



Combining the best of technology & human connection to further support condition management

Barrier-breaking solutions for you and your members

Barriers to health and effective condition management continue to flourish in the increasingly complex and costly healthcare landscape. Virgin Pulse removes barriers by combining the best of technology and expert human connection to holistically support preventive, chronic, and episodic health, wellbeing, and navigation needs.

Powered by our team of experts

Our team of experienced professionals is here to guide, partner, advocate, and empower your members—no matter where people are in their healthcare journey. They have the skills and experience needed to impact lasting behavior change with 78% of Virgin Pulse members developing positive daily habits and 90% being more effective at work.

Leading with engagement and wellbeing

Virgin Pulse condition management solutions are rooted in meaningful, holistic, hyper-personalized daily engagement. We know how to support people in the moments that matter—whether they are using our market-leading digital health platform, calling a guide, or sending a chat message to their health coach. This powerful combination of best-in-class person-to-person support and powerful technology delivers better health outcomes and cost savings.

Know the facts

1 in 3 adults

are affected by metabolic syndrome

\$216 billion

per year is spent in the U.S. due to heart disease & stroke

\$147 billion

yearly cost of lost productivity due to heart disease & stroke

6 in 10 adults

have at least one chronic condition

85% of employees

don't use mental health benefits available to them due to lack of awareness or difficulty accessing

Reducing risk factors

helps to alleviate stress, improve life quality, and lower the risk for developing heart disease, obesity, high blood pressure, & depression

Virgin Pulse condition management support

Condition management embedded in your Homebase for Health®

30+ Journeys

Self-guided courses to support successful healthy habit adoption

120+ Healthy Habits

Self-tracked health & wellbeing behaviors to support behavior change

430+ Cards

Daily, micro-learning content to support a small-steps approach to cue healthy actions

Health Check

NCQA-certified assessment for a fresh look at personal health and lifestyle choices

My Care Checklist

Reminders to stay on top of condition-specific & preventive care actions each year

Nutrition Guide & Sleep Guide

Resources, reminders, tracking, & rewards for building healthy eating or better sleep habits



Elevate your Homebase for Health® with additional solutions

Live Services: Drive engagement & long-term healthy behavior change

- Gain access to our experienced **Live Services** team with NBHWC and NCQA WHP certifications
- Offer person-first, whole-person support, like condition management coaching, mental health coaching, or workplace health & wellbeing expertise
- Emphasize choice, autonomy, and small steps to build self-efficacy that leads to lasting results



37% higher monthly engagement for Coaching participants¹

Digital Therapeutics: Prevent & manage prediabetes, weight & blood pressure

- Combine the best of smart technology, behavior change science, coaching, and world-class engagement—Meet **VP Transform**
- Reduce healthcare expenses, improve productivity, boost engagement, and improve life and care quality
- Access via a seamlessly-embedded experience within our Homebase for Health®



Transform Prediabetes outperforms similar solutions' weight loss average by **49%**²

VP Navigate: The right care at the right time at the right cost

- Proactively engage your members *before* care needs arise with **VP Navigate**
- Gain access to personalized benefits guidance and activation
- Find high-quality, lower-cost care 24/7 with digital and human support
- Reduce costs and improve health outcomes



\$1,500 average cost savings by choosing a high-quality, fair price provider³

Partner Ecosystem: Enhance support for your population's unique needs

- Choose from our **Partner Ecosystem** of integrated partners covering several categories
- Add partners via our streamlined procurement of pre-vetted condition management plus other health and wellbeing solutions
- Provide members with crucial support while meeting security, data, and privacy standards



10+ condition management partners focused on diabetes, MSK, heart health, digestive conditions, & more⁴

Sources: ¹ Virgin Pulse book of business, January-June 2023, comparing average monthly engagement for members participating in coaching (n=73,335) to that of members who didn't participate in coaching; ² <https://doi.org/10.2337/dci17-0012>; ³ Based on a 2021 Healthcare Bluebook case study; ⁴ Learn more about [Virgin Pulse's Global Partner Ecosystem](#).