



Employee Wellbeing Done Differently

# Reach Your Peak



**Personalises**  
health, wellbeing  
and navigation

Transform your workforce with a holistic digital solution that kick-starts employee wellbeing and creates a culture of health.



**Empowers**  
organisations and  
individuals



**Connects**  
data, people and  
technology

# An Irresistible Employee Experience

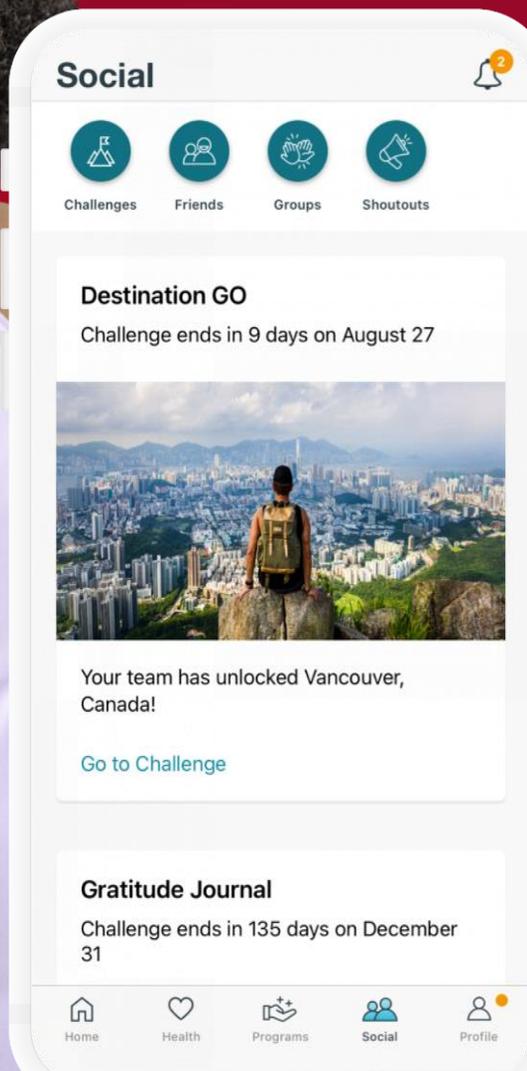
A pre-configured, holistic and personalised wellbeing solution that addresses whole person wellbeing and can be rolled out in days. It harnesses the power of social connections and friendly, team-based competition to kickstart daily healthy routines and drive collaboration.

82%

of members track daily behaviors, creating sustainable lifestyle habit changes

78%

of Friend requests are accepted, boosting social connectivity



# How it Works



VP GO combines daily wellbeing content, gamification and personalisation in a mobile-first platform to deliver health and wellbeing through an irresistible employee experience.

## Fun team challenge

Kickstart stronger, healthier minds through a boost of physical activity and social connections – all with the Destination GO challenge. On this nine-week virtual journey around the world, teams take on each other to unlock new exotic locations, climb the leader board and share some laughs along the way!



BEHAVIOUR CHANGE



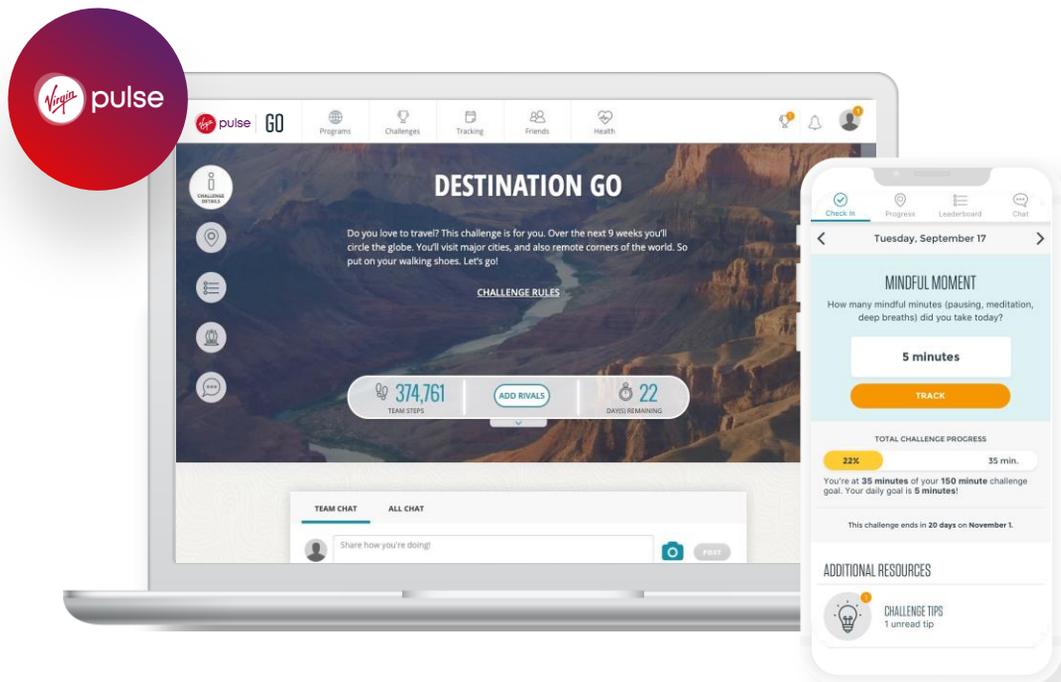
### AI-driven personalisation

Health is personal and each employee is on their own unique journey. To support each person along their way, AI-driven recommendations serve up tailored tips and content, covering physical, mental, financial, social and community wellbeing. Delivering an engaging and holistic experience.

### Built-in health assessment

Creating awareness is key to behaviour change. And that's the benefit of our integrated health assessment, which helps identify key areas of focus and offers personalised health tips. Plus, employees can keep track of their progress. Because what gets measured, gets done.

# VP GO supports meaningful daily interactions, healthy habits and helps improve health holistically.



## Key Features and Capabilities



- Seamless wellbeing solution with a pre-configured programme and gamification
- Fully-integrated health assessment
- Daily health content in all health and wellbeing areas including daily tips and habit trackers
- Digital coaching on health and wellbeing topics including mental health



- Social groups, peer recognition and connections
- Comprehensive library of personal and peer-to-peer challenges
- Announcements tool for customised communications and promotions
- AI-driven personalised programme and content recommendations
- Web-based client admin portal and resource center for self-service programme management



- Enrollment and engagement communications
- Web and mobile app programme access in 21 languages
- Activity tracker with client subsidy options and shipping
- Industry-leading data security and privacy infrastructure

# Why choose Virgin Pulse

With over 18 years' experience, Virgin Pulse is the world's largest, most comprehensive digital health, wellbeing and engagement company.



## Personalised health and wellbeing

Purpose-built to be fun, engaging, and cultivate healthy habits, we lead the industry in sustainable engagement. Through AI and machine learning, we deliver a truly personalised experience, empowering and motivating each employee to create their own path to health and wellbeing success.



## Science-backed and proven

We are working to transform the lives and businesses of organisations all around the world. With over 600 engineering and product innovators, our technology is developed in conjunction with the world's leading researchers on behaviour change, employee engagement, occupational health and lifestyle medicine. This enables us to deliver the best possible experience and results – for both you and your employees.



## Delivering Wellbeing that works

In our nearly two-decade span we have come to define wellbeing that works. We are building on a strong foundation of wellbeing excellence to deliver measurable outcomes that align with your organisation's unique needs and goals. We drive value by creating an irresistible employee experience one person at a time.



## Population insights

At Virgin Pulse, we understand what it takes to create a culture of health, improve your population's health and wellbeing, and subsequently, drive business performance. Meaningful outcomes don't happen overnight, so we take a tiered and strategic approach to build the right foundation for driving health improvements. We start by building awareness, giving you a baseline understanding of your population's health to then show improvements in activity levels, social comradery, and engagement. With this, we will establish a personalised growth journey to drive sustainable behaviour change and population health outcomes over time.



## Complete admin support

We take the admin burden off your shoulders with our dedicated account management team. Benefit from an effective suite of multi-channel communication tools that'll help create excitement and intrigue, drive enrolment and ongoing engagement – all that your wellbeing strategy deserves.



## Robust data protection

Data security and privacy are of paramount importance to the members and organisations we serve. We maintain a strong data privacy foundation with continued investment to protect our clients' and members' security, including GDPR compliance, APEC CBPR compliance, ISO 27001:2013 Certification, SOC2, HIPAA, TRUSTe Privacy Seal.

# Unparalleled global experience

With our global presence and expertise, we ensure that no matter where your employees are located, they get the same life-changing experience.

21

Programmes available  
in 21 languages  
and counting

190

Members in  
190 countries  
& territories

28

Languages  
spoken

9

Office locations  
across the globe



GDPR &  
APEC CPBR  
Compliant

Ready to take your business  
to the next level? Talk to a  
wellbeing expert at Virgin  
Pulse to get started.

ulse.com