

VP Transform

A collection of digital therapeutics for condition prevention and management



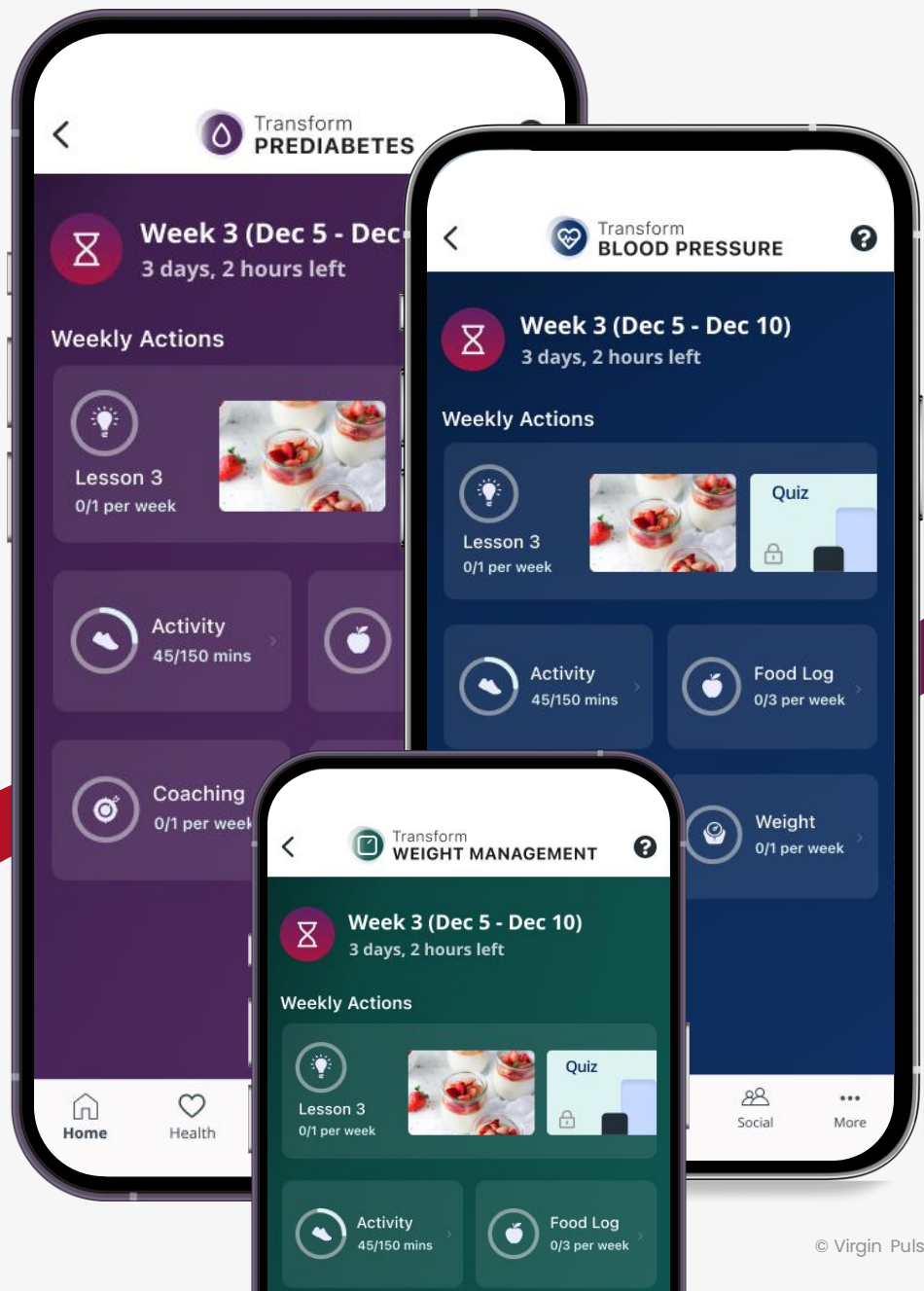
Prediabetes



Weight Management



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. Transform embraces 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 have prediabetes



Weight Management

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

2/3

Have a BMI in the obese or overweight category



Blood Pressure

A 12-month behavior change program for adults with moderate to high blood pressure.

1/2

Have moderate to high blood pressure

Validated results

Results that surpass industry standards



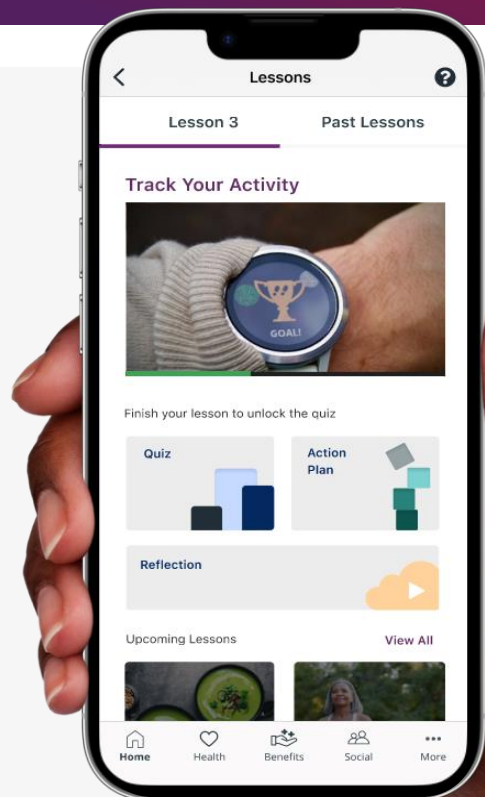
Peer-reviewed published research



CDC-recognized



Evidence-based curriculum



VP Transform Advantage

More effective solutions
and more engagement



More
Engagement

50%

Transform is seamlessly integrated within the Virgin Pulse platform, driving 50% engagement any given month on average¹



Reduced
Risk

58%

Participants who achieve program goals cut their risk of developing type 2 diabetes by 58%^{2,3}



Better
Outcomes

49%

Transform outperforms similar programs' weight loss average by 49%, according to the American Diabetes Association³



More 1:1 Health Coach
Time

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

Phone & messaging

VP Transform health coaches dedicate more time to each participant than competitors and are available on-demand through the in-app messaging feature.



Part of the Homebase
for Health

Intuitive one-stop experience for users that consolidates solutions for administrators.

Connected & holistic

Participants have access to virtually unlimited pathways to better wellbeing – ensuring holistic support throughout and beyond the program.

(1) Virgin Pulse Best Practice Engage Clients, 2021. (2) JMIR Diabetes 2019 Jul-Sept; 4(3), <https://diabetes.jmir.org/2019/3/e13904/> (3) JMIR Diabetes 2022 Jan-Mar; 7(1), <https://diabetes.jmir.org/2022/1/e23243>.

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 conditions.

Connected Smart Devices



Auto-synced Smart Scale

Wifi-enabled scale that provides accountability and instant feedback.



Activity Tracker

Integrated behavior tracking tools. Members earn an activity tracking device by participating.



Blood Pressure Monitor

Wifi-enabled blood pressure monitor allows effective self-monitoring, shown to lower blood pressure.¹



Prediabetes



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Evidence-based Curriculum



Holistic Lesson Plans

Self-paced learning modules include quizzes, action plans, and self-reflections. Topics cover all dimensions of wellbeing.



Photo-enabled Food Log

Easy to use photo-enabled food log encourages better tracking and provides intrinsic motivation.

High-Touch Human Support



One-on-One Sessions with a Health Coach

Professional Health Coaches provide tailored guidance and individualized support to each member.



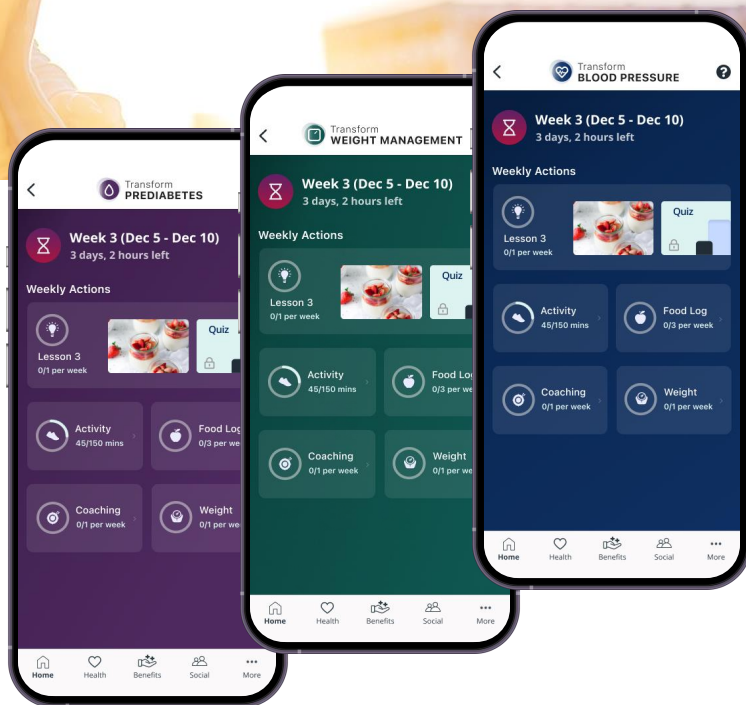
Transform has been a blessing in my life and came at just the right time. The lessons, emphasis on making small changes and setting goals, helped each week seem like I was doing something different, so I did not get in a rut or feel bored. And having my coach as a guide, mentor, educator and cheerleader has been invaluable.



Transform Prediabetes participant, 2023

Focused solutions for the most costly chronic conditions

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 and comprehensive wellbeing support.



 Transform
PREDIABETES

 Transform
WEIGHT MANAGEMENT

 Transform
BLOOD PRESSURE

Empower members to take an active role in their health to reduce the risk of chronic conditions.

Learn more at virginpulse.com