

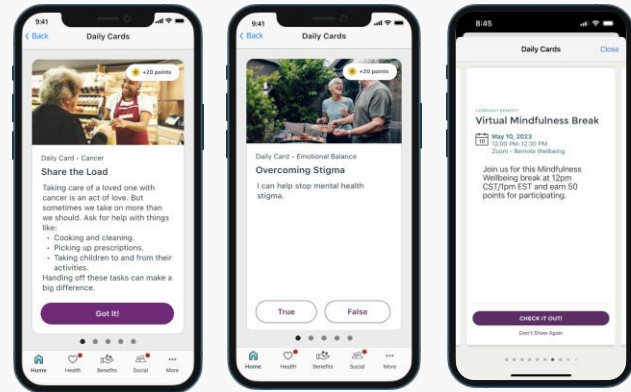
# Mental Wellbeing

Resources, content, and tools that support members' unique needs around anxiety, depression, emotional resilience, and managing stress

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## Daily Tips

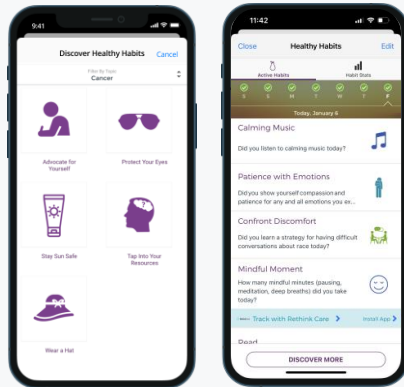
Personalized daily tip cards based on selected interests with a microlearning and small steps approach to cue healthy actions. Announcement cards promote events and wellbeing initiatives.



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## Healthy Habits

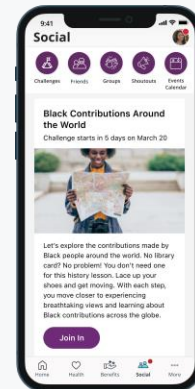
Support successful behavior change and resilience by prompting members to make small but daily changes in their lifestyle.



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## Personal & Spotlight Challenges

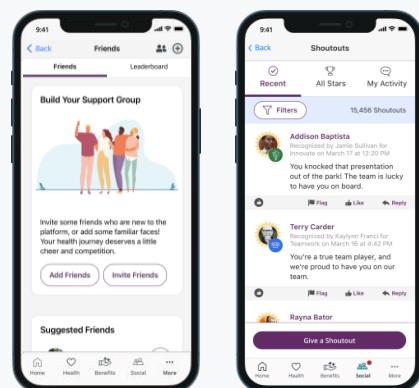
Peer to peer challenges to drive improved habits across all aspects of wellbeing. Supportive group competition that goes beyond activity-based challenges focusing on mental wellbeing. Includes enhanced participant onboarding, rich educational content to improve health literacy, and immediate access to resources.



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## Friends & Family

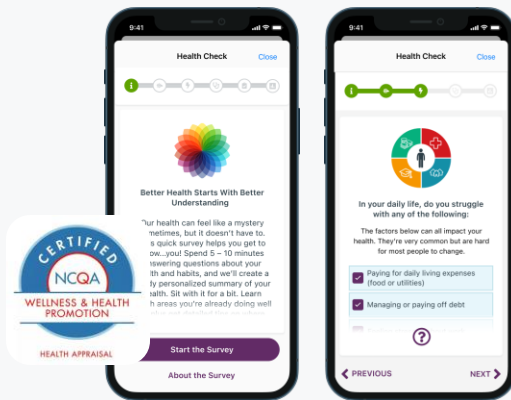
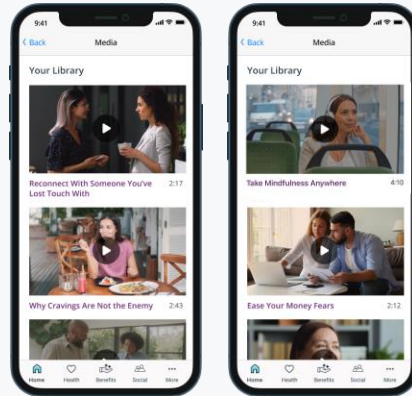
Members can invite up to 10 Friends & Family to participate in Virgin Pulse to support their health journey. Shoutouts inspire connection and peer recognition for added intrinsic motivation.



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## Media Library

An immersive experience that builds on the purpose-driven content offered by Virgin Pulse. Holistic, inclusive video and audio content for everyone, no matter where they are in their journey.



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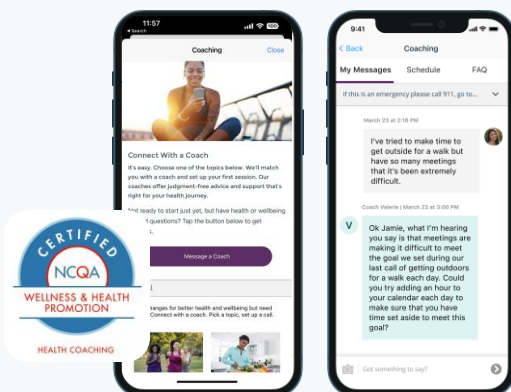
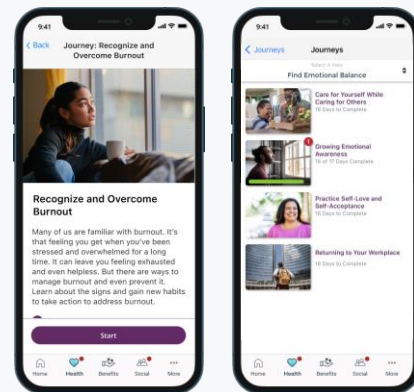
## Health Assessment

NCQA certified health assessment that offers members a fresh look at their lifestyle choices and personal health. It educates members on their health risks and guides them to improve their health and wellbeing through personalized recommendations.

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## Digital Coaching Journeys

Each Journey breaks a key behavior or a larger goal into smaller achievable steps, helping people improve their health literacy and form new habits as they go.



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## Live Coaching Services

1:1 multimodal coaching where members are matched to a coach based on their goals and preferences, across lifestyle, condition management, and mental wellbeing topics. US only.



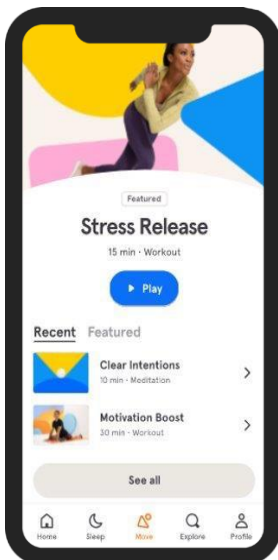
# Curated Digital Health Partners

A collection of thoughtfully selected global partners to expand mental health and wellbeing tools, resources and services.

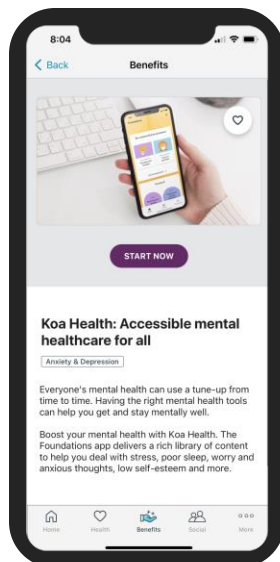
Virgin Pulse Partners are deeply integrated into the member experience, creating a seamless extension of mental health and wellbeing resources. The Virgin Pulse platform enables a variety of access points, communications and rewardable events (if applicable) to ensure members are not only aware of the tools available to them – but they consistently engage with them.

For clients, this means Virgin Pulse manages contracting, renewals, invoicing, security and privacy audits, and basic reporting (enrollment, usage).

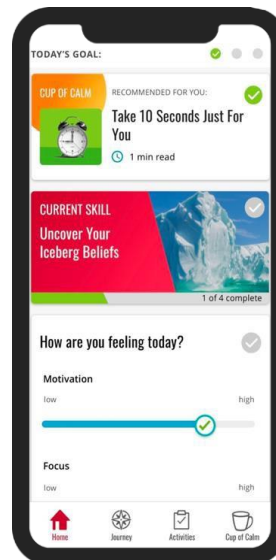
Additionally, our clients may embed existing resources and programming into our solution to further address mental wellbeing.



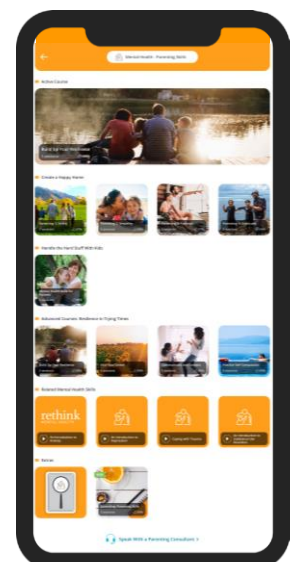
Helps populations stay healthy with unlimited self-care content, behavioral health coaching, and work-life services while dedicating therapy and psychiatry to those with more acute needs.



A digital wellbeing and therapeutics solution leveraging the latest clinical research and breakthrough technologies to deliver mental health support that is accessible, personalized, and effective across a range of conditions.



Proven tools and techniques to build individual and team resilience and take control of emotional and physical wellbeing.



Leading digital training solution for parenting, professional development, personal wellbeing, neurodiversity and resilience.

# Data-powered personalization & recommendations

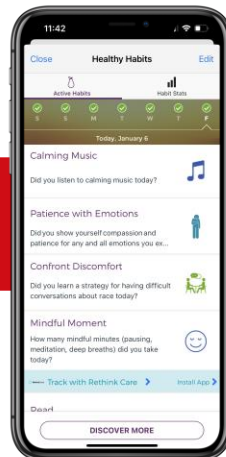


SDOH insights, user activity, and claims data drive real-time, ongoing personalization to meet members where they are and help them find the support they need when they need it.

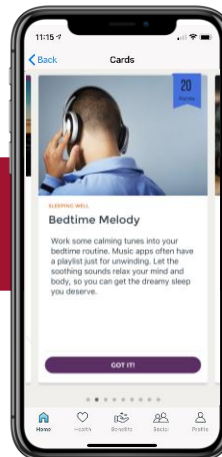
## • Daily routine



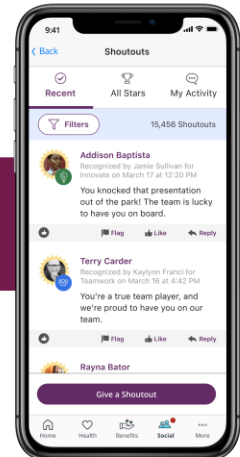
Mark's emotional wellbeing journey



Tracks resilience-building Healthy Habits

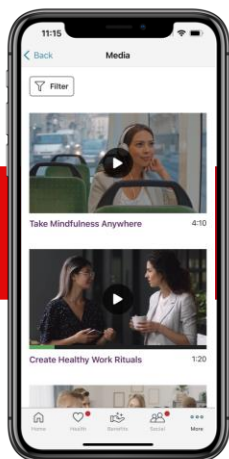


Daily Cards with sleep and stress relief tips

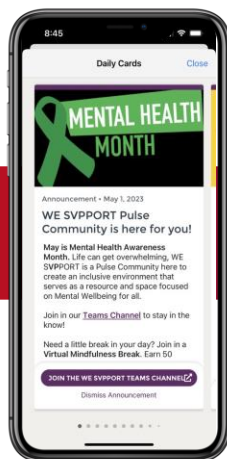


Sees shoutout from boss, feels motivated to recognize a peer

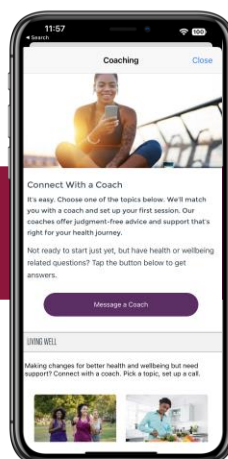
## • Personalized prompts



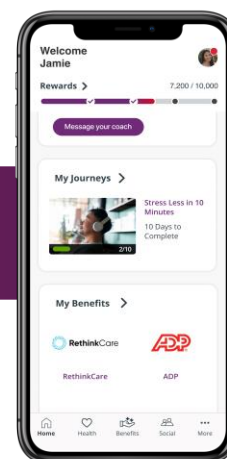
Visits the Media Library for a mindfulness video



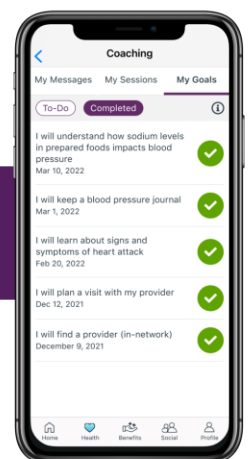
Daily Cards surface social support opportunities



Talks to his coach, who reinforces care reminders with actionable guidance



His coach refers him to EAP and RethinkCare for extra work/life support



Co-creates a condition coaching plan for ongoing motivation