



SOLUTIONS

Virgin *Pulse*

Engage

A total health and wellbeing engagement solution that drives sustainable, long-term behavior change and delivers outcomes by bringing together high-tech and high-touch.



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 and extensible platform with integrated live support.

We deliver meaningful change and measurable outcomes by weaving relevant content, tools and programs into our members' daily, established routines and guiding them to success.

Daily Content and Habit Tracking

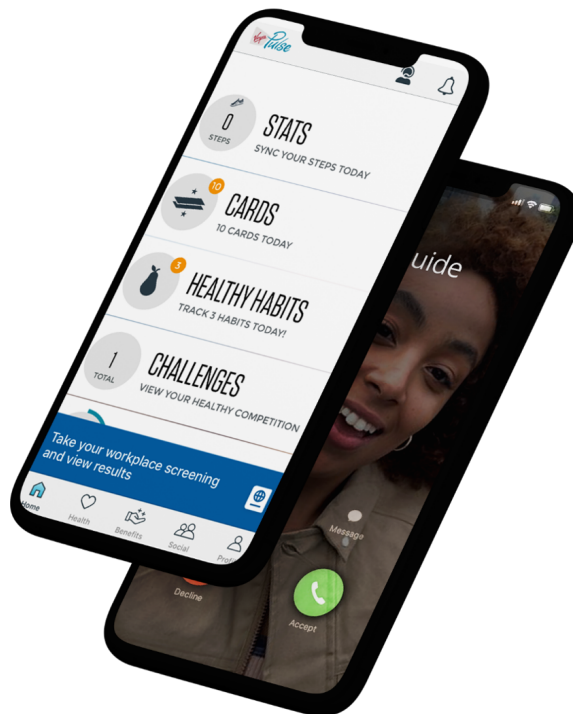
A wealth of daily health and wellbeing content and digital coaching equip your employees with the support needed to build healthier routines and reach their personal wellbeing goals. 37+ holistic topic areas cover all physical health, mental health, financial wellbeing, diversity, inclusion, health condition support and more.

AI-Driven Personalization

Health is personal, and each employee is on their own unique journey. AI-driven recommendations serve up tailored tips, content and programming, delivering an engaging and relevant experience that translates into successful behavior change and health outcomes.

Integrated Ecosystem

Simplified integration and promotion of the right partners and 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 HR programs and benefits.



Built-in Health Assessment & Gap Closures

Integrated NCQA-certified health risk assessment, claims integration and dynamic preventive and condition-specific care checklist create awareness and drive actions key to behavior change, including closing gaps in care and identifying new healthy habits.

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.

Guides

On-demand, one-stop service and support from the experts that know your Homebase for Health® the best.

Guides deliver highly personalized service to help onboard and familiarize members with your program, answer questions to address member needs and support activation and utilization of benefits.

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.

Clients Choose Virgin Pulse to Deliver Outcomes

Whether looking to stay healthy or 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 and navigate care with one-to-one support of guides.



Personalized health and wellbeing

Purpose-built to engage members daily and cultivate healthy habits, we lead the industry in sustainable engagement. 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. And support their journey with on-demand care guides.



Complete admin support

We take the admin burden off your shoulders with our dedicated client success team. Benefit from an effective suite of multi-channel communication tools that'll help create excitement and intrigue, drive enrollment across your total population and ongoing engagement - all that your wellbeing strategy deserves.



Science backed and proven

We are working to transform the lives and businesses of organizations all around the world. With over \$40M in yearly R&D innovation, 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 deliver the best possible experience and results - for both you and your employees.



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 people's health profile and see the impact of sustainable improvements.



Delivering wellbeing that works

In our nearly two-decade 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 organizations' unique needs and goals. We provide value by creating an irresistible employee experience one person at a time.



Data security & privacy

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 client's and members' security, including GDPR compliance, APEC CBPR compliance, ISO 27001:2013 Certification, SOC2, HIPAA, TRUSTe Privacy Seal.

Key Features and Capabilities

- Extensible, flexible platform — add your own content, programs and partners
- On-demand guides to answer members' questions
- AI-driven smart program and content recommendations
- Flexible rewards designs and fulfillment options
- Fully-integrated NCQA-certified health assessment
- Integrated biometric screening results
- Dynamic, personalized preventive and condition-specific care checklist
- Claims integration for validated conditions, gap closures
- Daily health content and habit trackers, custom options
- NCQA-certified digital coaching across lifestyle and conditions
- Powerful corporate and grass-roots challenge engine, including non-steps challenge framework
- Social groups, peer recognition and connections
- Rich benefits integration and promotion hub
- Integrated survey tools for polls, quizzes and feedback
- Branded website, app and communications
- Automated enrollment and engagement campaigns
- Web-based client admin portal and resource center for self-service program management
- Program metrics via and on-demand analytics dashboard
- Project manager-led implementation and launch services
- Proactive program management by client success manager
- Champions training, tools and communications
- Personalized, segmented event calendar
- Web and mobile app access in 22 languages
- Industry leading data security and privacy infrastructure

Additional options

- Fully-integrated, NCAQ-certified coaching across lifestyle and condition topics
- Benefits navigation
- Digital Therapeutics for diabetes prevention, weight management and hypertension (2022)
- Health, wellbeing and benefits partner ecosystem
- Custom content, challenges and member communications
- Customized analytics services to assess impact and outcomes
- Inbound and outbound SSO options and form processing

Proud to be the nation's #1 wellbeing provider

With our national presence and healthcare expertise, we ensure that no matter where, when or how your employees work, they get the same life-changing experience.



70+

More than 70 healthcare clients

3.2M

Members across the globe



Industry-leading data privacy & security

22

Program available in 22 languages and counting



MFA

