

# Taking Care of Your People

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How Virgin Pulse works in partnership with the NHS to bring a culture of care to the workplace



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# Our Partnership

Virgin Pulse has been partnering with the NHS for over **13 years**, supporting Authorities and Trusts alike with their employee health, wellbeing and people engagement strategies.

By working with NHS Authorities and Trusts, Virgin Pulse is uniquely positioned to understand the people and wellbeing challenges experienced by the NHS and how to solve for your diverse and unique needs.

In line with the NHS Health and Wellbeing Framework, we continue to support your organisation and people, wherever they are at, in their health and wellbeing journey. We will work closely to understand the unique challenges your people are experiencing and examine how this might impact their health and wellbeing needs. In turn it will help introduce appropriate wellbeing interventions that go beyond sickness absence, but embrace and educate a more holistic and preventative view, all the while, offering an irresistible employee experience your people will actually enjoy.



## In 2021 alone...



We partnered with  
**60 Health and Social Care organisations**



We helped to change  
**14,000 NHS employee lives**

The Virgin Pulse platform is a personalised and holistic wellbeing solution that supports employers in addressing a whole person's wellbeing. We harness the power of social connection, healthy competition and individual wellbeing, to kickstart new healthy routines, drive collaboration and encourage new habit formation. We do this through personal and organisation-wide challenges, encouraging daily healthy habit tracking and daily micro-learnings that are easy to digest and support in fulfilling wellbeing goals.

We understand everyone is unique, and, using AI-driven technology, Virgin Pulse creates a truly individual experience for every NHS staff member irrespective of role and location.



# NHS Wellbeing Framework


How we deliver against the NHS Wellbeing Framework to create a culture of health for your organisation.

Virgin Pulse is experienced and well equipped to support your NHS Authorities and Trusts in delivering against your NHS Health and Wellbeing Framework.


The framework sets out to help NHS organisations to understand the health and wellbeing of your people and use resources to help each organisation to address the seven key elements of the framework and mold your own wellbeing programme to your needs.

Virgin Pulse knows that addressing personal and professional wellbeing is essential for creating a true culture of health. Bringing the best version of yourself to work, building better relationships, feeling fulfilled and productive at work whilst having rich and insightful data for employers can all help encompass and embrace a healthier workplace.



 Guided Coaching and Journeys

 Data and analytics

 Team collaboration initiatives

 Science backed research

 A suite of holistic wellbeing topics

 Marketing communications and content

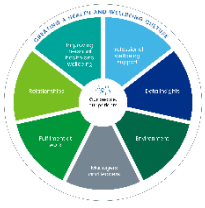
 Leadership training and support

 Daily interactive support tools

## So, what does this mean?

Whatever point your organisation is at on its health and wellbeing journey, we can provide a wellbeing programme that suits your Trust and helps you deliver the gold standard against the new Health and Wellbeing Framework.

We will now address aspects of the Framework one by one and introduce case study insights to demonstrate the impact our programmes could also have for your Trust.



# Personal Health & Wellbeing



## Mental and Emotional Health

The NHS reported that the proportion of staff reporting work-related stress increased from 40.3% to 44% in 2020\*, signifying that the increased pressure brought by the COVID-19 pandemic have impacted staff and in result of this, Virgin Pulse are seeing shifting priorities in how the Trusts are tackling staff wellbeing. There is an increased focus on more a preventive and holistic approach which is also mirrored in the new Health and Wellbeing agenda.

Virgin Pulse understands the enormous pressure that has been placed on NHS staff over the course of the pandemic - risk of burnout, anxiety and depression are at an all-time high.



### How can Virgin Pulse support you?

Virgin Pulse has helped equip NHS employees with a space to work towards strengthening their mental and emotional health through daily habit formation, guided coaching journeys and challenges that address mental health and wellbeing.

Virgin Pulse provides a plethora of mental health tools designed to address all elements of mental wellbeing. Staff can use our digital coaching guides, utilise with our 'reducing stress' topics, engage with our peer to peer recognition tool and receive daily cards with hints and tips on improving your mental health. These all help enable staff to decrease stress, foster wisdom and wonder and realign priorities to those that are important.

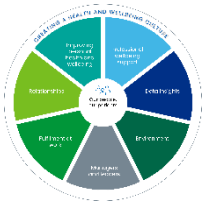
Members of our programme can learn how to take control of areas such as anxiety and depression with small and consistent healthy changes that can have a big impact.



Click [here](#) to read our **4 Strategies to Support Mental Wellbeing Quick Read**

Click [here](#) to read our **Mindfulness Tip Sheet**

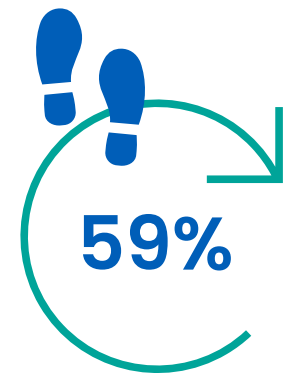
\* Reference: <https://www.england.nhs.uk> click here



## Physical Health

Virgin Pulse supports and encourages NHS staff to become more active in their daily lifestyles. Daily tips, coaching guides and activity tracking help members understand their current health and remain accountable to their personal goals.

We believe in the power friendly, team-based competition to build healthy habits and drive collaboration across your NHS organisation. Our team-based challenges are not just for runners and walkers, it's for yogi's, gardeners, boxers, swimmers, and more! Our in-app step converter tool has over 70 activities members can choose from if they don't have a device that tracks their activity. Simply input the activity and duration and the platform will convert it to steps that count towards the challenge. No matter how staff want to be active, Virgin Pulse is here to meet them whatever level they are at.

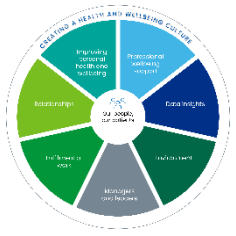


of NHS staff were more active after using Virgin Pulse\*



Click [here](#) to read our **3 Surprising benefits of workplace wellbeing challenges**

\* VP GO Final Reports 2021 for NHS Health and Social Care organisations



## Healthy Lifestyle

Virgin Pulse supports NHS staff with a variety of tools and resources to help improve and maintain a healthy lifestyle. We provide over 37 wellbeing and lifestyle content channels for members to engage with, offer digital coaching journeys on a variety of topics, host challenges and more.

We have specific coaching guides on topics such as Sleep and Nutrition. The Nutrition Guide is about maintaining healthy eating habits and is full of tips and resources built around your specific nutritional habits. Here, you can learn more about your eating type and how to make healthy eating choices that fit into your lifestyle. With our Sleep Guide, it focuses on encouraging users to develop healthy sleep habits to stay asleep for seven or more hours per night consistently, and ultimately help improve overall quality and quantity of sleep. Along with using AI-driven technology, we create a truly unique and individual experience for every member of NHS staff to help them form healthier and happier lifestyles.



“We’re thrilled to be able to get so many of our staff involved in the Virgin Pulse VP GO programme. Giving staff access to the tools they need to prioritise their own physical and mental health is imperative to making sure our Trust is functioning at its best. We’re committed to investing in our employee wellbeing programme and continuing to support our staff through our partnership with Virgin Pulse.”

Wellbeing Team at London North West University Healthcare NHS Trust



Click [here](#) to read our **Nutrition Tip sheet**

# Leicestershire Partnership Trust

LPT chose Virgin Pulse to support the wellbeing of their people throughout the winter season. Their core goals included: supporting teamwork and collaboration due to ongoing hybrid working, improving staff's physical wellbeing and immune support, and finally to promote key wellbeing goals within the Trust such as mental health, nutrition and sleep. LPT saw great uptake within the Trust and had amazing wellbeing outcomes by the end of their access to Virgin Pulse. Some of these key metrics and VOI stats are below.



“We were thrilled to help nearly 500 members of our LPT staff to support their wellbeing this year. We were able to help our people through the winter pressures and spike in covid which had been causing strain on people’s mental wellbeing, social connection and overall health. By taking part with Virgin Pulse we were able to care for the individual’s needs, whilst having some fun together in the holistic wellbeing challenges, with great outcomes for our members. Virgin Pulse partnered with us to align with our wellbeing goals and support our staff.”

**Wellbeing Team, Leicestershire Partnership NHS Trust**



470 employees engaged with Virgin Pulse at LPT\*



71% felt LPT was committed to their health\*



59% were more active\*



A 27% reduction in extreme stress\*



90% improved at least one nutritional habit\*



78% reached 7+ hours sleep per night\*



A 51% increase in members feeling healthy and very healthy\*

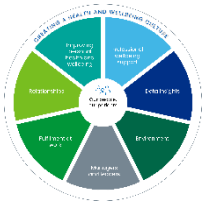


60% were in optimal psychological wellbeing\*



\*Leicestershire Partnership NHS Trust VP GO Final Report 2021



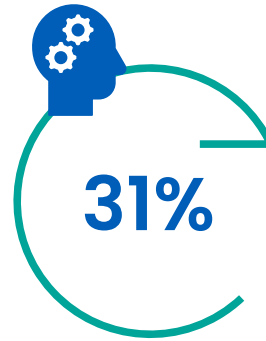


# Data Insights

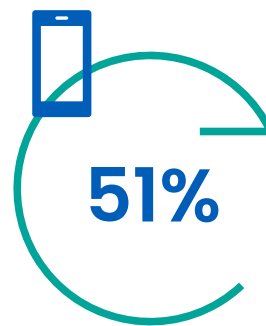
Virgin Pulse supports the NHS to be better informed about the health of their people through our robust reporting systems. Each individual will go on a journey to understand their own health through our HRA Health Check Survey. From the completed HRAs, Virgin Pulse will provide an anonymised and aggregated Baseline and Final Health Report. Virgin Pulse supports NHS organisations to understand the wide-ranging health of their people and will show the improvements made throughout their partnership with us. Virgin Pulse is lead by clinical science with our content curated by our Science Advisory Board.

We use the latest information from the NHS, WHO, CDC and other leading health organisations. The tools found within Virgin Pulse are dynamic, evidence based and clinically sound.

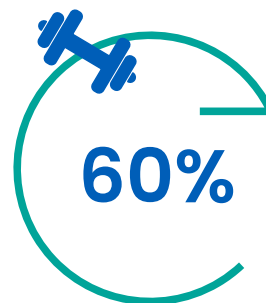
We know that changes in employee behaviours impact individual health and performance outcomes, leading to direct cost-saving benefits for your organisation. We can provide rich reports with measurable outcomes and a credible set of metrics that give you demonstrable proof of the value and impact of your investment in your workforce..



Employees said they feel less stressed as a result of using Virgin Pulse in 2021\*



Weekly interaction with Virgin Pulse in 2021\*

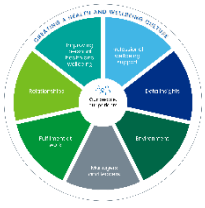


Employees reported feeling healthy or very healthy as a result of Virgin Pulse in 2021\*



Click [here](#) to read our ROI and VOI of healthy employees tip sheet

\* VP GO Final Reports 2021 for NHS Health and Social Care organisations



# Relationships

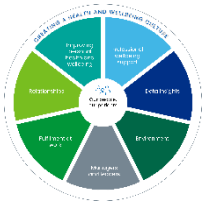


Virgin Pulse helps you leverage wellbeing to bring life to your culture. Employee wellbeing has an incredible effect on how happy your staff are, how they can interact with each other, and how they can knock down the barriers that divide them in the workplace. When your staff interact with each other every day in an environment that's inclusive and authentic, they create a thriving workplace culture – a 'culture of wellbeing'. Wellbeing initiatives can inspire healthy competition among your workforce, social challenges bring a workforce together and harness social connection.

Virgin Pulse runs challenges that bring your staff together to support one another. Staff can get into teams, which creates healthy competition, support and motivation to lead a healthy lifestyle. Additionally, it ensures that a broad range of employees, including the health skeptics, join the fun and meet new people. Virgin Pulse also harnesses the power of social networks, with a wealth of social features that makes unifying your dispersed and diverse workforce easy. Plus, it provides just the motivation and support your staff need to help one another and work together.

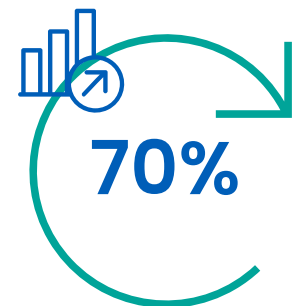


Click [here](#) for our **How to unite your dispersed workforce** whitepaper

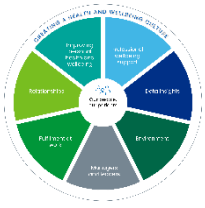


# Fulfilment at Work

Virgin Pulse supports NHS employees not just with their health but can also help support with employee engagement and happiness in the workplace. We know that healthier and happier employees perform better and in return add more value for your organisation. We do this through our platform with supporting everyone with their daily habits and health. We encourage social interactions and connections through the platform, as well as provide recognition tools that employees can use to recognise their colleagues for great things done in and out of the workplace. We provide wellbeing topics that staff can focus on to help improve their productivity, learning new things, staying safe, acting sustainably, DEI and being more effective all of which can help with their fulfillment and relationships at work.



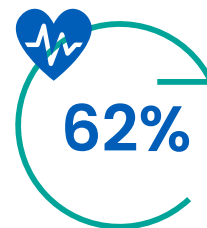
of members had good productivity levels at work after using Virgin Pulse\*



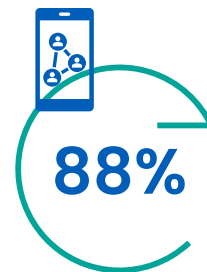
Our Virgin Pulse programmes are designed for all NHS employees, regardless of role, on site or remote, age, job profile or level of health. Whatever your situation, it's about having that life balance and fulfillment.

We understand that for NHS staff, feeling valued and recognised is important. A little recognition can go a long way in terms of the positive effect it has on staff helping to create better connectivity, teamwork, engagement, productivity and staff satisfaction. Virgin Pulse provides tools to help support just this during any employee's wellbeing journeys with us.

Virgin Pulse also supports and embraces Inclusion and diversity. No matter your nationality, background or self-identity, there's one thing we can all agree on: good health is a right, not a privilege. Wellbeing overcomes barriers, uniting all employees in a common goal—it's the best way to create a truly inclusive organisational culture. Virgin Pulse supports this through our 'Healthy Habits' that focus on embracing diversity in multiple ways, and Social Groups that can be created within the platform to enable a safe place for your people to educate, explore, and celebrate diversity which has a positive effect on fulfillment at work.

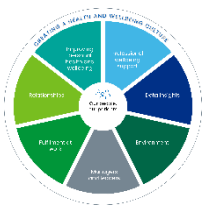


62% of employees feel the NHS is committed to their health\*



88% of members felt they had very or moderate social connectiveness to colleagues, friends and family as a result of Virgin Pulse\*

\* VP GO Final Reports 2021 for NHS Health and Social Care organisations



# Environment

Virgin Pulse can help support NHS Trusts and staff with daily hints and tips focused around acting sustainably and protecting the environment. Employees can select sustainability as a topic of interest and receive daily tips and track healthy habits based on their interests.

We also recognise that workplace health and safety is critical in any NHS setting, however even with strict safety policies, procedures and relevant training in place, accidents and workplace illnesses can still happen. Health and wellbeing initiatives can bridge the gap where safety programmes end, this helps to strengthen the overall health and safety of your organisation.



Clean environment



Avoiding plastic



Reducing your carbon footprint



Green commuting



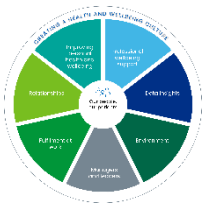
Staying safe

At Virgin Pulse we know when employees aren't feeling their best physically and mentally, which can have a huge impact on their ability to perform at their best. For example, the following conditions are likely to be strong contributors to major causes of accidents in the workplace: Reduced cognitive function, increased fatigue and reduced productivity. Staying Safe is just one of our wellbeing topics that NHS staff can utilise to help minimise these risks and create healthy and safe daily habits in the workplace.



Click [here](#) to see our **7 ways to go green at work** tip sheet

Click [here](#) to see our quick read on **How healthy employees lead to a safer workplace**



# Leading from the front

Virgin Pulse supports Senior Leaders, Organisation Development teams, Health and Wellbeing Leads, Wellbeing Guardians and Managers across the NHS in delivering our wellbeing solutions. All leaders are provided with training, tools, resources, guides and communication toolkits to help deliver and rollout the programmes from top down.

To ensure these leaders get the buy in and support of their fellow senior team members and stakeholders as well as staff, Virgin Pulse runs a variety of webinars and face to face sessions. These are designed to upskill, inform and train those people that will be supporting the rollout especially, such as Wellbeing Leads, Wellbeing Guardians and Communication teams.

Involving Senior Leadership in the launch of these wellbeing initiatives and getting them to walk the talk is where NHS Trusts have always seen their best results.



Click [here](#) to see our **Top Priorities for HR Leaders for 2022**  
Click [here](#) to see our **How to roll out a successful employee wellbeing programme** tip sheet



# Moving Forward

If you want to find out more information about Virgin Pulse and how we can support your NHS organisation, then we'd love to hear from you.

Please contact us, your dedicated client success team are looking forward to speaking with you.



[ukenquiry@virginpulse.com](mailto:ukenquiry@virginpulse.com)



+44(0)330 430 3030



[Learn how Virgin Pulse can help you roll out a fun programme to connect your people, drive engagement and promote health and wellbeing.](#)

[virginpulse.com](https://virginpulse.com)



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# Appendix

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**NHS Wellbeing Framework** - [NHS-health-and-wellbeing-framework-strategic-overview.pdf](https://www.england.nhs.uk/health-and-wellbeing-framework-strategic-overview.pdf) (england.nhs.uk)