



**The Real ROI of
Employee Health,
Wellbeing, and
Engagement**

● Free Virtual Series

PULSE
on Engagement

Meet your speakers today



Laura Walmsley
EVP & GM Employers,
Virgin Pulse



Rik Thorbecke
Chief Financial Officer,
Virgin Pulse



Poll: What industry do you work in?



Poll:

**What is the number one thing
your business wants out of
your benefits strategy?**

A man with a beard and glasses, wearing a dark blazer over a light blue shirt and light blue jeans, is looking up and to the right. A woman with curly hair, wearing a maroon blazer over a white shirt, is holding a blue folder and looking towards the man. They are standing in front of a modern building with large glass windows. The text "Changing more lives for good requires changing the status quo." is overlaid in white, bold, sans-serif font across the center of the image.

**Changing more
lives for good requires
changing the status quo.**

5 forces shaping health, wellbeing, and benefits today

- 1** Employees expect, need and value health and wellbeing programs more than ever
- 2** Attention is paramount in an overwhelmed workforce
- 3** Personalization is critical; solutions must respond in the moments that matter most
- 4** Mental health, DEI, and psychological safety must be a part of your company culture
- 5** Results matter – an effective program must demonstrate clear outcomes



Meet Virgin Pulse

Massive Impact

150M

Lives reached

73%

Developed
positive habits

400%

Increase in
program use

Member Satisfaction

4.8 / 5

Stars in the Apple App Store

★★★★★ 175k reviews

55%

Higher
activation rate

41

Member NPS
Score

Mature Business

4 out of 5

National health plans
Major health systems

Humana
PriorityHealth

**BlueCross
BlueShield**
aetna™

Kaiser Permanente
LIFEPOINT
HEALTH

93%

Client retention
rate

190

Countries &
territories

Today's focus areas

- 1** CFO perspective on benefits
- 2** Building the business case for wellbeing (including ROI / VOI)
- 3** Answering your hot questions



CFO perspective on the upside



Financial discipline and growth are not mutually exclusive; balancing the two requires thinking differently about how and where to spend.



Focusing on global benefits in terms of impact versus the number offered may help solve your talent needs and yield cost savings simultaneously.



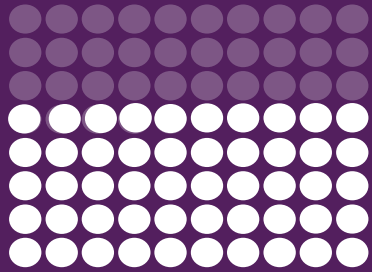
Prioritizing benefits and programs with the greatest ROI and VOI (value on investment) for your population can accelerate your path.

CFO perspective on focusing on core areas with high ROI and VOI



Why engagement matters

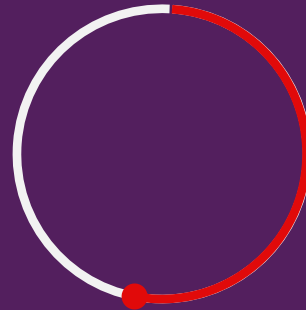
Less employee turnover



60%

High intent to stay with their employer¹

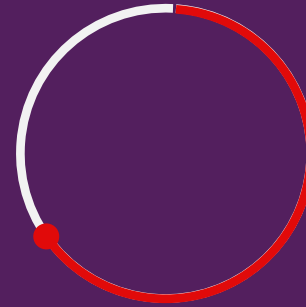
Productivity



52%

High discretionary effort¹

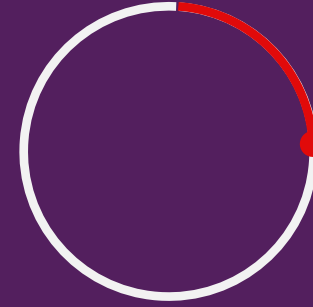
Better work performance



69%

More likely to be a high performer¹

Greater revenue & profits



25%

Higher profits²



Poll:
**What is most challenging for
you when creating a benefits
business case?**

2. Building the business case for wellbeing and engagement

86,400



Four key steps to building your wellbeing business case

- 1** Nullify the case for doing nothing
- 2** Uncovering wellbeing's real ROI
- 3** Turning the page on traditional programs
- 4** Focus on driving change, not just awareness



1 Nullify the case for doing nothing

Mental health needs are not being met

>300%

Increase in those reporting experiencing anxiety (362%) or depression (314%)¹, costing employers \$2,800 per year more in health care costs on average².

Deferred care is just starting to emerge

~30%

Of survey respondents indicated they deferred preventive or condition-specific care³.

Burnout continues to grow across the org chart

67%

According to an Indeed survey, about 52% of surveyed employees experienced burnout in 2021, and 67% said it had worsened because of the pandemic.

2 The real ROI of Wellbeing Value On Investment Framework

<https://community.virginpulse.com/roi-voi-toolkit>

1

Wellbeing Behaviors

52% Of members reduced stress or maintained a healthy level

63% Of inactive members increased their step averages²

73% Developed positive daily habits³

- ✓ Participation, engagement
- ✓ Activity, nutrition, sleep and stress management
- ✓ Connections, challenges, goals

2

Health Outcomes

61% Of participants lost weight or maintained a healthy weight⁴

65% Of high-risk hypertensive members reduced their blood pressure⁵

77% Of members reduced total cholesterol or maintained a healthy level⁶

- ✓ Biometrics, health risks reduced
- ✓ Physical, emotional, financial health

3

Benefits Impact

24% Fewer sick days³ **2.9x** Lower workers' compensation claims⁷

50% Less injuries⁷ **16.8%** Reduction in claims cost⁸

62% Of members are more aware of other benefits³

- ✓ Optimal benefits awareness
- ✓ Medical costs reduced
- ✓ Workers' comp, disability reduced

4

Business Performance, Productivity

52% Of members are more proud of company culture³ **39%** More energetic at work³

38% More productive³ **40%** Less turnover for Virgin Pulse participants⁹

40% More engaged at work³ **54%** Said offering Virgin Pulse made their company a better place to work³

- ✓ Individual goals achieved
- ✓ Customer NPS, quality, innovation, growth Retention, culture, impact
- ✓ Financial, productivity impact

Holistic approach to better VOI measurement

2 The real ROI of Wellbeing

The Total Economic Impact™ of Virgin Pulse



<https://community.virginpulse.com/roi-voi-toolkit>

162%
Return on investment

< 3 months
Payback on Virgin Pulse solutions

\$8,280,615
Reduction in healthcare costs

3

Turn the page on traditional wellness program to:

Inclusive and easily accessible wellbeing programming available to your entire population

One technology platform with human touch when you need it

Personalized and supportive of today's attention span for optimal outcomes

4 Focus on driving change, not just awareness

Wellbeing as a navigator

Evidence-based, behavior change content and programming

Company sponsored events strengthen connection & action



Poll:
**What would help you the most
in building a business case for
wellbeing?**

ROI / VOI toolkit

The signs are clear: we're in a wellbeing emergency. The time to act is now, and the cost of doing nothing is greater than ever.

A Forrester Total Economic Impact™ Study Commissioned By Virgin Pulse February 2020

The Total Economic Impact™ Of Virgin Pulse

Cost Savings And Business Benefits Enabled By The Engage Platform

Virgin pulse

Infographic

Understanding wellbeing VOI

Virgin Pulse insights and analytics



Light paper

Virgin pulse

Employee Wellbeing and Your Company's Bottom Line



Light paper

Virgin pulse

Tip sheet

Overcoming wellbeing budget concerns 2022

Find out more



Virgin pulse

Guide

How to build a business case for wellbeing

Find out more



<https://community.virginpulse.com/roi-voi-toolkit>

Thank you!



Laura Walmsley
EVP & GM Employers,
Virgin Pulse



Rik Thorbecke
Chief Financial Officer,
Virgin Pulse