



Understanding Wellbeing VOI

Virgin Pulse Insights and Analytics

As an HR leader, you're on a mission to invest in your employees to maximize their potential and performance. You probably also know all too well that this hinges on optimizing employee engagement, health, and wellbeing to create a thriving and productive culture.

While we all agree investing in your people is important, business leaders often demand quantifiable return on their investment (both time and budget). Yet ROI calculation can be complex and somewhat limiting, especially when we consider the vast value that an effective health and wellbeing program can provide, above and beyond financial returns.

Our task: Prove that investing in employee wellbeing is a critical business strategy that yields significant value-on-investment

Return and Value on Investment

What if you had a framework for measuring the full value of your program, one that transcends reduction in healthcare claims and honors the fact that the goals of your program are likely far broader than this. Because you know that when your people are empowered and thriving, your culture and organization will too. And this starts with employees having the tools, resources, and support to actively engage in their health wellbeing, improving their resilience, energy, drive, and focus through better physical activity, nutrition, sleep, and stress management.

Value On Investment (VOI) as a model is a comprehensive, flexible, and adaptable to an organization's specific needs. At Virgin Pulse, we have shown positive impact on both business and talent metrics like absenteeism, safety, productivity, and retention, as well as employee health, wellbeing, and satisfaction.

It's Time for a Holistic Approach + Better Measurement

Research has shown time and time again that when employees feel well supported and engaged, they become positive drivers of change, success, and growth of the organization.

Value On Investment Framework

1

Wellbeing Behaviors

- 52%** Of members reduced stress or maintained a healthy level¹
- 64%** Of inactive members increased their step averages²
- 78%** Developed positive daily habits³

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

2

Health Outcomes

- 60%** Of participants reduced or maintained BMI⁵
- 66%** Of high-risk hypertensive members reduced their blood pressure⁶
- 70%** Of members reduced total cholesterol or maintained a healthy level⁷

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

3

Benefits Impact

- 24%** Fewer sick days⁴
- 2.9x** Lower workers' compensation claims⁸
- 50%** Less injuries⁸
- 49%** engagement in any given month⁹
- 68%** Of members are more aware of other benefits³

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

4

Business Performance, Productivity

- 60%** Of members are more proud of company culture³
- 90%** More effective in their role at work³
- 45%** More productive³
- 46%** More energetic at work³
- 49%** More engaged at work³
- 63%** 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