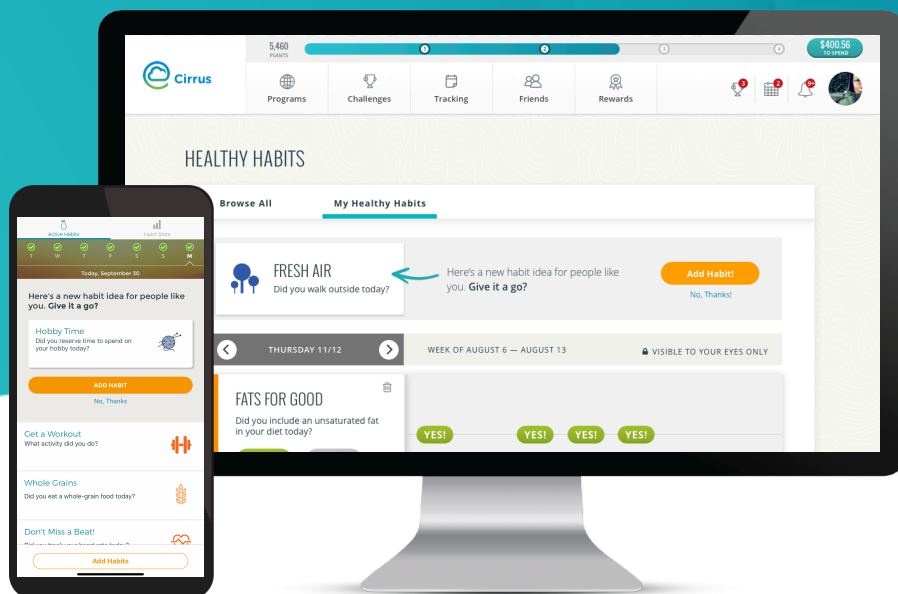# Intelligent Habit Recommendations

Dynamic and relevant healthy habits that they are more likely to adopt and engage with.

Employee health and wellbeing is not one-size-fits-all and that is why Virgin Pulse uses data to provide employees a truly unique and personalized experience. With one of the largest and most robust data sets in the industry, we leverage artificial intelligence to empower and guide employees on their health and wellbeing journey. Our Healthy Habit Recommendations support members that are looking for guidance, are stuck or could further enhance their wellbeing.

Informed by the millions of behavioral signals within the platform related to successful habit formation and adoption.

Make it easier for members to discover and build new habits.

Drive adoption and engagement with the new healthy habit and the program.