

Journeys[®]

Personalised Digital Coaching

Virgin Pulse Journeys are multi-week, guided courses that help employees successfully form and adopt new healthy habits. Journeys create a highly personalized and persuasive experience with a combination of technology and clinical excellence by breaking a key behaviour or larger goal into smaller achievable steps. It is the only digital intervention of its kind, showing improved outcomes and sustained healthy habits.

The Results

- ✓ Globally available in 22+ languages
- ✓ Fully integrated and seamless experienced
- ✓ Choice of 35+ different topics
- ✓ NCQA Certified Coaching



Journeys Topics for Popular Health Goals

Each Journey breaks a key behaviour or a larger goal into smaller achievable steps, helping people improve their health literacy and form new habits as they go. They help people stress less, move more, eat better, manage finances, quit smoking and more.

Journeys address topics in several areas of health and wellbeing:

Advanced Care Directive

Alcohol

Arthritis

Asthma

Blood Pressure

Cholesterol

COPD

Coronavirus

Coronary Artery Disease

Depression

Diabetes

Eating Healthy

Embracing Diversity

Getting Active

Grief and Loss

Heart Failure

Low Back Pain

Managing My Finances

Menopause

Obesity

Parenting

Pregnancy

Reducing Stress

Repetitive Strain

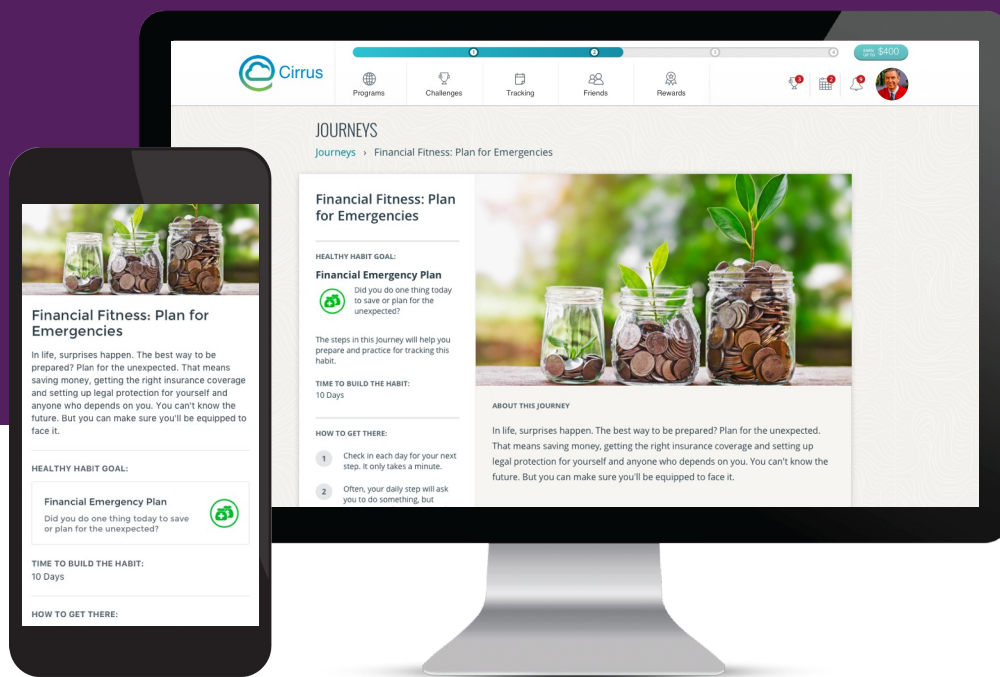
Sleeping Well

Tobacco Cessation



Here's what works: simplifying key behaviours into small steps, creating a supportive context and triggering behaviours at the right moment."

BJ Fogg , PhD – Director, Behaviour Design Lab, Stanford University



Clinically-sound

NCQA certified, all content undergoes clinical review by certified health coaches, subject matter experts to ensure alignment with established best practices and evidence-based guidelines.



Confidence Builder

Small wins are reinforced and celebrated in Journeys, helping employees maintain momentum and build on their success. Live coaching* through our partner ecosystem provides additional support.



Choice and Convenience

Journeys fit into daily life. Employees can commit to specific, small steps that appeal to their personal interests and form habits in just minutes a day with quick but powerful digital interactions.



Gamification

Gamification through rewards reinforce new habits as they are formed. The entire experience is simple, fun and interactive in order to keep employees engaged and motivated.

* Where available

CHANGING LIVES *And* BUSINESSES FOR GOOD

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