

VP Transform

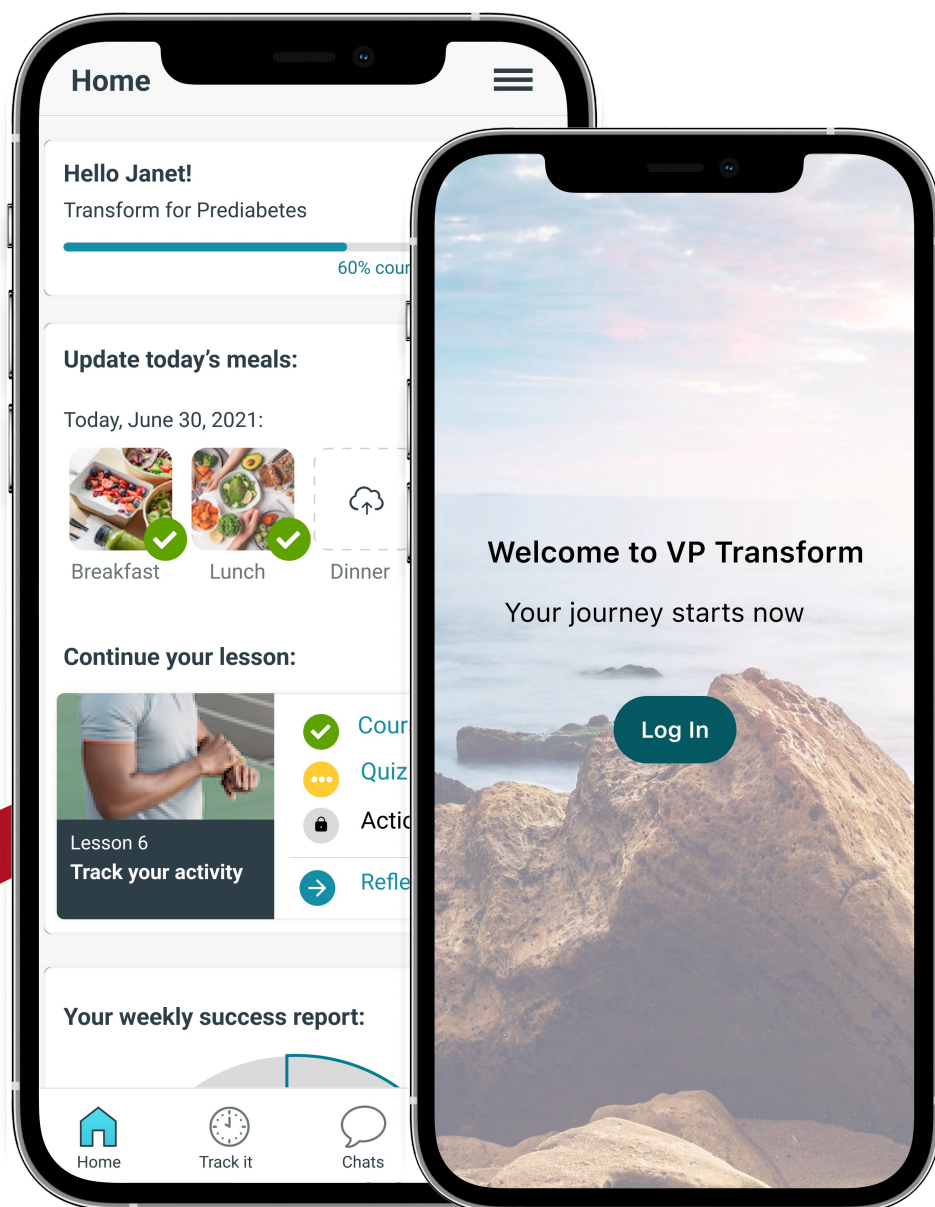
A collection of digital therapeutics
for condition prevention and management



Prediabetes



Weight
Management



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 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 are prediabetic



Weight management

A 12-month behavior change program for overweight and obese adults, with the option to extend to 2 years

2/3

American adults are obese or overweight

Validated results

Results that surpass industry standards



Peer-reviewed published research



CDC-recognized



Evidence-based curriculum



VP Transform Advantage

More effective solutions at a 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.

49%

VP Transform outperforms industry's weight loss average by 49%, according to the American Diabetes Association¹



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 with the messaging feature in the app. Email and SMS messaging are available at no additional cost



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 solution for high-risk groups that combines 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 Smart Scale

Wifi-enabled scale that provides accountability and instant feedback



Fitbit

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

Hello Janet!

Transform for Prediabetes

60% course completed

Continue your lesson:



✓ Course

... Quiz

⚙ Action Plan

➔ Reflection

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.

Your weight loss journey:



We completed your first coaching session. It was great getting started. You might have questions. If you do, you can now message.

This is a safe space for private conversations about your goals, successes, and struggles when you're feeling stuck or unmotivated.



Great to meet you too! Thanks for the idea of putting walk breaks into my calendar, I've gotten 5000 steps each day!

Integrated Technology

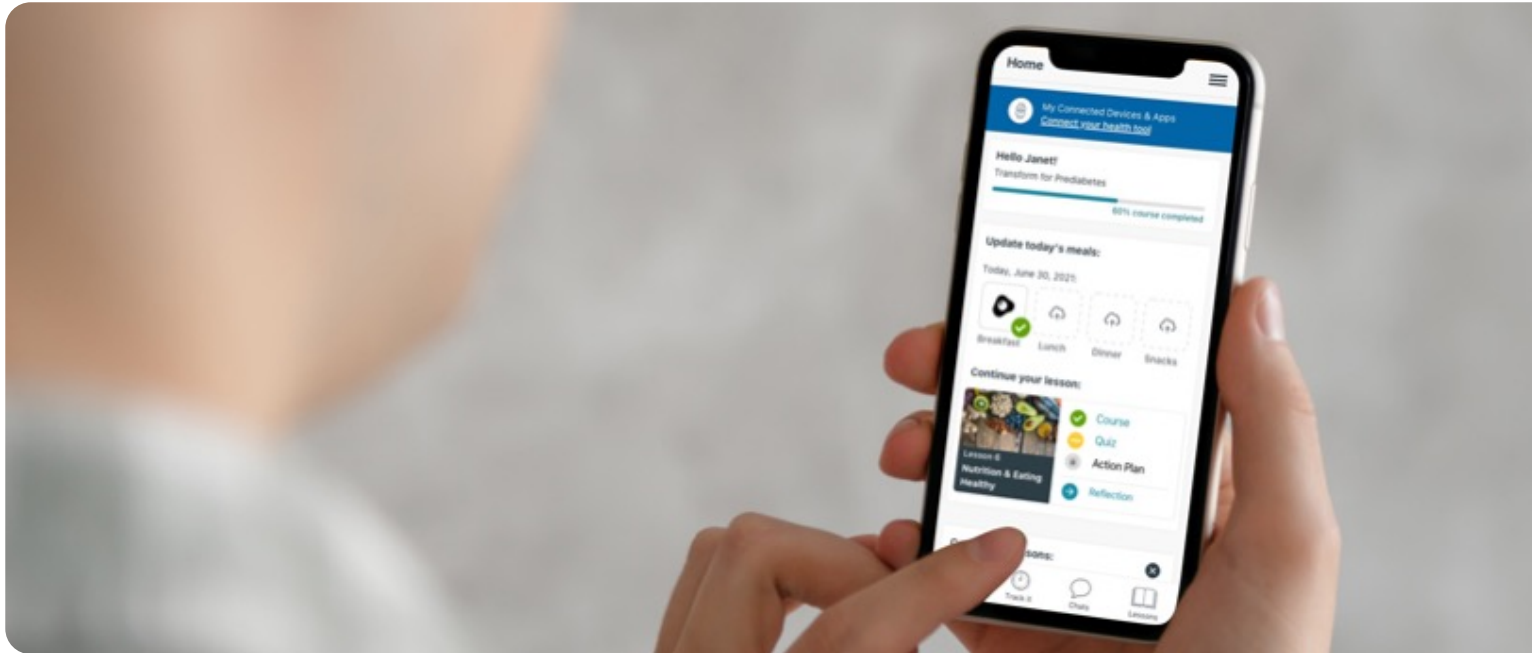


Smartphone App

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

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.



Disease Risk Reduction

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



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.

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

Learn more at virginpulse.com

