnd_YYYYMMDD.csv	A billable cash report will show member data of PulseCash earned and redeemed on the platform.
Non-Billable Cash Report	Monthly, by the second of every month	Sponsor ID, Sponsor Name, Eligibility ID, Sponsorship ID, Member ID, Employee ID, FirstName, LastName, CashIncentiveEarned, HSAEarned, HRAEarned, HSA/HRAEarned, RebateCenterCashEarned, EntriesEarned, OtherRewardTypesEarned, PremiumDiscountEarned, PremiumCreditEarned, FilterName 1-20, FilterValue 1-20	SponsorName_NonBillableCash_MonthEnd_Y YYYMMDD.csv	Non-billable cash reports will provide other incentive data earned outside of Pulse Cash. See column summary for incentive categories.

Platform report archive continued

File Spec	Cadence	Column Summary	File Name	Additional Details
Coaching *only available if client has coaching	Monthly, by the second of every month	Sponsor ID, Customer Name, Sponsor Group ID, Number of Participants, Eligibility ID, Employee ID, FirstName, LastName, Gender, DOB, Enrolled, Initial Enrolled, CoachingCallCompletionDate, CoachingStartDate, CoachingEndDate, LastAptDate, FocusedArea	SponsorName_Coaching_MonthEnd_YYYYM MDD.csv	The monthly coaching report will share data on coaching enrollment and engagement.
Subsidy Orders	Monthly, by the second of every month	Sponsor ID, Sponsor Name, Sponsor Group ID, Customer ID, Eligibility ID, sponsorship ID, Member ID, Employee ID, FirstName, LastName, Billing Group, Purchase Order, OrderID, OrderDate, ShippedDate, ProductCode, Product Name, Product Quantity, ProductPriceNoTax, TotalProductPriceNoTax, ProductSalePriceNoTax, TotalProductSalePriceNoTax, OrderSubsidyNoTax, Item Level Subsidy, Order ShippingCharge, OrderRefund Amount, TotalSubsidy, Tax, Shipto_State, Shipto_Postal Code, Shipto_Country, FilterName 1-20, FilterValue 1-20	SponsorID_SubsidyOrders_MonthEnd_YYYY MMDD.csv	*only available if client has a device subsidy. A subsidy order is a backup report to identify who has and has not taken advantage of the device subsidy offered.

Rewards-driven files

Rewards-Driven Files

Rewards files are provided to evaluate usage from a rewards or incentives point of view. These reports can also be used for off-platform recognition and follow Virgin Pulse guidelines and default requirements. A test file is provided for client approval before a production file is created. Here is a full list:

File Spec	Report Summary	Column Summary	Use Case
Rewards Incentive File Layout	Rewards and incentives by member	Member Data (multiple columns) | Reward Segment | Event Code / Description | Incentive Type | Incentive Value | Activity Completion Date	Use a rewards incentive for budget projections.
Raffle Drawing File Layout. This layout can be used for simple lists of members	List of members	Member Data (multiple columns) | Reward Segment	Get a complete list of member information to run a raffle.
Taxation File Layout	Lists incentives, values, and when earned	Member Data (multiple columns) | Reward Segment | Incentive Activity (gift card, NPO name) | Incentive Type (donation or gift card) | Value | Earned Date | Reward ID	Use this standard file for tax planning.
Tobacco Compliance Layout. This layout could be used for any type of trigger or triggers	Trigger Status, types, and completion dates by member	Member Data (multiple columns) | Event / Trigger Status | Event / Trigger Type | Event / Trigger Name | Event / Trigger Completion Date	Use this standard file to simply view completions for Tobacco Cessation

Third-party file requests

Third-party file requests

File extracts for third party vendors are typically used to evaluate user participation or measure outcomes depending on the vendor. These are sent through our secure FTP network. Here is a full list:

File Spec	Report Summary	Column Summary
MyPulse Questions & Answers File Layout	Member-level question and answer responses from each member who completed the My Pulse survey	Record Type, Sponsor ID, Sponsor Name, Member Details (multiple columns), My Pulse Start Date, My Pulse Complete Date, Question, Response
Participation File Layout	Member-level engagement report showing activities and completion dates	Sponsor ID, Sponsor Name, Member Details (multiple columns), Activity Name, Activity Completion Date
Outbound Biometric Layout	Member-level biometrics data	Sponsor ID, Sponsor Name, Member Details (multiple columns), Biometrics Screening Date, Biometrics Test, Biometrics Test Value
Outbound HRA HS Completion Layout	Member-level report showing HRA completion dates	Sponsor ID, Sponsor Name, Member Details (multiple columns), HRA Completion Date, Heath Screening / Event Completion Date, Health Screening / Event Received Date

Outbound eligibility files

Outbound eligibility files

File extracts can seamlessly be sent outbound to third party vendors through our secure FTP network. Here is a full list:

File Spec	Report Summary	Column Summary	Summary
Outbound VirginPulse Coaching Eligibility Layout	Identifies coaching eligibility	Sponsor ID, Sponsor Name, Employee Type, Employee ID, Member Eligibility Type, Coaching Eligibility	Coaching
WCS Multi-Client Outbound HS Eligibility File Layout	WCS outbound layout. See Wellness Corporate Solutions (WCS) Eligibility Extracts for more information		For the WCS partner to receive eligibility data for screening or flu shot eligibility.
VP Outbound Eligibility Layout	Standard VP outbound eligibility format		

Appendix

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