Virgin pulse

Your Smart Guide to Data

You invest a tremendous amount of time, money, and energy supporting the health and wellbeing of your members. Yet, unless you know who to target with which programs and how to best communicate with them, you will not get the results that you want or need.

Data is the answer. A smart combination of both healthcare and non-healthcare data, including social determinants of health, can predict your population's needs and likeliness to engage — at the individual level.

Data helps answer the following questions

Which individuals can be impacted?

Who has what needs and what are the financial implications for those at risk, if actions are not taken?

How do you communicate with your members?

What are their individual communication preferences (direct mail, email, text)? What language and tone should be used?

Which members will be receptive?

Who is most receptive to taking action and is most likely to participate? What message will resonate the most and drive action?

What actions should members take?

What interventions will provide the most value? What recommendations should be provided on an individual basis, while still protecting privacy?

By leveraging data on social determinants of health to better target programs, Virgin Pulse has driven a 92% completion rate.

Examples of consumer data and social determinants of health

- Car or Home Ownership
- Education Level
- Relationship Status
- Household Composition
- Proximity to Food and Transportation
- Financial Stability
- Voting Frequency
- Purchasing Habits

Virgin Pulse data by the numbers.

275ᴹ
consumer data points

1000⁺
predictive models

3 Pillars
risk + receptivity + impactabilitiy

The power of data and predictive analytics

Predictive analytics provides the ability to bring tremendous insights and focus to your health and wellbeing strategy. By understanding the power of predictive analytics and working with proven vendors, you can meet consumers where they are today and predict where they are going tomorrow. Bottom line, it's about making data work harder for you to improve the health of your members and the value of your programs.
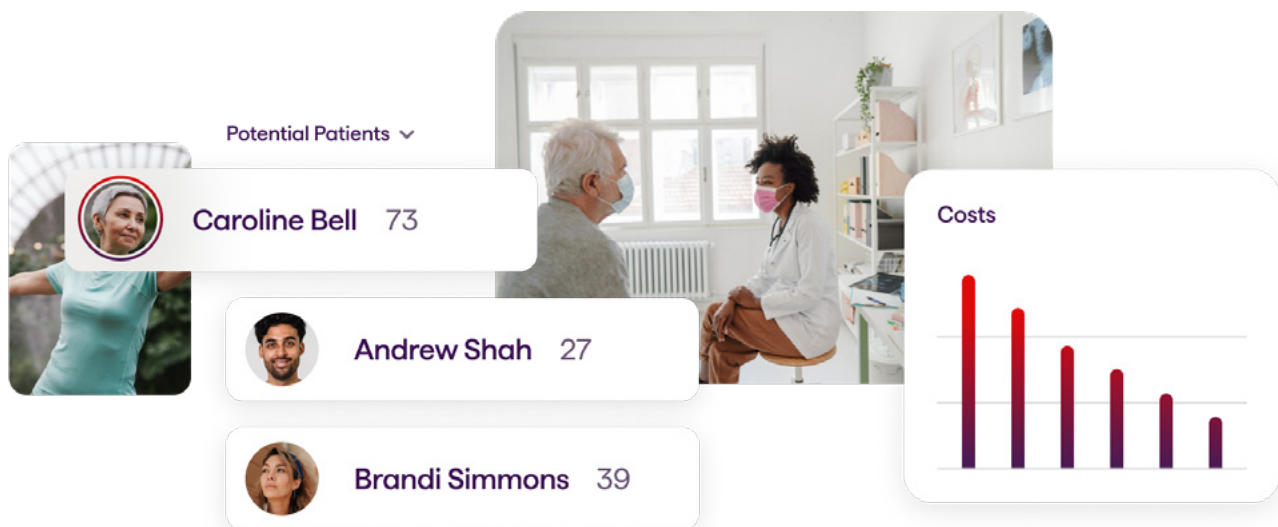
Supplement your data to get a complete picture of the consumer.
While you may have access to basic member information like age, gender, and zip code, it doesn't tell you much about their overall lifestyle and wants or needs. Social determinants of health (SDOH) data, like education, job status, relationships, financial stability, community safety, etc., are telling about what a person can or may do related to their health.

Social determinants of health are opportunities, not barriers.
Social determinants of health are often broadly defined as where people live, work and play. With 70% of a person's health status attributed to lifestyle choices and environment, it is crucial to factor in a person's social determinants to provide actionable support. A consumer's commuting patterns, household composition and food security are all data points that deliver more valuable insights when combined. By leveraging SDOH data, Virgin Pulse has driven upwards of 70-90% participation rates by targeting programs to members whose data indicated that they would be receptive to specific resources.

Bring the data together for greater insights.

Combining healthcare and non-healthcare data in a logical way makes it both meaningful and actionable. Predictive analytics organizes disconnected data points to understand and predict a person's future behaviors and needs. For example, using these insights, you could effectively target non-compliant consumers at risk of relapsing. You could effectively educate and incentivize those individuals on the importance of completing the medication regimen — keeping both their costs and yours down.

AI helps you do more, faster.

Machine learning is a type of artificial intelligence (AI) that automates modeling and allows compiled data to be analyzed quickly. Models are made of multiple variables that when combined serve as predictors of an individual's behavior. Virgin Pulse runs 1,000 predictive models per minute and produces actionable findings such as: a consumer who is 67, has a lower income, drives a domestic sedan and lives in a multi-unit dwelling is at a higher risk of COPD.

Be responsive to real-life changes.

Predictive analytics allow you to be nimble and proactive, so you can meet your members where they are in their life, at any given time. This matters because people are complicated and their needs are constantly changing. Consider if they tear their ACL or have an acute coronary event. These life-changing incidences significantly change their health and wellbeing needs physically, mentally, and financially. Dynamic data ensures your programs automatically adapt and respond to lifestyle changes in a more informed way.

Meet consumers where they work, live, and play.

Predictive analytics provides actionable insights on how your members and their dependents prefer to be contacted. Data will help reveal the channel or combination of channels that the individual would be most receptive to such as web, mobile, live agent, mail, email, text, coaching, and/or automated voice (IVR) calls.

Data delivers results

Data and predictive analytics are mission critical to delivering personalized experiences that drive year-round health engagement as well as build member loyalty and satisfaction.

Leveraging data may sound complex, but it doesn't have to be. Virgin Pulse's solutions are designed to integrate and apply data to create personalized experiences. Only Virgin Pulse can take the data you already have and supplement it with additional consumer data, including social determinants of health, to help inform your strategy and focus resources to create greater value for your organization. Building on over a decade of experience and data-driven insights, Virgin Pulse delivers record-breaking results for clients:

● Welcome

We are your health & wellbeing partner, Elodie.

200%
increased registration among unregistered members

Personalized Experience Drove Registration for Health Plan

80%
of members completed a health risk assessment

Large Blues Plan Increased HRA Completion

22%
reduction in disenrollment rates

Regional Medicare Plan Increased Member Retention

Analytics Received
Third Party Validation for
6th Consecutive Year

"Our validations are designed to help organizations cut through the noise and invest in solutions and partners that result in meaningful outcomes. The long-standing validation of Virgin Pulse solutions prove that they are the real deal, consistently generating new insights and providing effective solutions guaranteed to improve medication adherence, reduce total medical costs and support better wellbeing too."

Benny DiCecca — CEO and President of Validation Institute

Learn how Virgin Pulse's data-driven solutions can deliver unparalleled results for your organization.

Request a demo today.