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Virgin Pulse

Changing Lives *for Good*®

Name goes here

January 2024



Reporting & Insights Package



Virgin Pulse's standard reporting package



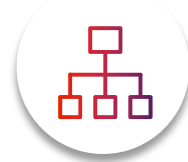
Administrative
Data Extracts



Business
Reviews



Reporting
Dashboards



Configurable
Data Extracts



Incentive Qualified
Data Extracts

Virgin Pulse reporting tools detail

Unlock strategic insights with Virgin Pulse's intuitive suite of reporting tools.

- Reviewed by our internal data experts for data quality and integrity.
- Trusted and used by over 700 clients to evaluate engagement, eligibility, program outcomes and performance.
- Engaging & simple reports are easy to use and on-demand.
- Proven value to identify keys areas to focus on and support discussions with clients and internal stakeholders.



Reporting Dashboards

A suite of intuitive, self-serve tools help you measure the impact of your program in real-time. Desktop or mobile app.



Business reviews

Receive a detailed analysis across all program data to evaluate and uncover program highlights, trends, insights and opportunities. Strategic recommendations and action plans.



Claims data & insights

Claims data provides a member experience that addresses the whole healthcare continuum for your members, from prevention to condition reversal. Claims drive cost savings and ROI for our clients.



Commonly requested data extracts

Our commonly requested data extracts are modeled after our best practices. These extracts provide you data points across many areas in the program.



Platform report archive

Standard reporting for billing, member activation and subsidies provided on a monthly cadence via your admin portal.



Rewards driven data extracts

Rewards data extracts are provided to evaluate usage from a rewards or incentives point of view. These reports can also be used to recognize members with off platform rewards.



Third party file requests

File extracts for third party vendors are used to evaluate member participation or measure outcomes depending on the vendor. These are sent through our secure FTP network.



Outbound eligibility extracts

File extracts can seamlessly be sent outbound to third party vendors through our secure FTP network.

Reporting Dashboards



Reporting Dashboards



Engagement

- % Enrollment
- % Engagement
- Top Journeys
- Top Healthy Habit



Coaching

- % Engagement
- Calls Over Time
- Topics

Coaching Plans

- # of Completed Member Facing Goals
- # of Completed Member Outcome Tasks
- # of Opened Coaching Plans



Health Risk

- Assessments Completed
- % Members Assessed
- Avg Health Check Score
- Change in Risk
- Top Risks Risk Metrics (BMI, BP)



Incentives

- Avg earnings per month
- Avg earnings per member
- Avg Level
- Total Dollars Earned



Login Activity

- All Logins
- Average Logins per Day
- Total Logins per Month



Biometrics

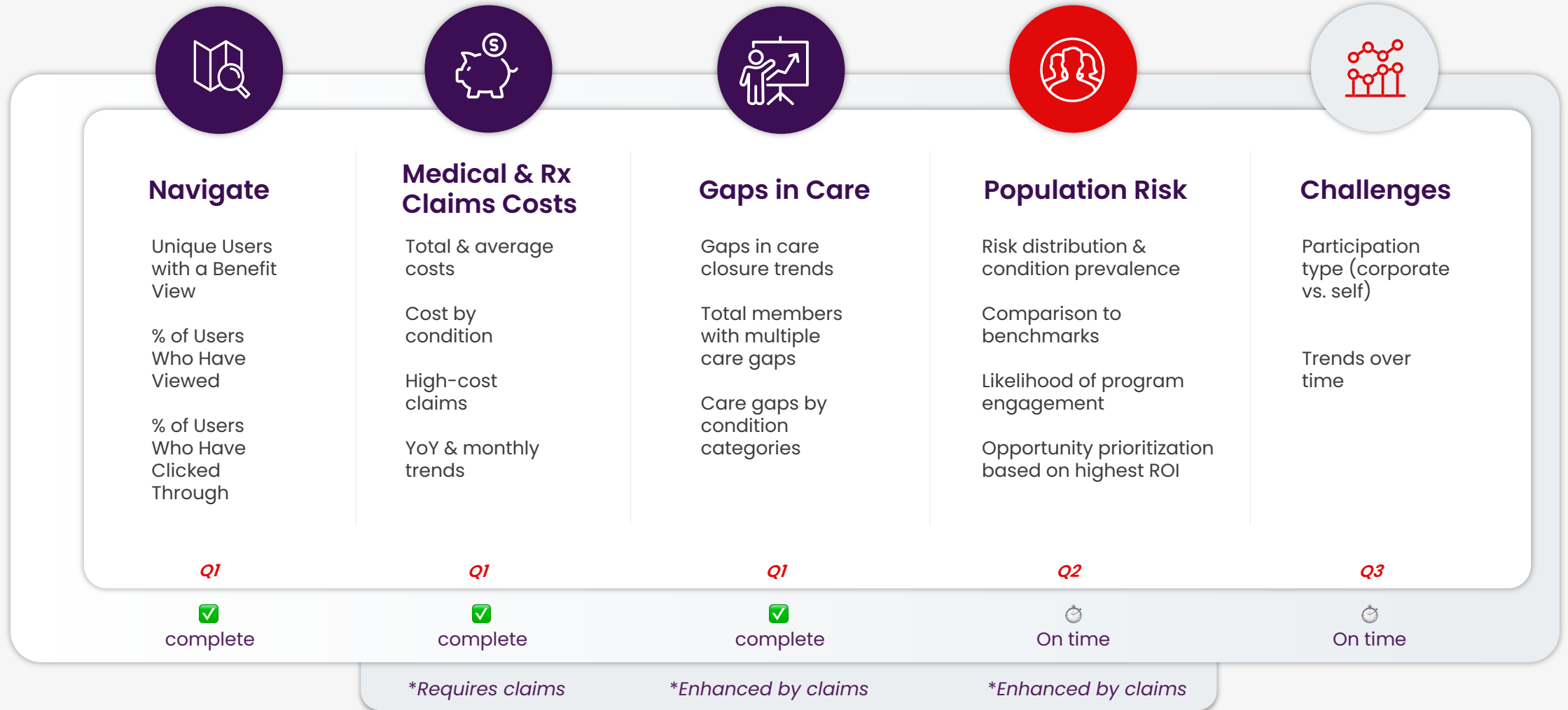
- Total screenings
- % Validated vs. Self-Reported
- Risk stratification by measure
- Changes in risk
- Top risks (Blood glucose, BP, BMI)



Partners

- Members eligible
- Members engaged
- Monthly partner engagement
- Partner actions
- Partner actions over time

Virgin Pulse 2024 Reporting Dashboards roadmap



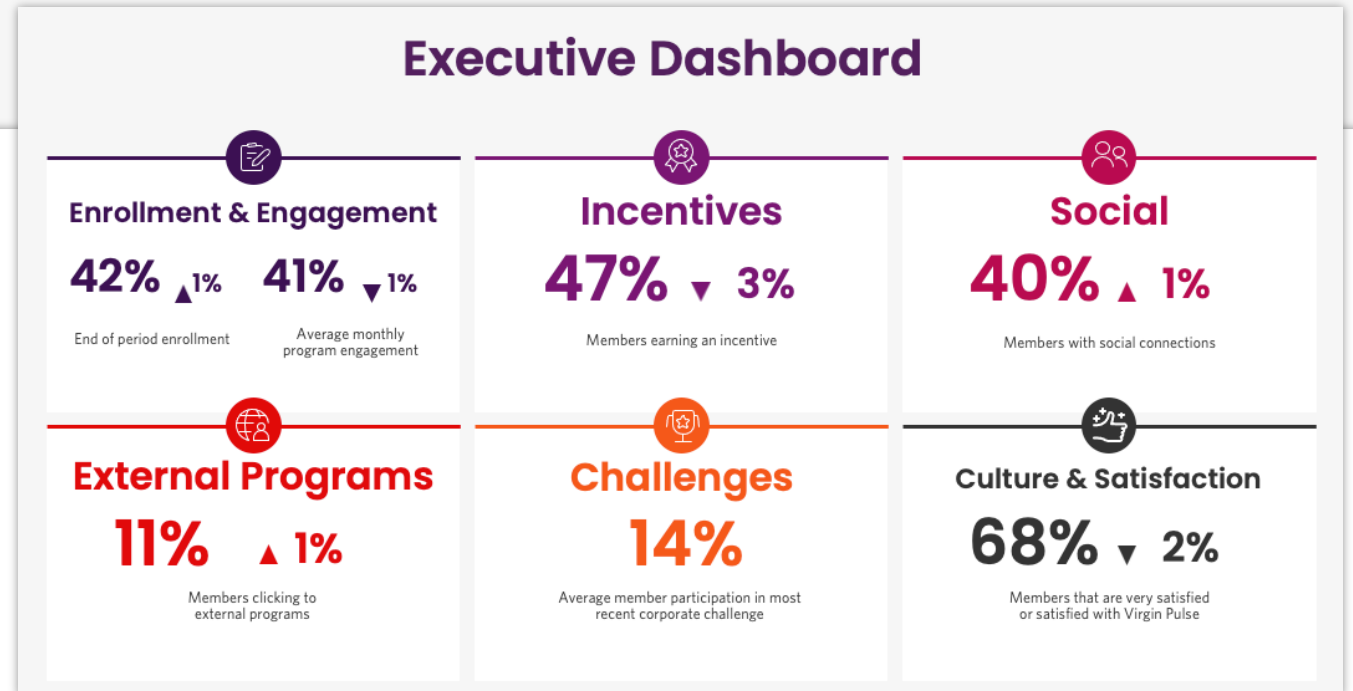
Business Results



Business Review

Tailor the Business Review to view the program details and results that matter most to you.

- ✓ **Executive Dashboard:** summary program results, member satisfaction & engagement
- ✓ **Wellbeing Dashboard:** summary of member health and wellbeing progress and outcomes
- ✓ **Recommendation Summary:** opportunities for improvements or changes and detailed action plans
- ✓ **Insights:** detailed analysis on the program details that matter most to you/client
- ✓ **Product Roadmap:** review planned innovations, product launches and program enhancements



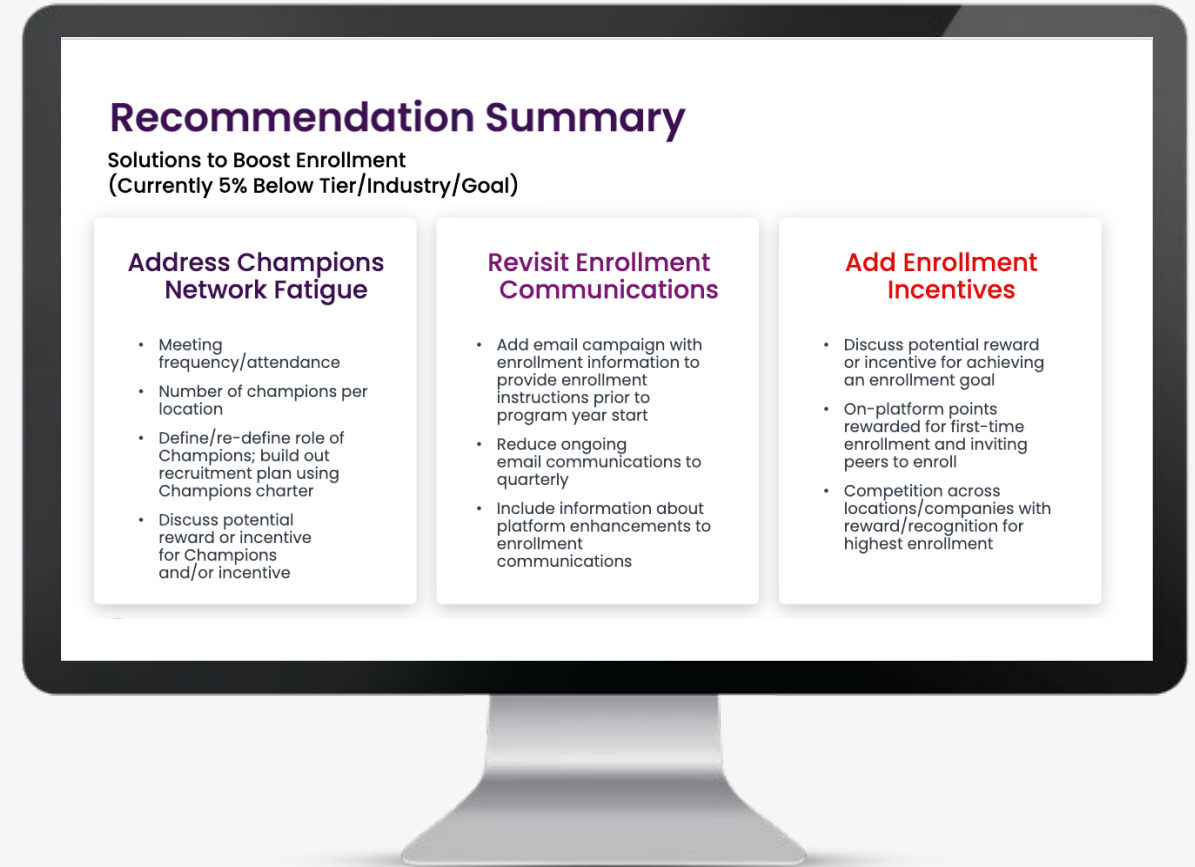
Business reviews

Recommendations

Your Account Team is continuously assessing program data and analyzing it against your organizational goals. During the Business Review, your value map will guide any program recommendation made by your AM.

SAMPLE

- | | |
|--------------------------------|--|
| Discover | Compare program outcomes, trends, and contributing factors to identify opportunities for improvement |
| Develop & Implement | Pinpoint actionable, strategic recommendations based on proven best practices aligned to your goals |
| Deliver | Revisit your value map to integrate recommendation and update action planning |
| Demonstrate Value | Continually report progress on your KPIs to measure program performance and impact |



Data Extracts

The background features a dark purple gradient. On the right side, there are several overlapping, rounded, abstract shapes in shades of red and maroon, creating a dynamic, layered effect.

Virgin Pulse data extracts

Monthly & bi-monthly

Virgin Pulse uploads user data extracts to the Report Archive within the Client Admin Portal by the second of each month.

3 types of data extracts can be delivered to the Report Archive.

1. Admin Data Extracts include insights on earnings, redemptions, and activities, delivered monthly. Samples below.

- ✓ Eligible members
- ✓ Member activation
- ✓ Billable cash
- ✓ Non-billable cash
- ✓ Coaching backup*
- ✓ Billable Cash FSA HSA *
- ✓ Device subsidy*

2. *Configurable Data Extracts are tailored extracts that allow clients to incorporate relevant information, and segment data as needed.

3. *Incentive Qualified Data Extracts supports financial initiatives like payroll deposits and HSA contributions.

Report Archive via Client Admin Portal

FILE NAME	DATE MODIFIED	FORMAT	SIZE	TYPE
2021_11_SalesV2EnterpriseDemo_BillableCash_BimonthlyEnd_20211115.csv	11/19/2021	.CSV	1.41 Kb	BillableCash
2021_11_SalesV2EnterpriseDemo_Eligibles_ActivityMonth_20211101.csv	11/06/2021	.CSV	66.87 Kb	Eligibles
2021_11_SalesV2EnterpriseDemo_MemberActivation_ActivityMonth_20211101.csv	11/15/2021	.CSV	302.50 Kb	MemberActivation
2021_10_SalesV2EnterpriseDemo_BillableCash_BimonthlyEnd_20211015.csv	10/22/2021	.CSV	850 Bytes	BillableCash
2021_10_SalesV2EnterpriseDemo_BillableCash_BimonthlyEnd_20211031.csv	11/04/2021	.CSV	2.39 Kb	BillableCash
2021_10_SalesV2EnterpriseDemo_BillableCash_MonthEnd_20211031.csv	11/04/2021	.CSV	2.39 Kb	BillableCash
2021_10_SalesV2EnterpriseDemo_Eligibles_ActivityMonth_20211001.csv	10/06/2021	.CSV	63.60 Kb	Eligibles
2021_10_Sales_V2_Enterprise_Demo_Eligibles_ActivityMonth_20211001.csv	10/05/2021	.CSV	62.92 Kb	Eligibles
2021_10_SalesV2EnterpriseDemo_MemberActivation_ActivityMonth_20211001.csv	10/06/2021	.CSV	299.51 Kb	MemberActivation
2021_10_SalesV2EnterpriseDemo_NonBillableCash_MonthEnd_20211031.csv	11/03/2021	.CSV	919 Bytes	NonBillableCash
2021_09_SalesV2EnterpriseDemo_BillableCash_BimonthlyEnd_20210915.csv	09/21/2021	.CSV	2.17 Kb	BillableCash
2021_09_SalesV2EnterpriseDemo_BillableCash_BimonthlyEnd_20210930.csv	10/07/2021	.CSV	1.60 Kb	BillableCash
2021_09_SalesV2EnterpriseDemo_BillableCash_MonthEnd_20210930.csv	10/07/2021	.CSV	2.94 Kb	BillableCash
2021_09_SalesV2EnterpriseDemo_Eligibles_ActivityMonth_20210901.csv	09/06/2021	.CSV	63.60 Kb	Eligibles
2021_09_SalesV2EnterpriseDemo_MemberActivation_ActivityMonth_20210901.csv	09/07/2021	.CSV	299.51 Kb	MemberActivation
2021_09_SalesV2EnterpriseDemo_NonBillableCash_MonthEnd_20210930.csv	10/06/2021	.CSV	1.53 Kb	NonBillableCash
2021_08_SalesV2EnterpriseDemo_BillableCash_BimonthlyEnd_20210815.csv	08/20/2021	.CSV	2.36 Kb	BillableCash
2021_08_SalesV2EnterpriseDemo_BillableCash_BimonthlyEnd_20210831.csv	09/06/2021	.CSV	2.72 Kb	BillableCash
2021_08_SalesV2EnterpriseDemo_BillableCash_MonthEnd_20210831.csv	09/06/2021	.CSV	4.25 Kb	BillableCash
2021_08_SalesV2EnterpriseDemo_Eligibles_ActivityMonth_20210801.csv	08/06/2021	.CSV	61.34 Kb	Eligibles

Member level data extracts

Column Name	Definition
Sponsor Name	Unique Client name
Sponsor ID	Unique Client ID
Employee ID/Member ID	Unique ID for each member
Platform ID	Internal VP unique identifier for each member
First Name	The member's first name included on the eligibility file.
Last Name	The member's last name included on the eligibility file.
Date of Birth	The member's date of birth included on the eligibility file.
Email Address	The member's email address.
Enrollment Status	The member's VP enrollment status.
User Category	Identifies the member as Employee/Spouse.
Member Type	Identifies the member as Employee/Spouse.
Office Location	The client supplied Office Location
Business Unit	The client supplied Business Unit
Company	The client supplied Company Location
Rewards Segment	The client supplied Reward Segment
Medical Plan	The member's medical plan included on the eligibility file
Address Fields	The member's address included on the eligibility file
Filter Fields	20 columns called Filter Values that display up to 20 additional client supplied person segmentation fields



**Table 1:
Standard
columns included**

- Collection of 30 different extracts
- Columns in table 1 included across all extracts
 - Additional specific variables included per file (e.g., redeemed amount on the redeemed rewards file)
- Delivered by request to admin portal report archive or SFTP
- Additional eligibility data can be added for configurable data extracts
- Flexible aggregations available for configurable data extracts
- File type: txt, csv, xlsx, & dat.

Additional collection of member level and aggregate reports that are included at no cost

Types of member level extracts

Default or configurable data extracts can be automatically split based on company codes, medical plans, or other group criteria
See: Extract Catalog for detailed list



Incentives

- Cash Earnings and Redemptions (Billable Cash)¹
- Other types of Earnings (Non-Billable Cash)¹
- Level achievement history
- Level & points
- Level & incentives
- Redeemed rewards
- Rewarded actions



Activity

- Member Activation¹
- Program activity
- Program clicks
- Social groups
- Attestation forms
- Coaching activity
- Promoted healthy habits
- Steps challenge dashboard
- Health Check Q&A²
- NPS & Survey
- Journeys
- Biometric completion²
- ICR Form Processing²



Informational

- Eligible Members¹
- History of eligibility changes
- Coaching billing data extracts
- Email communications

Data extracts and access



Reporting Access – Current

- Subscribe to up to 30 aggregate and member level reports that can be delivered on an automated schedule
- Receive versions of each extract by segments – automatically parsed & delivered



Data Hub – Future

- Review details and download data extracts directly in the client admin portal
- Subscribe to and segment extracts by sponsor, company, and more
- User access to data can be restricted to specific segments



Snowflake – Future

- Access and query your data directly via Snowflake data sharing