

VP Transform

A Collection of Digital Therapeutics For Condition Prevention and Management



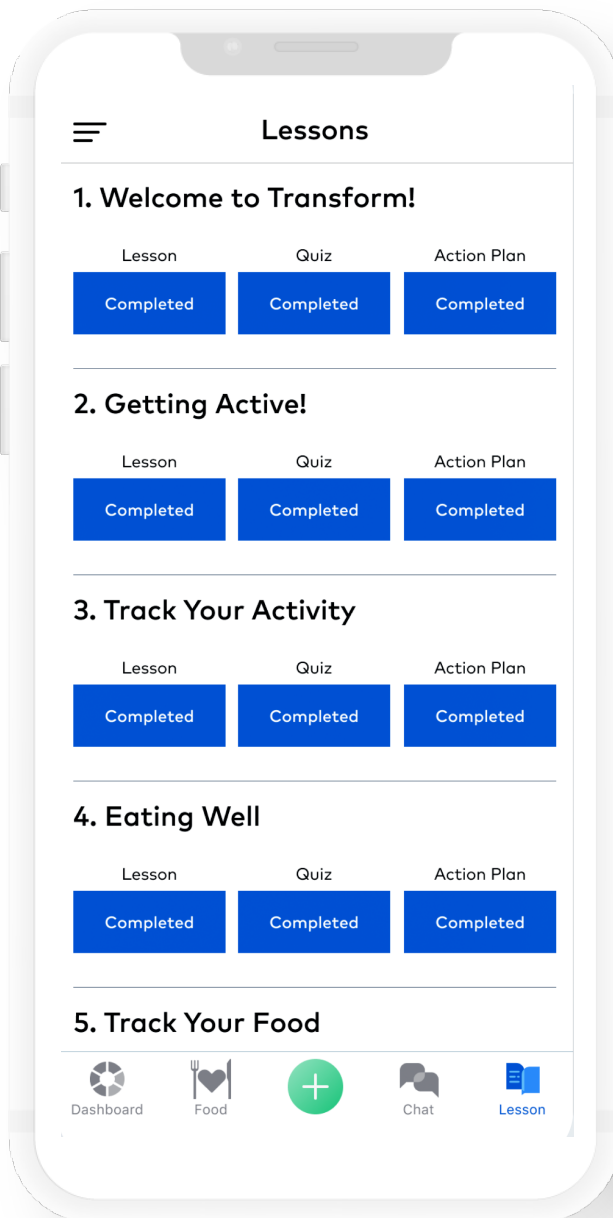
Prediabetes



Weight Management



High Blood Pressure



Evidence-based solutions with proven effectiveness

A targeted approach to behavior change with a proven track record of success and best-in-class outcomes. VP Transform embrace, sustainable, and steady lifestyle modifications that last long after the program is complete.



Prediabetes

A 12-month behavior change program for adults at risk of developing type 2 diabetes.

33%

American Adults are prediabetic



Weight Management

A 12-month behavior change program for overweight and obese adults.

2/3

American adults are obese or overweight



High Blood Pressure*

A 4-month behavior change program for hypertensive and pre-hypertensive adults. Option to extend to 6 and 12 months.

110M

American adults have high blood pressure

Validated Results

Results that surpass industry standards



Peer-reviewed published research



CDC-recognized



Evidence-based curriculum



VP Transform Advantage

More effective solutions at lower price point



Price

VP Transform offers a competitive rate of approximately **30% less** than competitors for our platform customers and **10% less** than our competitors for standalone.

10-30% Lower price point than competitors



Outcomes

Industry's top engagement and health outcomes as evidenced by various studies, internal client reviews, and recognition from CDC.

51% VP Transform outperforms industry's weight loss average by 51%.



More 1:1 Health Coach Time

Each member gets more time with their health coach than competitors.

150-300% Transform health coaches dedicate between 150% to 300% more time to each participant.



Part of Virgin Pulse Ecosystem

A seamless experience for users and administrators.

Connected SSO integration and a connected experience

Striking the Right Balance of Technology and Human Connection

Outcomes-focused solutions for high-risk groups that combine the best of smart technology, consumer-friendly tools and a specialized coaching team for those at-risk of developing lifestyle-related chronic disease.

Connected Smart Devices



Auto-synced Scale

Wifi-enabled scale that provides accountability and instant feedback



Fitbit Inspire

Behavior tracking tools are integrated into the app. Members earn a physical activity tracking device by participating in the program.



WiFi Blood Pressure Monitors

The blood pressure cuff syncs to the app providing a seamless experience from Day 1.

High-Touch Human Support



One-on-One Sessions with a Health Coach

Professional Health Coaches provide tailored guidance and individual feedback to each member.



24/7 Peer Support

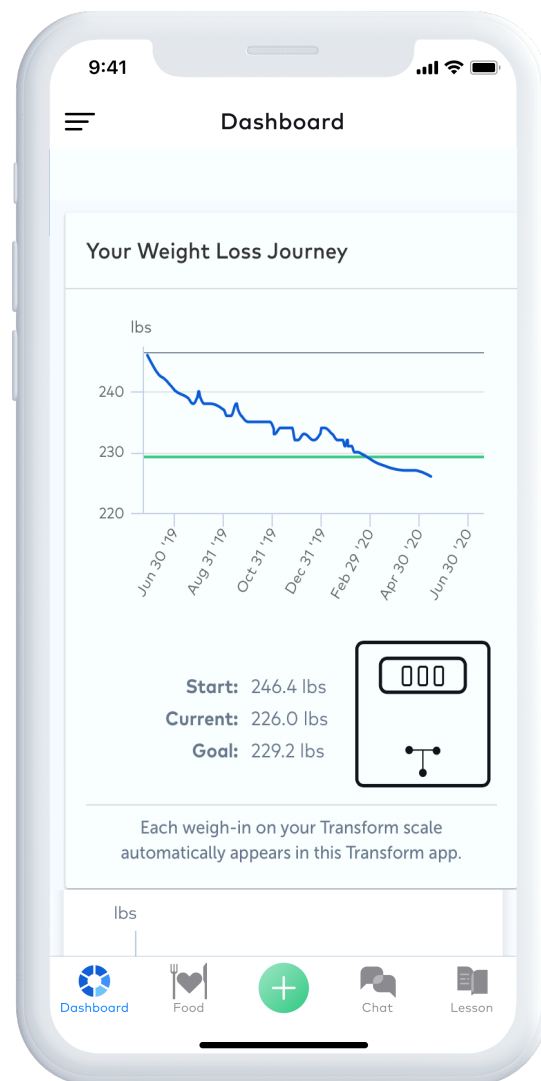
Members are placed into online peer groups of 10 to 15 where they offer encouragement, seek support, and trade tips.

Integrated Technology



Smartphone App

The Transform app is the hub for behavior tracking, coach and group communication, and evidence-based curriculum

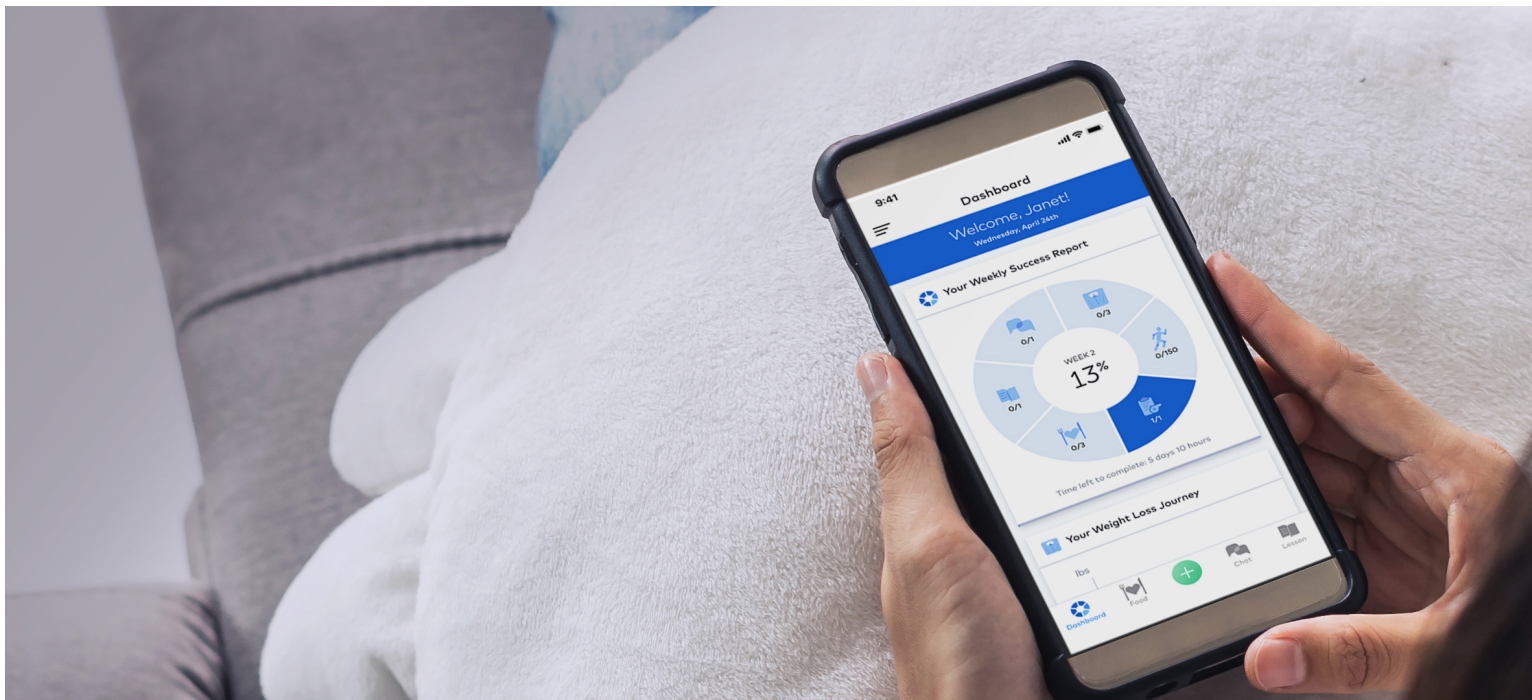


**Available in an end-to-end Spanish language experience

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Pay for Performance and Realize ROI

Curtail the rising costs of lifestyle-related conditions with VP Transform, a collection of evidence-based digital therapeutics for condition prevention and management. Invest in a clinically-validated solution with industry-leading engagement and outcomes at an affordable price point.



Return on Investment

Research confirms that preventing the onset of later stage disease can reduce annual healthcare costs by thousands of dollars per person and generate significant ROI for payers.



Pay for Performance

Payments are tied to measurable engagement and clinical markers of disease risk reduction. **Pay only when your members engage meaningfully and lose weight.**



Disease Risk Reduction

Evidence-based and condition-specific disease prevention programs that report on meaningful clinical endpoints at an individual and group level.

Interested in the program but don't want to use your wellness budget? **VP can directly bill health plans with medical claims for VP Transform!**

Empower members to take an active role in their health to reduce the likelihood of diagnosis.

Learn more at virginpulse.com Find us on [facebook](#) | [twitter](#) | [linkedin](#)

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