



VP+ seamlessly enables a connected, whole-person health and wellbeing experience. Choose from seven partner categories in a one-contract buying solution at considerable cost savings.

VP+ gives you the flexibility to turn on partners that fit the needs of your population, without adding administrative burdens for your benefits team. An extension of our industry-leading daily engagement platform, VP+ instantly increases partner visibility, utilization and adoption, delivering outcomes that matter.

Tier 1

Choice of 4 of 9 Solutions

Tier 2

Choice of 7 of 9 Solutions

60% savings vs. procuring separately

An Exclusive Partner Bundle Solution

From mindfulness and financial wellbeing to family health and digital therapeutics, VP+ provides access to top digital health and wellbeing partners together at one low price, exclusive to Virgin Pulse clients.

Innovative Partners

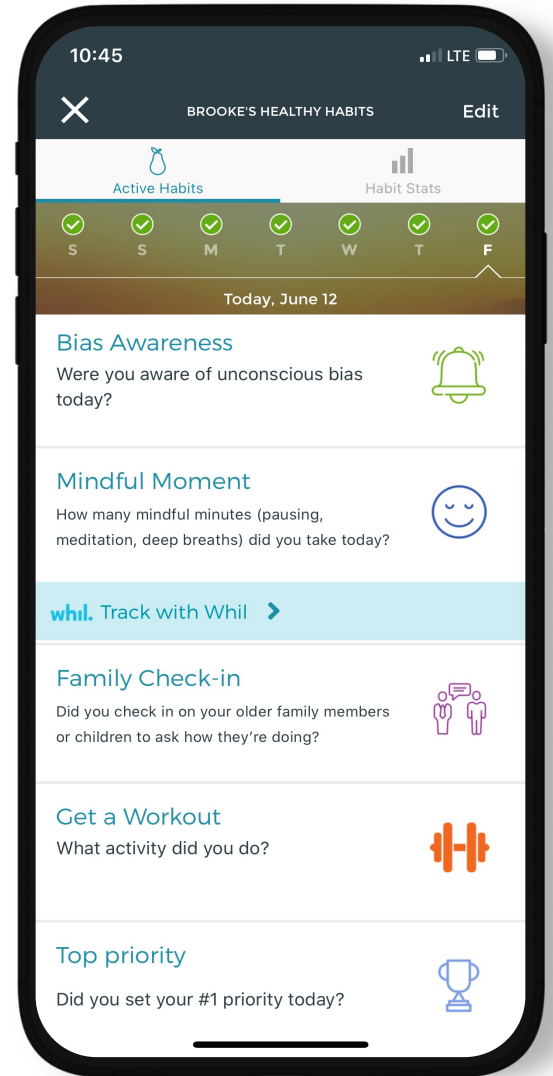
- Accelerate employee benefits with a partner collection designed to impact health care cost drivers, increase productivity and reduce employee stress.
- Choose from nine of the most sought-after partners in categories including mindfulness and resilience, nutrition, physical activity, musculoskeletal, tobacco, financial wellbeing and family health.
- Activate the right categories at the right time for your workforce or membership.

Purpose-built Member Experience

- Access everything from a single point of entry. One log-in, one platform—instantly increasing awareness and driving adoption.
- Partner programs are intelligently integrated within the member's daily healthy habits.
- Motivate meaningful partner interaction through real-time rewards in the Virgin Pulse platform for completing activities with partners.

Simple, Straightforward Contracting

- Save time and administrative burdens through one contract with turnkey implementation in less than 30 days.
- Choose with confidence knowing each partner is pre-vetted through high security, data sharing and privacy standards.
- Mix and match solutions in VP+ based on your benefits strategy and the unique needs of your population.



VP+ Partners

Wellbeats

foodsmart

Aaptiv

SWÖRKIT



oviahealth™

ex program
by Truth Initiative

Enrich

whil.



Musculoskeletal

Best-in-class multimodal digital therapeutic using technology and a human touch to impact the leading cost driver for organizations, musculoskeletal health. VP+ helps you rapidly adopt Kaia Health into your organization and provides maximum visibility to improve outcomes and help control costs.

Personalized and connected experience

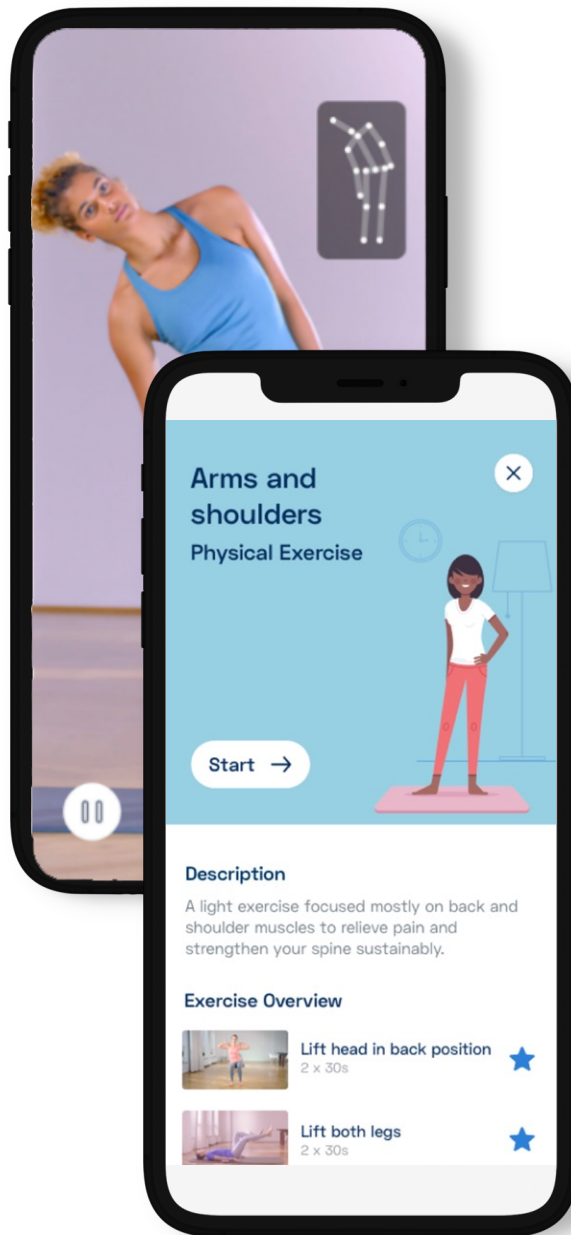
Targeting the physical and psychological causes of pain, Kaia Health’s programming combines a variety of mobility, strengthening, breathing and wellness exercises for back, shoulder, neck, hip, knee or osteoarthritis pain. Virgin Pulse and Kaia Health work together to empower and motivate employees to take control and self-manage their condition with an effective, non-pharmacological, digital alternative in a six-week intervention program.

Real-time feedback and rewards

Using AI, the built-in Motion Coach uses computer vision to ensure employees are doing their therapy safely and effectively. It provides corrective feedback in real time using an employee’s mobile device or tablet camera—no additional hardware required. As employees complete classes, they can earn real-time rewards in the Virgin Pulse platform to support ongoing healthy habits and self-management of care.

Evidence-based approach

Kaia Health has completed multiple random control trials to demonstrate safety and efficacy, providing peace of mind.



1/5

Proportion of U.S. healthcare costs due to MSK disorders (18.9%) such as neck and lower back pain¹

11

Workdays are lost per person yearly due to MSK conditions – one of the largest drivers of disability claims

6 Weeks

Duration of Kaia Health’s VP+ program, a valuable intervention for anyone suffering from chronic or subacute pain, at a cost significantly lower than physical therapy and chiropractic care sessions.²

Want to learn more? Watch our [Kaia Health demo](#).

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Sources:

1. Dieleman, J. L., Cao, J., Chapin, A., Chen, C., Li, Z., Liu, A., ... & Murray, C. J. (2020). US health care spending by payer and health condition, 1996-2016. *Jama*, 323(9), 863-884.
2. Kaia Health and [Kaia Published Study](#)

Family Health

oviahealth™

The only comprehensive fertility, pregnancy and parenting program meeting members where they are to deliver a highly engaging experience that improves physical, mental, social and family wellbeing. VP+ helps you connect your members to Ovia Health's solutions across the continuum of care, increasing utilization and supporting the entire family health journey.

Personalized and connected experience

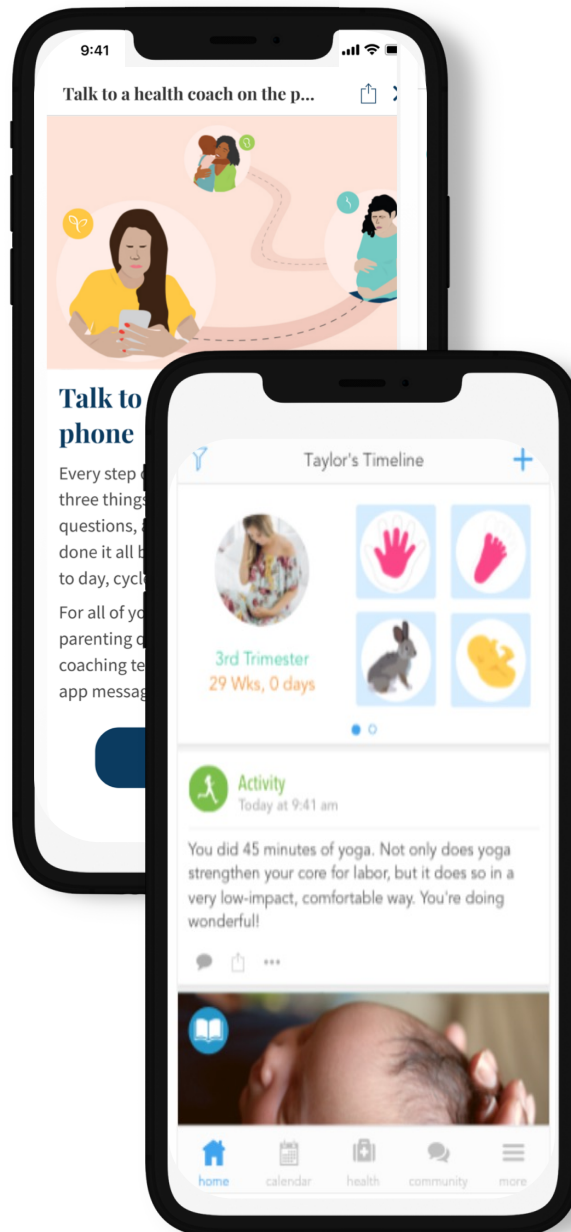
Ovia Health's innovative maternity and family benefits solution improves outcomes by providing daily personalized engagement, proactively identifying potential health risks and supporting a successful return to work. Together, Virgin Pulse and Ovia help employees navigate significant life changes and wellbeing needs throughout the parenthood journey.

Daily rewards and engagement

Leveraging machine learning, Ovia Health delivers daily customized interactions during each stage of the total parenting journey, keeping women continuously engaged. As members complete activities with Ovia, such as completing assessments and interacting with coaches, they can earn points on Virgin Pulse's platform and discover new healthy habits that support their ever-evolving needs.

Evidence-based approach

Ovia Health has over 50+ evidence-based clinical, health and wellness programs spanning fertility, pregnancy, postpartum and parenting. Members are enrolled via Ovia's health assessment based upon their health conditions and medical history.



30%

Increase in natural conception and avoidance of costly infertility treatments using Ovia Health

28%

Reduction in preterm births and newborn intensive care unit (NICU) stays across member population, saving \$95k per avoided event

44%

Reduction in employee turnover and 88% employee retention 12 months after birth, saving \$25k per returned employee

Want to learn more? Watch our [Ovia Health demo](#).

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Tobacco Cessation



Empower employees to quit tobacco with the only program that combines Mayo Clinic's proven treatment with scientific leadership in digital tobacco solutions from Truth Initiative®. VP+ helps you drive participation in smoking cessation to support this important lifestyle change, delivering better health and lowering risk of high health care costs.

Personalized and connected experience

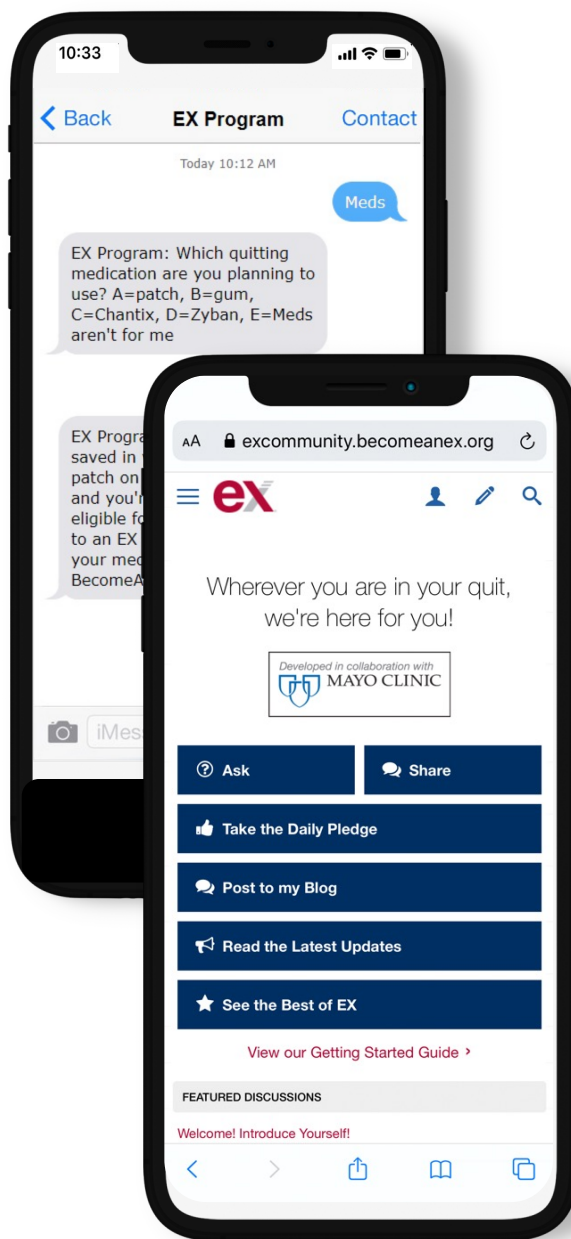
The digital tobacco cessation program addresses unhealthy behavior by incorporating behavioral, social and physical aspects of tobacco addiction into a personalized quit plan. Working together, Virgin Pulse and the EX Program by Truth Initiative help keep members engaged as they progress towards quitting tobacco and improving their health.

Social connectivity and rewards

The EX Program by Truth Initiative features the longest-running, largest tobacco cessation community with thousands of smokers and ex-smokers sharing candid advice and powerful motivation. As members interact with the community, they earn rewards on the Virgin Pulse platform, reinforcing support in making significant lifestyle changes.

Trusted public health non-profit

Truth Initiative is the largest public health non-profit focused entirely on inspiring lives free from smoking, vaping and nicotine. Truth Initiative has been transforming the culture around tobacco use, informing federal agencies and empowering individuals to quit for over 20 years.



68%

Of smokers want to quit¹ - they need an engaging and supportive tobacco cessation program to help assist them

34%

Quit rate at nine months among EX Program users, nearly five times the national quit rate of 7% reported by the Centers for Disease Control and Prevention²

93%

Would recommend the EX Program which has helped nearly a million tobacco users build the skills and confidence to quit

Want to learn more? Watch our [EX Program demo](#).

[Virginpulse.com](https://virginpulse.com)

Sources:

1. CDC Office on Smoking and Health, National Center for Chronic Disease Prevention and Health Promotion
2. Murphy-Hoefer, R., Davis, K. C., King, B. A., Beistle, D., Rodes, R., & Graffunder, C. (2020). Peer Reviewed: Association Between the Tips From Former Smokers Campaign and Smoking Cessation Among Adults, United States, 2012–2018. Preventing Chronic Disease, 17.

Nutrition



Foodsmart makes eating well simple to create long-term behavior change. VP+ helps employers and health plans deliver an innovative nutrition offering focused on supporting the entire member population as everyone needs to eat and almost everyone needs help doing so. 91% of employees experience poor nutrition, chronic conditions or being overweight or obese.¹

Eat smarter

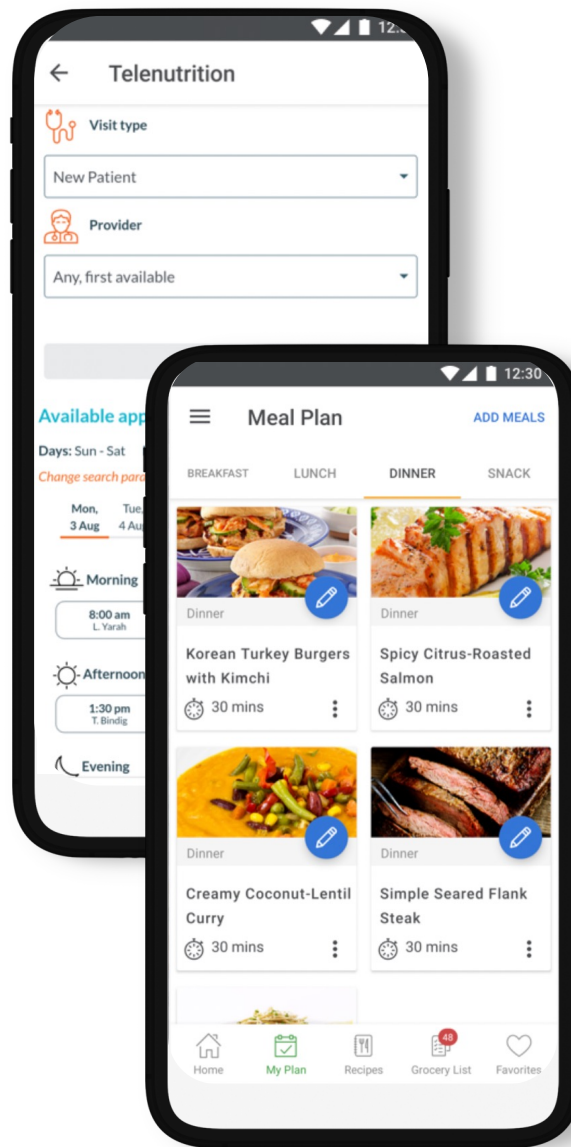
Foodsmart is the world's largest telenutrition and foodcare solution, backed by a national network of Registered Dietitians and a digital nutrition platform. A proprietary nutrition assessment delivers personalized insights to help members consistently make healthier food choices. Foodsmart then provides members with meal plans and recipes customized to each individual and their families.

Save money

Members save money by comparing grocery list prices across partners at Walmart, Instacart and Amazon Fresh, or leveraging local grocery discounts. Budget-friendly recipes make it easier to cook more affordably. Foodsmart also helps to identify employees facing food insecurity and provide SNAP enrollment support and other solutions that improve health equity. Individuals with SNAP can use EBT to buy healthy options through partnerships with Walmart & Amazon Fresh.

Save time

Foodsmart's meal planning includes thousands of recommended recipes that are integrated with grocery lists and grocery partners to help members plan custom meals for their family and order groceries in <5 minutes instead of >2 hours per day.



>20%

Of the Fortune 500, and 4 out of 5 large health plans, trust Foodsmart to help their populations eat healthy

>33%

Of users lose and sustain at least 5% body weight loss, even after two years with Foodsmart

\$350

Average savings per employee per year using Foodsmart (>2:1 ROI in year 1)

Want to learn more? [Watch our Foodsmart demo.](#)

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Sources:

1. Data from Foodsmart's 1.2 million members who have taken its nutritional assessment

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Financial Wellbeing

Enrich empowers people to make effective personal finance, student loan and career decisions throughout their lives. VP+ helps you empower members to become financially well, helping them to live happily within their means and enabling them to plan for long-term goals.

Personalized and connected experience

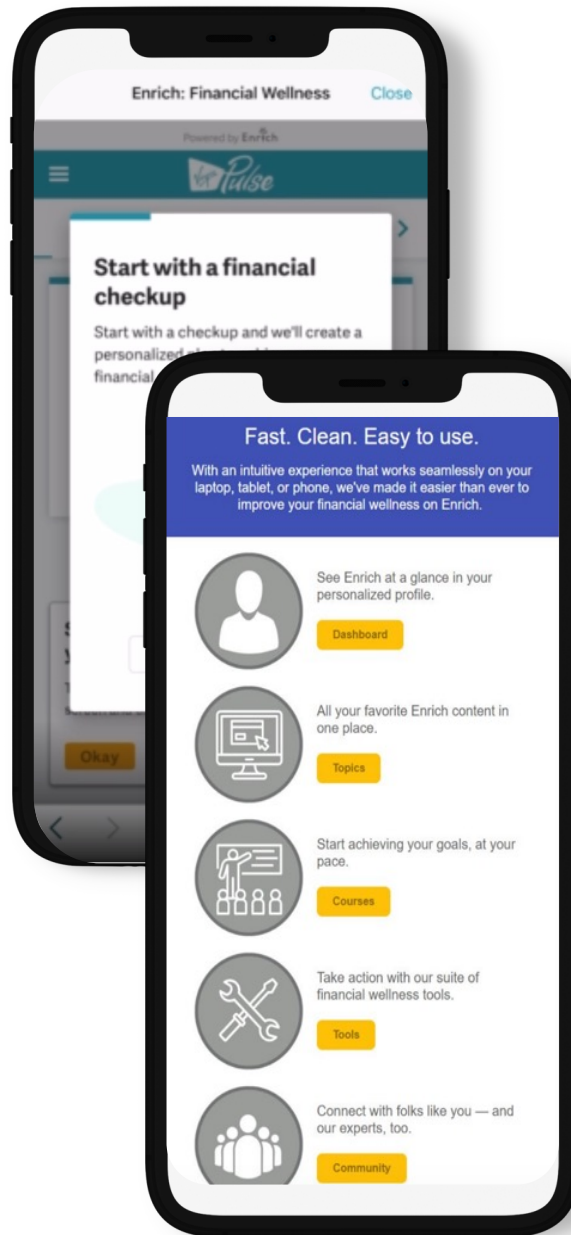
Employees and members are more stressed than ever about finances. Enrich delivers personalized financial management education, gamification and adaptive learning to drive behavior change. Virgin Pulse and Enrich help members take daily actions towards greater control of their financial health and reduce the stress of financial uncertainty.

Results and rewards

Empower members with real-time feedback that supports decision making across budgets, personal finance, loans, retirement and more. Members can earn rewards in the Virgin Pulse platform when they complete a course, create or renew their budget or complete financial wellness quizzes.

Award-winning platform with student loan tools

Student loan aggregation and repayment analysis to help alleviate the stress members feel when navigating repayment options.



1/3

Of adults live paycheck to paycheck

27%

Of users built up a 3-6 month emergency savings fund using Enrich over a 12-month period

+25.51

Credit Scores have gone up 25.51 points on average for Enrich users after 15 months

Want to learn more? Watch our [Enrich demo](#).

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Physical Fitness



Aaptiv is the #1 audio fitness app, now even more powerful with video. VP+ and Aaptiv help employees and health plan members live their healthiest and happiest lives. VP+ helps you launch a fitness benefit featuring on-demand fitness and wellness classes across a broad set of categories to support everybody and every goal, all in one secure app.

Personalized and connected experience

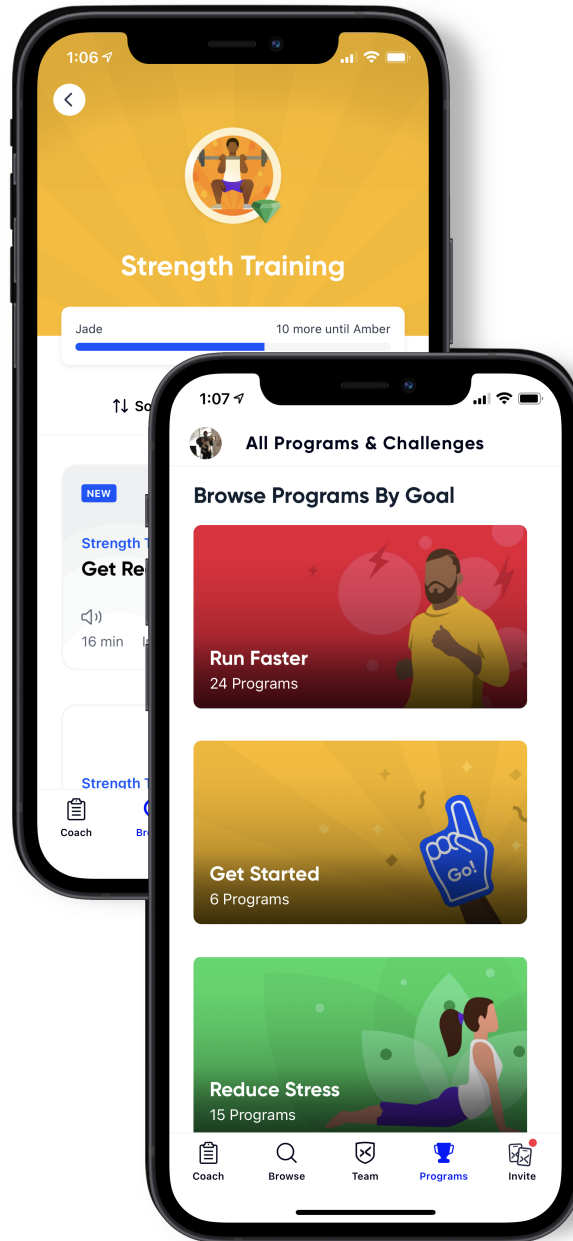
Aaptiv helps members develop long-term lifestyle changes through video and audio content customized to each user's specific fitness level and interests. Virgin Pulse and Aaptiv combine to deliver the most convenient, personalized, social and fun way to work out wherever and whenever members want.

Rewarding wellness ecosystem

Designed for every individual's lifestyle, every preference and every schedule, Aaptiv offers a full spectrum of classes including sleep, meditation, stretching, deep breathing, walking, running, strength training and various equipment-based exercises. By completing classes, members can earn points on the Virgin Pulse platform to motivate daily engagement and help individuals take control of their health.

Inclusive fitness

Scientifically effective programming, empathetic trainers and uplifting music. Due to the wide breadth of content, there is something relevant for employees of all ages and physical capabilities.



2x

Members spend twice as much time engaging in self-care—including meditation and exercise—after using Aaptiv than prior to use.

30%

Increase in monthly workouts per user within 12 months

6,000+

Workouts available in more than 15 categories, with 30 more audio- and video-guided classes added each week

Want to learn more? Watch our [Aaptiv demo](#).

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Physical Fitness



Deliver inclusive, virtual on-demand fitness classes, challenges and fitness assessments to employees and members anytime, anywhere. VP+ helps employers and health plans launch a fitness benefit across a broad set of categories that works for everybody and every goal.

Accessible fitness solution

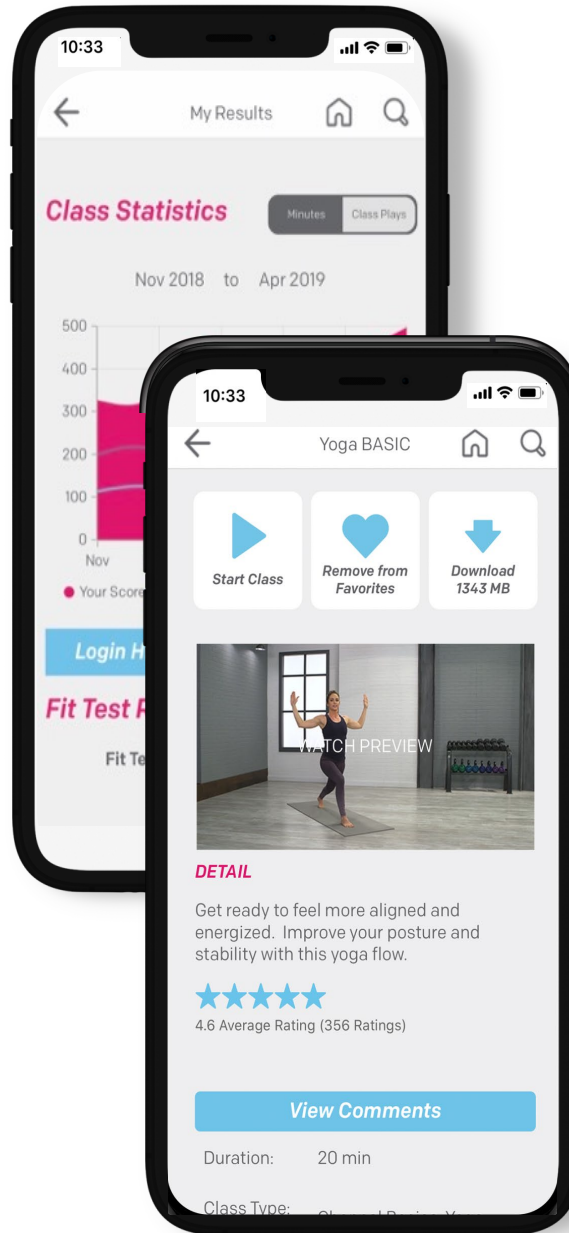
Wellbeats makes fitness easy and accessible for organizations of all sizes, health plans, university campuses and the U.S. military. Wellbeats provides organizations with a fitness and wellbeing solution that reaches your diverse population's needs, not just those looking to join a gym.

Real-time feedback and rewards

Wellbeats' easy-to-use, personalized fitness experience eliminates top barriers to working out. Explore more than 30 channels and over 800 virtual fitness classes with something for every age, stage, interest and ability level. User-friendly filters help members find what they are looking for with classes from 1 to 60 minutes in length that earn members rewards through their Virgin Pulse platform.

Designed to support the new normal

Empower your members with fitness, mindfulness and nutrition classes that safely fit their new normal. Goal-based challenges provide a road map for members to achieve their goals and the Nourish channel features 90+ classes of eating healthy, cooking tutorials and recipes.



2,500

Clients in all 50 states and 85+ countries

74

NPS with a 4.5/5 average class rating

800+

Virtual classes across 30+ different fitness and nutrition channels

Want to learn more? Watch our [Wellbeats demo](#).

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SWÖRKIT

Physical Fitness

SworKit makes fitness simple and approachable, providing unlimited access to over 1000+ personalized video workouts, customizable plans and resources that help anyone adopt and maintain healthy habits for life.

Video-Guided Workouts

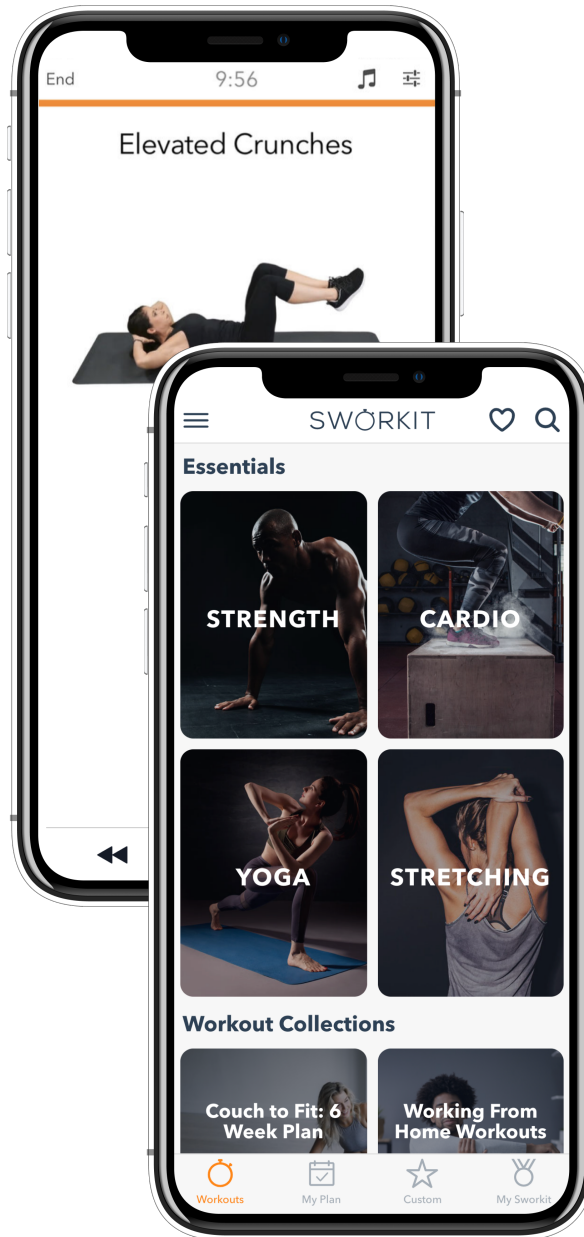
SworKit understands members are busy and has designed workouts that can be done in the exact amount of time members want — anywhere, anytime. Members simply select a workout or customize their own. SworKit provides both audio and video guidance for a complete fitness experience.

Fitness for All Employees

Enjoy a versatile collection of Strength, Cardio, Yoga, Stretching, Recovery, Barre, Sports Focused workouts and more! Inclusive workouts target adults and kids of any level, age or goal in 13 languages. By completing workouts and challenges, members can earn points on the Virgin Pulse platform, encouraging even more engagement.

Backed by Science, Designed to Help You Succeed

SworKit is aligned with the American College of Sports Medicine’s training guidelines and leverages behavioral science to help members avoid common pitfalls and build sustainable, healthy habits for success.



13

Languages available — one comprehensive global fitness offering

1,000+

Video guided workouts available for all experience levels and ages

100M+

Workouts completed by SworKit members with over 150K 5-star reviews

Want to learn more? Watch our [SworKit demo](#).

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GLOBAL

whil.
A Rethink Company

Mindfulness

Science-based mindfulness solution designed to help employees and health plan members reduce stress and improve their mental wellbeing. VP+ helps you deliver proven engagement strategies to increase member mindfulness and productivity.

Connected experience

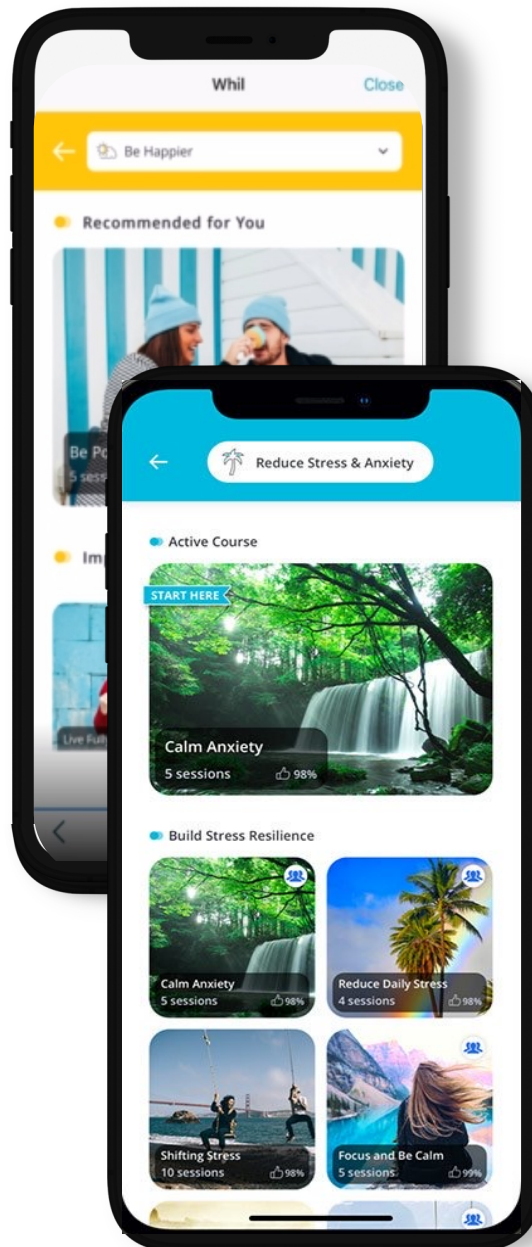
Together, Virgin Pulse and Whil help employees reduce stress, improve their mental wellbeing and cope with day-to-day challenges. 260+ clinically validated digital mini-courses based in science, mindfulness and positive psychology teach members immediate and repeatable skills to reduce stress for a happier, healthier lives.

Results and rewards

Whil promotes long-term health and happiness with three modules—Learn to Meditate, Reduce Stress & Anxiety and Be Happier. By completing a session, members can earn points in real time through the Virgin Pulse platform, motivating progress and achievement, leading to a more resilient workforce.

Science-based approach

Whil leverages science-based practices for members to learn and apply actionable skills, tips and techniques for good mental hygiene. This approach has been developed by more than 65 of the world's top MDs, PhDs and trainers through decades of experience to cultivate healthier, happier and more engaged members.



3,500+

Goal-based sessions to help members lower stress and boost performance

96%

Of users say Whil “helped me reduce stress”—stress costs the U.S. \$500B annually in employee turnover, absenteeism and lost productivity

9

Languages available including English, Spanish, French, German, Japanese, Portuguese, Polish, Korean and Chinese

Want to learn more? Watch our [Whil demo](#).

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Partners Made Easy

VP+ creates a connected health and wellbeing experience by easily integrating a top digital partner collection with the power of the Virgin Pulse daily engagement platform.

Flexibility and Choice



Nine partners available across seven categories—turn on up to seven partners at once or individually to suit your needs.

Members can personalize their wellness journey to include one or more VP+ partner in their daily health routines.

Enjoy significant advantages in cost savings, ease of contracting and product implementation and outcomes compared to procuring each partner separately.

Choose between two flexible VP+ partner bundle options: four partners for \$14.99 PEPY or seven for \$19.99 PEPY.

Deep, Engaging Integrations



One single entry point connects members to relevant HR programs, benefits and tools—all with one log-in.

Real-time rewards engine gives you the ability to motivate member behavior change through solutions unique to VP+.

VP+ makes it easy to leapfrog early stages of adoption by embedding partners into members existing healthy habits.

Gain Actionable Insights



An easy-to-use reporting dashboard delivers a single view into partner awareness and activity, as well as platform usage and rewards.

Gather insights and measure impact through data aggregation across the entire connected health experience.

Real-time data informs your decision making, increases engagement and helps you tailor total health and wellbeing strategy.

Filter, export and share reports to demonstrate measurable results and positive business outcomes to your C-suite and other stakeholders.



Ready to take your employee wellbeing program to the next level?
[Talk to an expert at Virgin Pulse to get started.](#)

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