



# Claims Integration

Designed to assist clients in making data-driven program and benefit decisions.



**Integrating claims data supercharges our platform experience and creates new opportunities.**

# Claims data makes health and wellbeing more easily attainable for members by individualizing their platform experience.

Virgin Pulse ingests claims data to personalize member engagement, identify preventive actions and encourage healthy behavior more efficiently at the individual level. By integrating claims into the VP platform clients gain access to reports for condition and gaps-in-care closure trends, utilization, as well as costs incurred for engaged vs non-engaged members and much more.

- ✓ Identify trends
- ✓ Analyze costs
- ✓ Target populations
- ✓ Strategize program design
- ✓ Update benefits plan
- ✓ Measure compliance and utilization



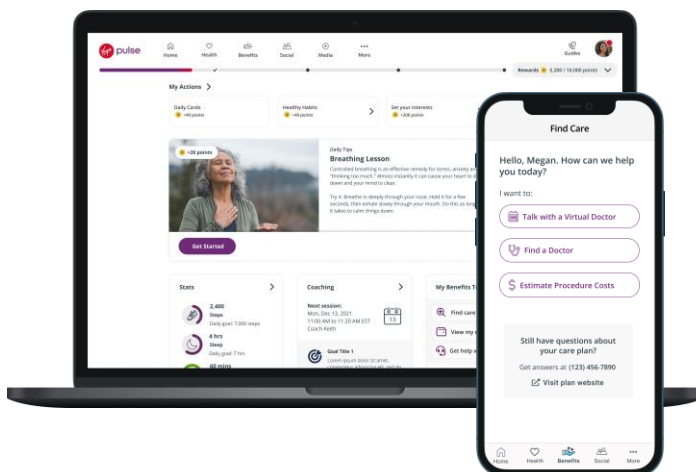
Complete visibility of health costs and risks



Fully-informed strategy and decision-making



Better care and health outcomes



**\$1,029\***

**On average, members reduce claims costs by 4%–39%**

**Help members use benefits and manage spend**

**Enhance the member experience**

**Decrease cost drivers and manage health spend**

Quarter	Year	Approximate Cost
Q4	'20	\$1350
Q1	'21	\$1200
Q2	'21	\$1150
Q3	'21	\$1100
Q4	'21	\$1050

Source: \*Ratio of claims savings for program members to total annual Virgin Pulse program investment, 2012–2016 Client Data Analysis through Benefits Science and Virgin Pulse Institute. Org Sizes range from 1,200–25,000+. These currencies are USD. <https://www.brm.org/resources/articles/articles/the-benefits-journal-employers-halt-down-health-plan-costs-for-2019.aspx> used average cost by average savings calculated in the study.

# Virgin Pulse's claims-based tools:

## My Care Checklist

In-app checklist feature supporting health and wellbeing

## Reporting Dashboard

Self-serve reporting dashboards to monitor and optimize performance.

## Business Case Study

Cost and benefit analysis of wellbeing

## VP Navigate

Standalone health and benefits guide service

## Live Services

Expert person-to-person support for total health engagement



Improves the accuracy of applied predictive models

Evaluates the impact on cost savings

Provides a view of an individual's health and wellbeing profile

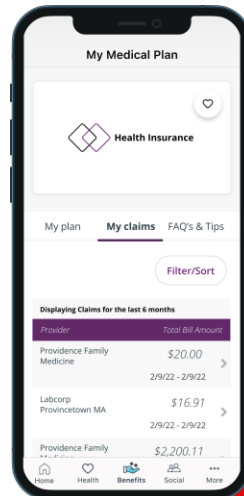
Gives access to gaps in care through the platform

Identifies and displays closed gaps in care

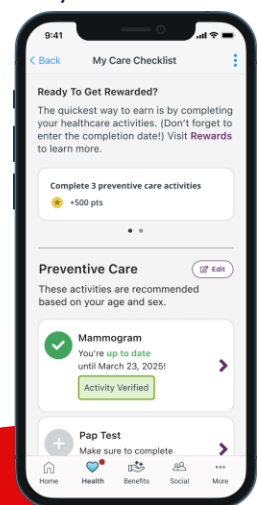
Aligns coaching and health & benefits guides with clinical care

Identifies the population's health needs

### My Medical Plan



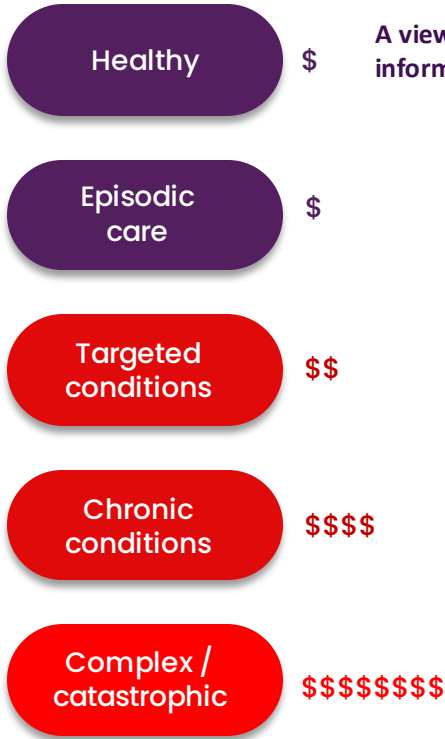
### My Care Checklist



- ✓ Personalized preventive care
- ✓ Validated completion of GIC
- ✓ Consolidated claims history

# Changing lives for good.

The ability to ingest and leverage claims data allows Virgin Pulse to deliver targeted and personalized support and experiences that inspire change.



A view of the entire member supports personalized engagement, informed care decisions and actions.



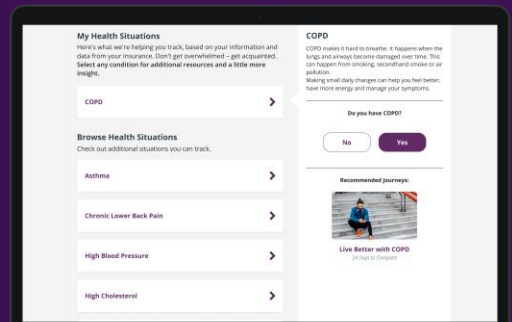
- 49-year-old male
- Type 2 diabetes
- 6 prescribing providers and 3 pharmacies (duplicate therapy risk)
- Several gaps in care
- High risk score
- Risk for myocardial infarction



Identify high-cost claimants and change their lives for good.

## Claims-based program recommendations make THE difference.

- ✓ Enable member compliance and utilization
- ✓ Conduct ROI analysis
- ✓ Identify health care cost drivers
- ✓ Identify opportunities in program design



My Care Checklist – Journey recommendation

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

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