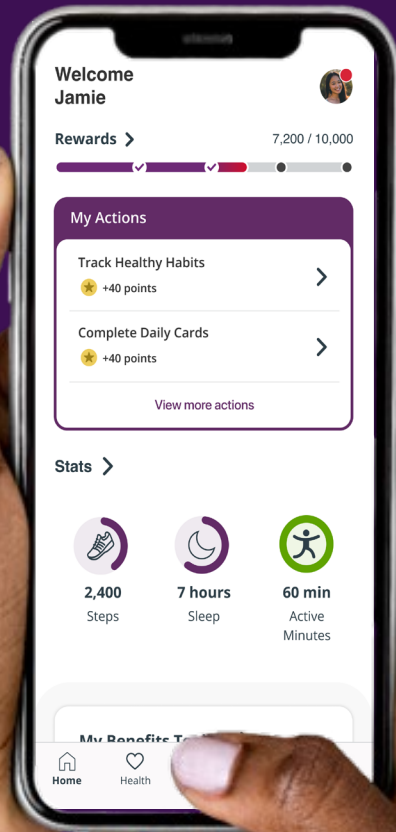




Solutions

# Engage

A comprehensive health, wellbeing, and navigation engagement solution to drive outcomes across your population.



Backed by almost two decades of experience, a comprehensive data set and the latest behavior change science, Engage brings wellbeing, health and benefits together in one simple to use, intelligent solution.

## Daily Content and Habit Tracking

A wealth of daily health and wellbeing content and digital coaching equip your employees with the support needed to build healthier routines and reach their personal wellbeing goals. 45 holistic topic areas cover all physical health, mental health, financial wellbeing, DEI, health condition support and more.

## AI-Driven Personalization

Fueled by user activity, claims, SDOH insights, and advanced AI, our superior personalization engine delivers timely, relevant recommendations. This creates a unique experience for each user, with tailored tips, content, and programming for an engaging experience that translates into meaningful engagement and outcomes.

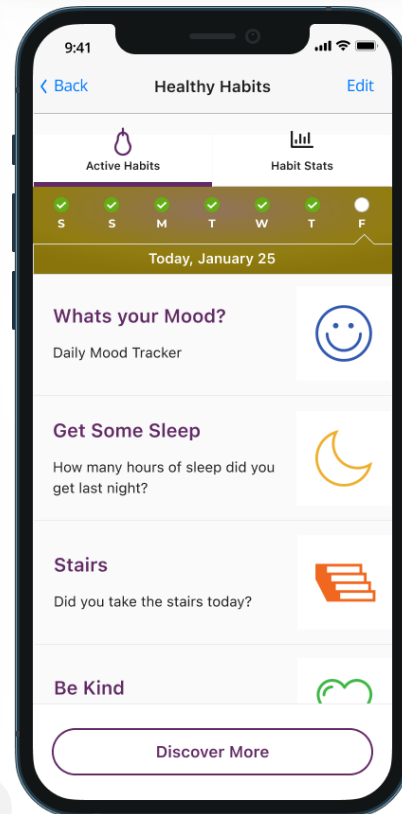


## Delightful Member-Centered Experience

Virgin Pulse connects with members and keeps them coming back for more, with daily healthy habits, micro-learning content, challenges and community spaces built to support deep connections.

## Integrated Ecosystem

Simplified integration and promotion of the right programs to each employee, all from a unified platform to lift the administrative burden and ease of launch. Extensible platform yields higher participation in all your programs and benefits.



# Where high engagement meets health – more value and more impact

Through a unified solution, Virgin Pulse combines health and wellbeing in a delightful experience that delivers actionable population health insights.

## Expansive Challenge Library

In addition to a robust, holistic wellbeing program, your employees have access to an expansive library of individual and peer-to-peer challenges to strengthen healthy behaviors, including non-steps challenges that focus on mental wellbeing, sleep and activity.

## Social Wellbeing and Support

Connect your employees. Create a community of support and cultivate a culture of recognition, appreciation and positivity with social features including peer recognition, groups, challenges and free friends & family invites.

## Built-in Health Assessment

Integrated NCQA-certified health risk assessment to uncover aggregate population health insights. For employees, it creates awareness and drives actions key to behavior change, including identifying new healthy habits or risk areas to address.



[virginpulse.com](https://virginpulse.com)

# Clients Choose Virgin Pulse to Deliver Outcomes

Whether looking to stay healthy, manage conditions or deal with an unexpected health event, Virgin Pulse is the trusted Homebase for Health® where employees can seamlessly build routines, improve lifestyle habits and navigate benefits and resources.



## Personalized health and wellbeing

Purpose-built to engage members daily and cultivate healthy habits, we lead the industry in engagement and proven outcomes. Through AI and machine learning, we deliver a truly personalized experience, empowering and motivating each employee to create their own path to health and wellbeing success.



## Science-backed and proven

We are working to transform the lives and businesses of organizations all around the world. Backed by 600+ engineers and product managers, our technology is developed in conjunction with the world's leading researchers on behavior change, employee engagement, occupational health and lifestyle medicine. Our approach to innovation enables us to deliver the best possible experience and results – for both you and your employees.



## Delivering Wellbeing that works

In our nearly two-decades leading the industry, we have come to define wellbeing that works. We deliver a strong foundation of health and wellbeing excellence that drives measurable outcomes that align with your organization's unique needs and goals. We provide value by creating an irresistible employee experience one person at a time.



## Complete admin support

Benefit from an effective suite of multi-channel communication tools that'll help create excitement and intrigue, and drive enrollment and ongoing engagement across your total population – all that your wellbeing strategy deserves. A dedicated Account Manager provides key recommendations informed by tried and true best practices.



## Robust data protection

Data security and privacy are of paramount importance to the members and organizations we serve. We maintain a strong data privacy foundation with continued investment to protect our clients' and members' security, including GDPR compliance, APEC CBPR compliance, ISO 27001:2013 Certification, SOC2, HIPAA, TRUSTe Privacy Seal.



## Insights and analytics

It's one thing to get your health and wellbeing program off the ground running. But what about showing off your success? Get rich reports with measurable outcomes and demonstrable proof of the value and impact of your investment in your workforce, including condition prevalence and gaps in care. You'll gain a baseline understanding of your population's health profile and see the impact of sustainable improvements.

# Key Features and Capabilities

## Whole Person Engagement

- **Extensible, flexible platform** — add your own content, programs, and partners to reflect your unique goals and culture
- **AI-driven** personalization and recommendations
- **NCQA-certified health assessment**, fully-integrated
- **Evidence-based, holistic daily health content** spanning lifestyle and condition management
- **NCQA-certified digital coaching** across DEI, mental health, conditions, financial wellbeing, and more
- **On-demand Program Guides** to help members maximize their experience

## Culture and Connection

- **Social groups, peer recognition, friends and family**, and leaderboard sparks connection and cohesion
- **Corporate and grass-roots challenges**, including non-steps challenge framework for more variety and holistic options
- **Events calendar** to keep employees informed and celebrate company milestones, wellbeing observances, or cultural awareness days
- **Integrated survey tools** for polls, quizzes, and feedback

## Cost Control

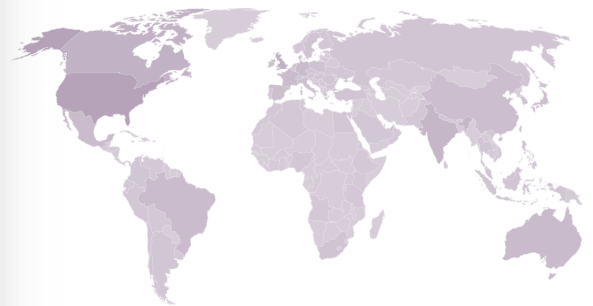
- Dynamic **preventive, and condition-specific care checklist**, informed by USPSTF and HEDIS performance standards
- **Claims integration** for care gap closure
- **Flexible rewards programs** that can offset increasing healthcare contributions for incentivized participation
- **On-demand program metrics** via self-serve reporting dashboards enable data-driven program decisions

## Additional Options

- Integration with ecosystem of health wellbeing and benefits solutions
- Customized content, challenges and member communications services
- Customized analytics services to assess impact and outcomes
- Inbound and outbound SSO options and form processing

## Unparalleled 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.



20+

Programs available in 20+ languages and counting

190

Members in 190 countries and territories

28

Languages spoken

13

Countries with local Virgin Pulse presence

Ready to take your business to the next level? Talk to a wellbeing expert at Virgin Pulse to get started.