



Whole Person Engagement



Our comprehensive **health, wellbeing, and navigation** platform is purpose-built to improve engagement, address complexity and reduce the cost of healthcare by enabling people to make better decisions about their health and wellbeing – and act on them.

Because when your people are empowered and thriving, your culture and business will too.

With Virgin Pulse, you get a collaborative partner to help you cultivate **more engagement, stronger culture, and better cost control.**

Sustainable Wellbeing

73%

develop **positive daily habits**¹ engaging at least 6x per day on average²

Simple Benefits Navigation

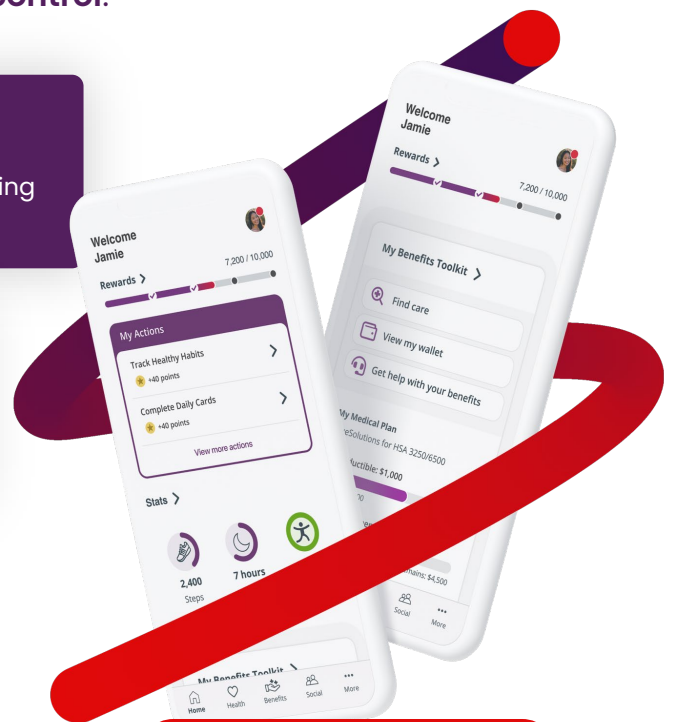
62%

are **more aware** of available benefits¹

Better Health

7 out of 10

members **improve clinical health metrics** across BMI, blood sugar levels, and blood pressure³



"...this app is **changing my life.**"

For Everyone, Everywhere

190
countries and
territories

20+
program
languages

"Love the way this app is **designed to bring the company together** and create a workplace social network for health."

Coca-Cola



CH Children's Hospital
of Philadelphia

1. VP 2021 Engage Clients Member Satisfaction Survey, Number of respondents: 42,635.

2. Virgin Pulse Best Practice Engage Clients, 2021. Best Practice Clients are defined as offering \$200 USD in levels rewards for the program and who currently have 99% of eligible e-mails.

3. 68% improve clinical health metrics. Health risk evaluated across blood pressure, BMI, cholesterol, diabetic level, diet, activity, sleep, and stress. BoB Trend HRA Analysis 2020-2021. n = 1,104,000 members. Risk groupings based on combined activity levels & health risk indicators.

Changing lives and businesses for good



Our behavior change expertise and powerful solutions are personalized for each user to drive participation and sustainable outcomes.

THE RESULT? Happier, healthier, engaged employees and a company that's **thriving from the inside out** – every single day.

World-class Results

- ✓ 50% engagement¹
- ✓ 40% lower turnover²
- ✓ \$1,029 avg claims cost reduction per member³



Operating at the intersection of technology and human connection

Data-driven

SDOH data and predictive models that deliver a personalized experience

Human-centered

On-demand coaches and advocates for condition, care & wellbeing support

Tech equity

DEI-conscious tools and resources that increase access and action



HITRUST, GDPR, APEC CPBR, & ISO 27001 Compliant

1. 49% engagement in any given month, with 6+ interactions per day on average. Virgin Pulse Best Practice Engage Clients, 2021. Best Practice Clients are defined as offering \$200 USD in levels rewards for the program and who currently have 99% of eligible e-mails.
2. Virgin Pulse Engage Clients, January 2021–December 2021, N = 5,495,691. Only industries with at least three companies shown.
3. Based on multiple client analyses case studies based on topic area.

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