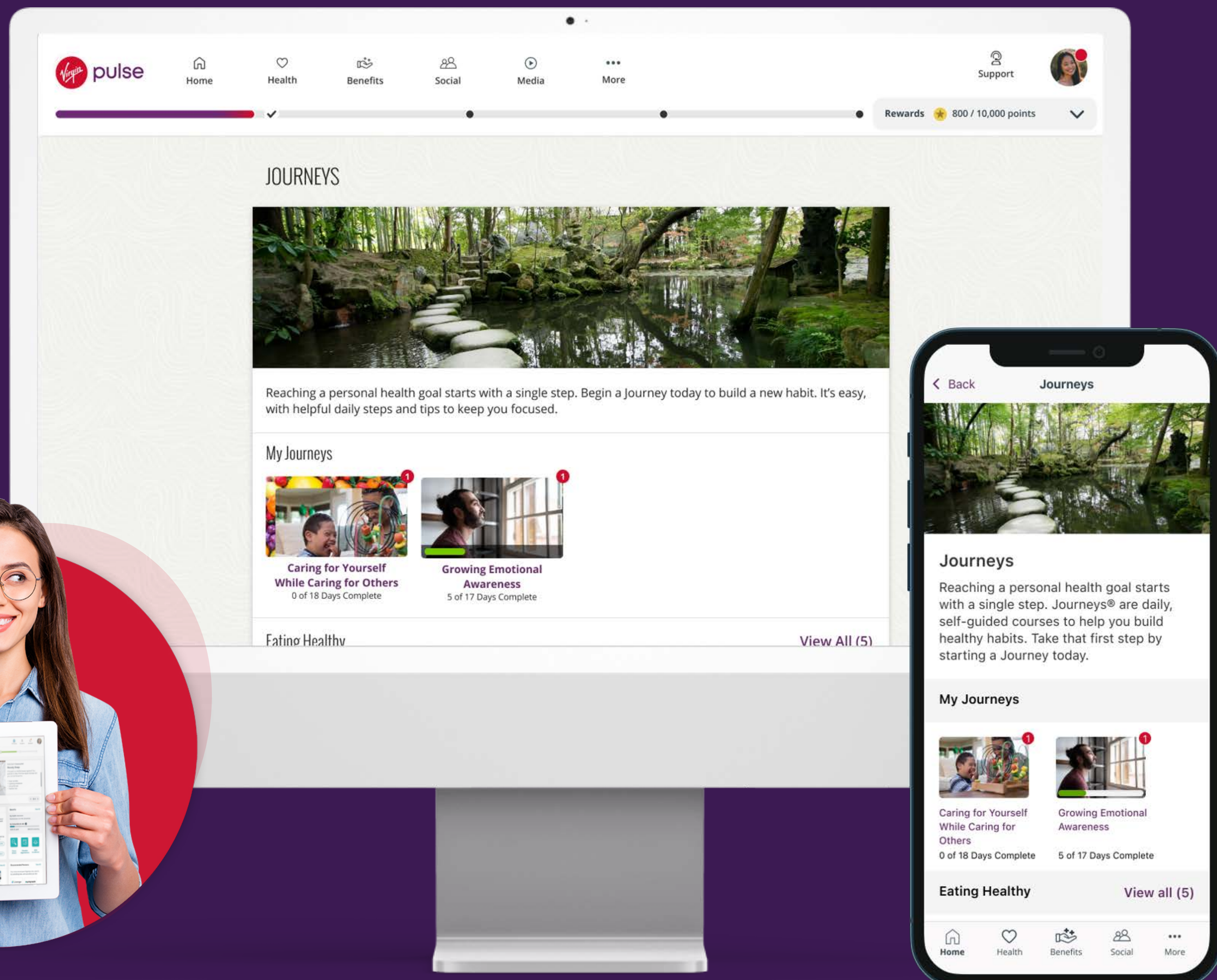


# Journeys®

Personalized Digital Coaching



## Behavior change system to build healthier habits, one small step at a time

**Virgin Pulse Journeys** are multi-week, guided courses that help employees successfully form and adopt new healthy habits. Based on extensive consumer research, Journeys create a highly personalized and persuasive experience with a combination of technology and clinical excellence. Each Journey breaks a key behavior or a larger goal into smaller achievable steps, helping people improve their health literacy and form new habits as they go. Journeys help people stress less, move more, eat better, manage finances and quit smoking. It is the only digital intervention of its kind, showing improved outcomes and sustained healthy habits.

Globally available in 20+ languages

Fully integrated and seamless experience

Choice of 60+ different topics





# Journeys Topics for Popular Health Goals

## Getting Active

### Move to Improve

To lose weight, most people think they need to eat less or exercise harder. But there's another smart way to burn more calories every day. Scientists call it "NEAT" and it stands for the calories you burn when you're NOT exercising. NEAT is about being more active in small ways all day long.

### Fit as a Family

Kids start forming physical activity patterns as toddlers. And they last a lifetime. But it's never too late. Build the habits you want for your family starting with 5 or 10 minutes. All you need: some creativity, a sense of adventure and a willingness to get silly. After all, kids just want to have fun.

### Get Strong at Home

Why do muscles matter? Let us count the ways. Strong muscles can boost your energy, help to manage your weight and even keep you out of a nursing home. We all lose some muscle mass with age, but exercise can help. And you don't need a gym. Here's how to build strength in small ways every single day.

### Walk Your Way to Fitness

You don't have to run marathons to get measurable health benefits from exercise. Just start walking. A goal of 30 minutes a day is all you need to be on your way. Let us show you.

### Ramp Up Your Workout

Even the most dedicated workouts can get stale over time. But they don't have to. Make the most of your favorite workouts and also learn about new ways to make sure your fitness routine is never standing still. Change it up!

## Eating Healthy

### Fit in More Fruit

Want a sweet option for meals and snacks that is high in nutrients, fiber, vitamins and minerals? Reach for the fruit bowl. With so many different fruits, you can discover new tastes or fall back in love with your favorites. Try new ways to add fruit to your meals and snacks.

### More Veggies in No Time

Looking for a quick addition to meals and snacks? Go for one filled with fiber, nutrients, vitamins and minerals. That's vegetables. With so many different choices and easy prep, you can be a veggie master in no time.

### Eat for Energy

You eat to get energy. That's the bottom line. Learn how to get the most nutrition while still enjoying your meals. Prepare balanced meals for energy, satisfaction and health. Avoid skipped meals that lead to hunger. Plan for nutritious snacks between meals. Take a new, thoughtful approach to nutrition.

### Eat for Health

Fuel your body with healthy, delicious foods. Know your portion sizes, love your fruit and veggies, and feel a whole lot better.

### Smart Eating

Healthy eating is not just about what you eat, it's also about how much. The size of meals and snacks can make a big difference when it comes to making sure your calorie intake is on track for your goals. Learn some simple tricks to make smart portion choices.

## Sleeping Well

### Plan for Sleep

Sleep isn't a luxury. Your brain and body need it. But better sleep starts well before going to bed. It starts when you're still awake. Explore and learn about things you can do now to help prep your mind and body for getting better ZZZs later.

### Get Back to Sleep

If you wake up and can't get back to sleep, you won't feel like yourself later when you have to get up. Learn tips for getting back to sleep right away. You'll also learn what to do if you're wide-eyed for longer. It is possible to fall back asleep and feel better when it's time for work or play.

### Ready Your Room for Sleep

Take a look around your bedroom. Is it set up to help you sleep? Or is it keeping you awake? You might need to make some changes before you can get rest. Learn how to set up your bedroom for getting quality shut-eye on a regular basis.

### Calm Your Mind for Sleep

Is your mind racing when it's time for bed? You're not alone. For many people, bedtime can be stressful. It's one of the few times of the day that's quiet—and as a result, worries can creep up. Learn how to calm your mind before bed and get better rest.

### Sleep for Parents

Whether you have a newborn, kids, or teens, it can be hard to sleep well as a parent. But having kids doesn't mean you always have to be sleep deprived. Learn techniques for getting more rest, whether your kids need a 2 am bottle, a midnight hug or a late ride home.



## Reducing Stress

### Stress Less in No Time

Stress Less in 10 Minutes We all feel some stress, but too much stress can harm your health and your productivity. Learn some simple ways you can rein in stress before it becomes a problem. These steps all can be done in 10 minutes or less. You'll soon be in the habit of dialing down your stress level every day!

### Choose a New Mindset

You probably know how a bad day can suck the energy right out of you. Here's the good news: You can break the cycle. Small step by small step, you'll learn to coach yourself into a new frame of mind.

### Three Ways to Lower Stress

What if you could stoke your energy level like you can stoke a fire? You can. Use these ideas to charge up your body with the right foods, proper sleep and physical activity. Reduce your stress and achieve the state of clear thinking and motivation called high energy.

### Make Time for Play

Play is powerful. Devote time to fun, and you'll likely be healthier, happier and less stressed. And when you have more fun, you are more fun. So, it's time to get in the right mindset to make play a bigger part of your schedule, and then you can find ways to add fun and play to every day.

### Find Your Focus

Work smarter by growing your brainpower. A great first step is to learn to improve your attention span. Think about what you can do when you're getting distracted. Build your focus over time. That will train your brain to stay on one task at a time, bringing you more energy and performance.

## Managing My Finances

### Stash Some Cash

Surprise expenses happen to everyone. But you can prepare for them. If you shift your mindset about how you spend, you can save for future needs, live more richly and have more peace of mind.

### Shrink Your Debt

Be honest: Do you know where your money went today? The truth is, many of us don't. And skyrocketing debt is the proof. No matter how much you make (or don't), smart money habits can be the difference between living well and always feeling like you're short on funds. Let us show you how.

### Organize for Financial Fitness

Want more money? Getting organized is the first step. When you know where your money is coming from—and going—you'll waste less on mistakes. And you'll gain confidence by knowing exactly what you can afford. Time to get those ducks in a row. Organize your finances to help you achieve your goals.

### Maintain Financial Fitness

Got your finances under control? Great! Now for the fun part: empowering yourself to build the future you want with the money you have. Whatever you dream of is just a plan away. It just takes a little persistence. Are you ready?

### Financial Fitness: Plan for Emergencies

In life, surprises happen. The best way to be prepared? Plan for the unexpected. That means saving money, getting the right insurance coverage and setting up legal protection for yourself and anyone who depends on you. You can't know the future. But you can make sure you'll be equipped to face it.

## Being Tobacco Free

### Consider Becoming Smoke-Free

Not ready to quit? Use this time to understand yourself and your smoking better. Consider what you like about smoking and why you don't want to quit. Notice the when/where/why of your use. Practice changing your routine. Increase confidence by taking control of situations that trigger you to smoke.

### Prepare to Be Smoke-Free

Quitting smoking isn't easy. Preparation's key. By learning what prompts you to smoke, you can plan ways to get past those situations. You can also connect with a successful quitter for support and tips to use when you quit. You'll plan a strategy for quitting, so you can quit for good.

### Ready, Set. Go Smoke-Free

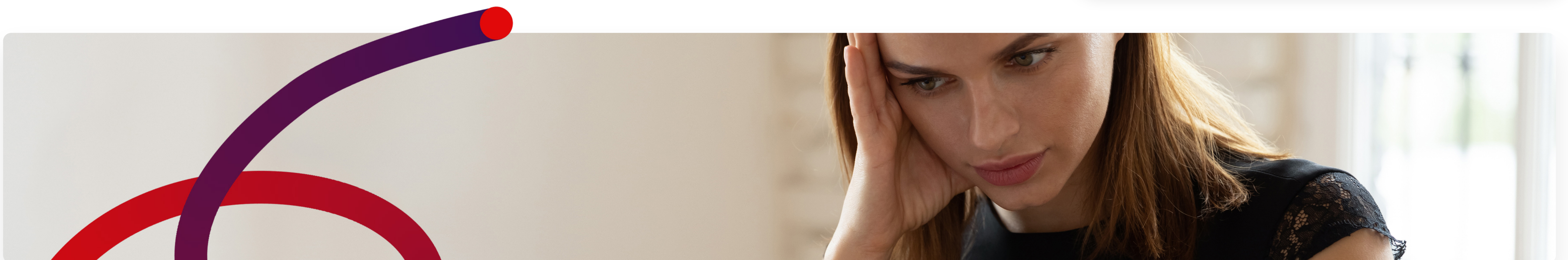
Ready to quit? Enthusiasm's great, but it's better paired with preparation. Ensure you know your triggers. Plan and practice ways to get past cravings. Decide if quit aids are right for you. Change your routines to avoid pitfalls. Use your strengths and build support to stay motivated as you quit.

### No Thanks, I'm Smoke-Free

You're in a smoke-free zone: Good for you! Keep up tactics that help you manage cravings. Continue avoiding situations where you'll be tempted to light up. Practice saying "No thanks, I quit." Learn how to get through the early days of quitting. Be inspired by others. Plan to celebrate your success.

### Stay on Track, Stay Smoke-Free

You're a nonsmoker now. See yourself that way. Keep up tactics that help you manage cravings. Continue avoiding situations where you'll be tempted to light up. Notice the ways your life is better since you quit. Help someone who's trying to quit. Celebrate your success. Keep going.



Virgin Pulse content topics are subject to change and expand over time. These lists of topics are accurate as of November 2022.



# Navigating Health Solutions

Virgin Pulse Journeys provides the preparation and practice for developing new habits through multi-week guided courses

## Live Healthy: Diabetes

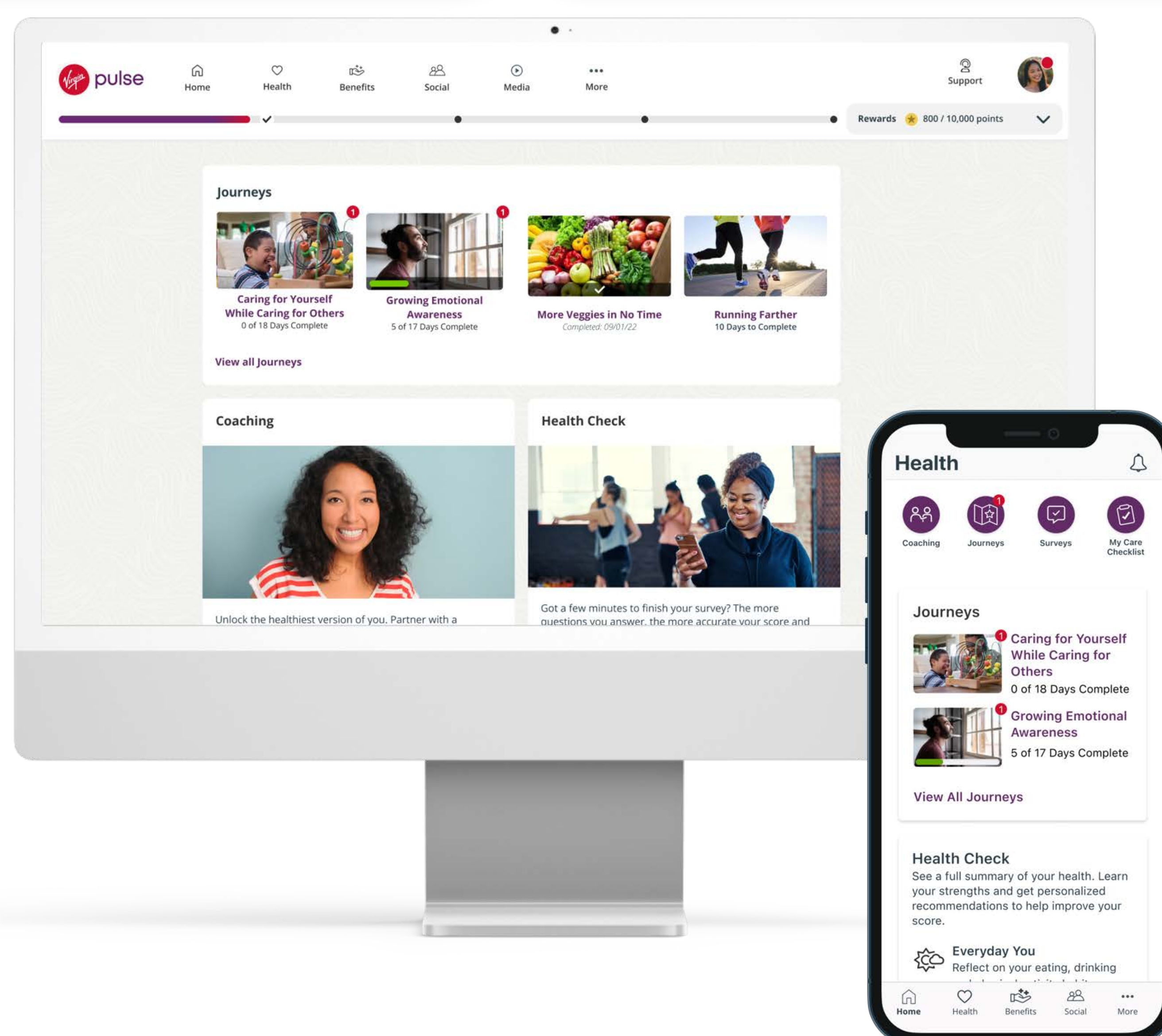
Don't be overwhelmed by diabetes. There's a lot you can do to keep your blood sugar in a healthy range. If you have type 2 diabetes (or are at risk), learn how to feel better and have more energy. If you're really good at it, you might be able to stay in control without medication.

## Live Healthy: Blood Pressure

It's time to talk about your blood pressure—and staying healthy. If you have high blood pressure (also called hypertension) or are at risk, this is the place for you. There's a lot you can do to improve. All it takes is eating healthier, doing more activities, and lowering stress in your life.

## Live Healthy: Cholesterol

Every day you have many changes to make heart-healthy decisions, from what you eat to how you move. Learn strategies to add heart-healthy habits into your daily routine. You'll practice eating, shopping and living well. Most importantly, you'll learn how to stay on track.



**Clinically-sound** – All content undergoes clinical review by certified health coaches, subject matter experts to ensure alignment with established best practices and evidence based guidelines.

**Choice and Convenience** – Journeys fit into daily life. Employees can commit to specific, small steps that appeal to their personal interests and form habits in just minutes a day with quick but powerful digital interactions.

**Confidence Builder** – Small wins are reinforced and celebrated in Journeys, helping employees maintain momentum and build on their success. Live coaching\* provides additional support.

**Gamification** – Gamification through rewards reinforce new habits as they are formed. The entire experience is simple, fun and interactive in order to keep employees engaged and motivated.

Ready to create a happier, healthier, more productive workforce?  
Talk to an expert at Virgin Pulse to get started.