

2019 SALES TRAINING

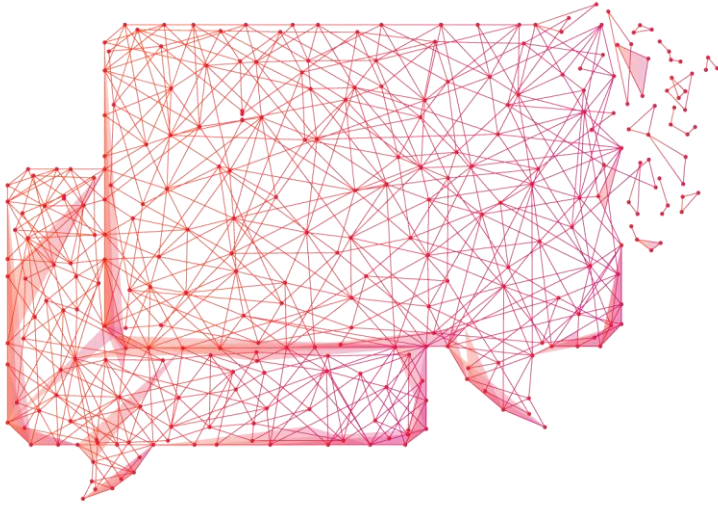
# Marketing For You

Vitality<sup>®</sup>

LEVEL UP  
IN **2019**



# Overview



*Share how the new sales story  
and positioning will manifest  
throughout the 2019 marketing  
communications calendar*

Learn how the new communications pieces will  
fully support your sales endeavors



1. Sales Support
2. Lead Gen
3. Conferences
4. Public Relations
5. Website
6. Social media
7. Member Campaigns & Clients Comms



# Sales Support

**2019  
Member  
testimonial  
video**



# 2019 "The Next" Webinar Series



The Next >  
Getting  
Workplace  
Health to the  
Next Level

When you level up your health and wellness program, you can achieve solutions that were previously out of reach. When your employees level up their health they can achieve things that they never thought possible. This webinar series will introduce you to fresh game-changing ideas and evolving information on health-related topics that will keep you and your employees on a winning track. The webinars are practical and engaging and are designed to equip corporate leaders, decision makers, brokers and health plans with the knowledge, tools and resources to spark a more energized, leveled up workforce.

**FORMAT:**

45-minute webinars are all moderated by the same hosts. All webinars will feature interesting, practical insights with time for Q&A at the end.

**SERIES MODERATORS:**

**Lianne Jacobs,**  
Product Analyst, MPH

**Tonja Dodd,**  
Senior Health Strategy Analyst, MPH

DATE	WEBINAR TITLE	SPEAKERS
Friday, February 8 11:30 CST	<b>The Next Level:</b> What Can We Learn from the Largest Study on Behavior Change?	Hans Pung, President RAND Europe Tal Gilbert, CEO Vitality USA
May	<b>The Next Great Awakening in Healthcare:</b> The Workplace?	Dr. Jeffrey Pfeffer, Thomas D. Dee II Professor of Organizational Behavior at the Graduate School of Business, Stanford University Tal Gilbert, CEO Vitality USA
September	<b>The Next Level in Changing Healthcare:</b> How Can We Harness Predictive Analytics for Patients, Providers and Payers?	Ian Duncan, FSA, MAAA, FCA, FIA, FIA, Professor, University of California, Santa Barbara Francois Millard, MA, FSA, MAAA, SVI, Vitality Group
November	<b>The Next Generation:</b> How Will Changing Workforce Demographics Lead to Changes in Workplace Wellness?	TBA
February 2020	<b>I'll do it Next Year:</b> How can we Help Employees Maximize Benefits?	TBA

Sign up for the February webinar,  
go to <http://bit.ly/febvitalitywebinar>



The Next >  
Getting  
Workplace  
Health to the  
Next Level

The Next Level: What Can We Learn from the Largest Study on Behavior Change?

Join us for our first webinar of 2019 to analyze and understand the findings from the [largest behavior change study on physical activity](#) and what the results mean for employers.

FEATURING:



Hans Pung,  
President RAND  
Europe



Tal Gilbert,  
CEO Vitality  
USA

MODERATED BY:

Lianne Jacobs, Product Analyst, MPH  
Tonja Dodd, Senior Health Strategy Analyst, MPH

Friday, February 8  
11:30 to 12:15 CT

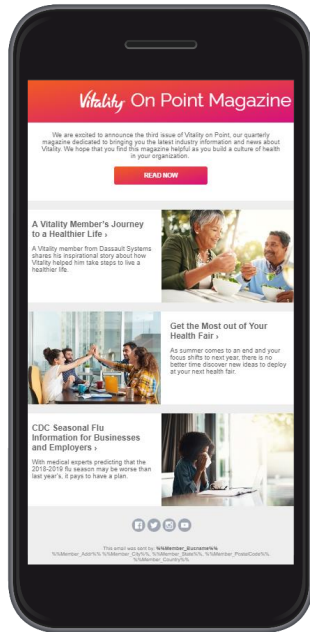
REGISTER NOW

A teal-tinted photograph of two women in a gym. The woman in the foreground is looking to the right, and the woman in the background is also looking to the right. The text "Lead Gen" is overlaid in a white box in the center of the image.

Lead Gen



# Pardot: Ad Hoc Emails



## Exclusive study release

On Wednesday, Nov. 28, Vitality in collaboration with Apple will be releasing the world's largest behavior change study on verified physical activity, conducted by RAND.

The study will be unveiled for the first time at a special event in London attended by media, academics, policymakers and senior representatives from our insurance and Vitality partners.

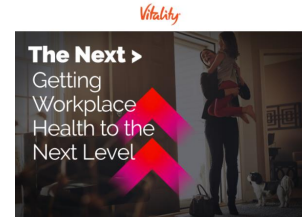
**Chief Executive, Discovery Adrian Gore** will be joined on stage by **senior executives from Apple and RAND** to share how Vitality Active Rewards, combined with Apple Watch technology, resulted in significant improvements in activity levels for half a million people across the globe. **Nobel Prize-winning economist, and author of "Nudge", Richard Thaler, and UK Health Secretary, Matt Hancock** will speak and take part in a panel discussion.

With less than a quarter of all adult Americans meeting physical activity guidelines, employers have a unique opportunity to incorporate proven strategies that can significantly increase the number of physically active employees.

We invite you to:

**Watch** the event livestream.

**Visit** our special microsite to read the full report and supporting materials and follow all of the coverage.



## The Next Level: What Can We Learn from the Largest Study on Behavior Change?

Join us for our first webinar of 2019 to analyze and understand the findings from the [largest behavior change study on physical activity](#) and what the results mean for employers.

### FEATURING:



Hans Pang  
President RAND  
Europe



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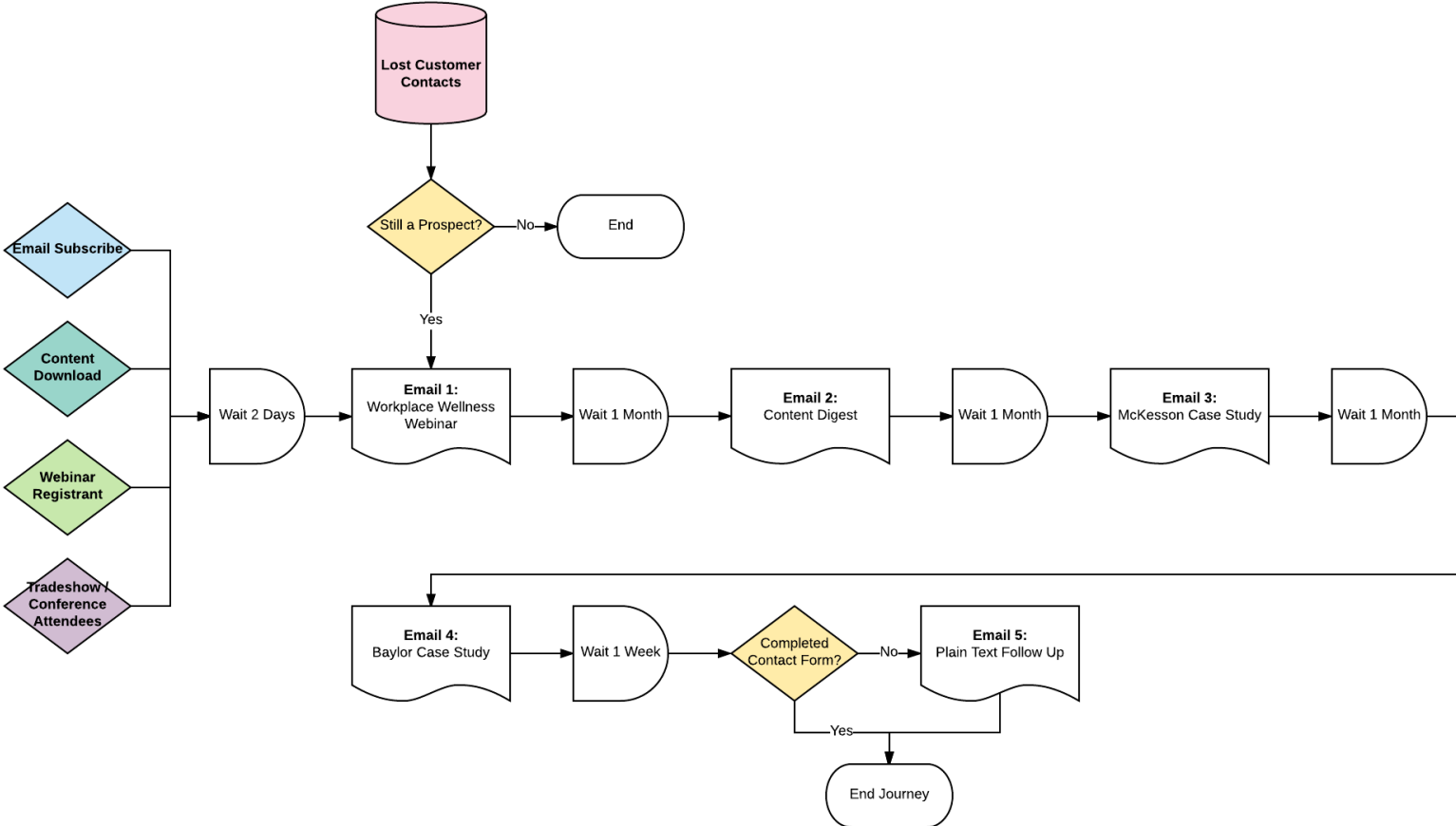
### MODERATED BY:

Laime Jacobs, Product Analyst, MPH  
Tajia Dood, Senior Health Strategy Analyst, MPH

Friday, February 8  
11:30 to 12:15 CT

**REGISTER NOW**

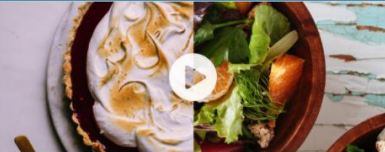
# Pardot: Automated Emails (The Old)



# Pardot: Automated Emails (The Old)

**Vitality**

## Real health improvement requires behavior change.



Successful organizations are built on healthy habits. But making healthy choices isn't always easy. Quick fixes and fads rarely lead to real health improvement. At Vitality, we reinforce healthy behavior through data-driven engagement strategies, powerful behavioral approaches and motivational incentives. The result is real, lasting change — to enhance employee health, increase overall productivity and improve your bottom line.

To learn more, [watch our recent webinar](#), "Workplace Wellness: Boom, Bubble or Bust?"

[WATCH WEBINAR](#)

Ready for a wellness program that works? [Talk to a Vitality expert >](#)

Vitality Group International Inc., 200 West Monroe Street, Suite 1900, Chicago, IL 60606


You are receiving this email because you expressed interest in Vitality.

[Unsubscribe](#)

**Vitality**

### Wellness is a journey — let us be your guide.


We've been helping people across the globe attain better health for more than 20 years. See how our evidence-based approach, behavioral science, technology and a holistic approach to change healthy behaviors and achieve real results.



### Changing behavior through powerful personal incentives

Grant the ability to pay for new Apple Watch with physical activity, our members are dramatically increasing their activity levels.


[VIEW CASE STUDY](#)



### An evidence-based approach that inspires healthy behavior

We don't guess — by leveraging global insight and data, we know what will get members of the group and keep them active.


[VIEW CASE STUDY](#)



### Different motivations for different people

Success in exercise and wellness. Our program provides a personalized approach that drives engagement and promotes long-term change.

[VIEW MOVIE TRAILER](#)



### Let's build a culture of health together.

As your partner in wellness, we're with you for every step of your journey. Our dedicated team ensures that the program operates seamlessly while providing ongoing, proactive guidance.


[LET US LEAD THE WAY](#)

Ready for a wellness program that works? [Talk to a Vitality expert >](#)

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**Vitality**

## Engagement is one thing; change is another.



Behavior change doesn't happen overnight. So how do you know if your wellness plan is working? With programs that rely on basic point solutions and flashy apps, you can never be sure. But with Vitality, the results are real — and measurable.

See how Vitality helped one client save \$4.7 million in medical costs by using data-driven engagement strategies to lower medical expenses by as much as \$1,238 per person.

[DOWNLOAD CASE STUDY](#)

Ready for a wellness program that works? [Talk to a Vitality expert >](#)


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**Vitality**

## Creating a culture of well-being by making healthy social



It's easy to get people excited about a new company benefit or offering. Our goal is to make sure they stay excited. By leveraging the science of social engagement, Vitality impacts health at all levels of your organization.

Download the case study to see how Vitality's scientifically proven engagement strategies helped Baylor College of Medicine **increase member activities by 98%**, leading it to become one of the healthiest workplaces in America for three years running.

[DOWNLOAD CASE STUDY](#)

Ready for a wellness program that works? [Talk to a Vitality expert >](#)

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Tanya Dillard <noreply@thevitalitygroup.com> [Unsubscribe](#)  
to me

Hi,

Just checking in — did you get the case study we sent over? I thought you might like to get a glimpse at the great things other organizations have achieved with Vitality.

Let me know if you'd like to see how we could do something similar for you. We're happy to answer any questions or even help you build your business case.

[Tell me when you're free to chat](#)

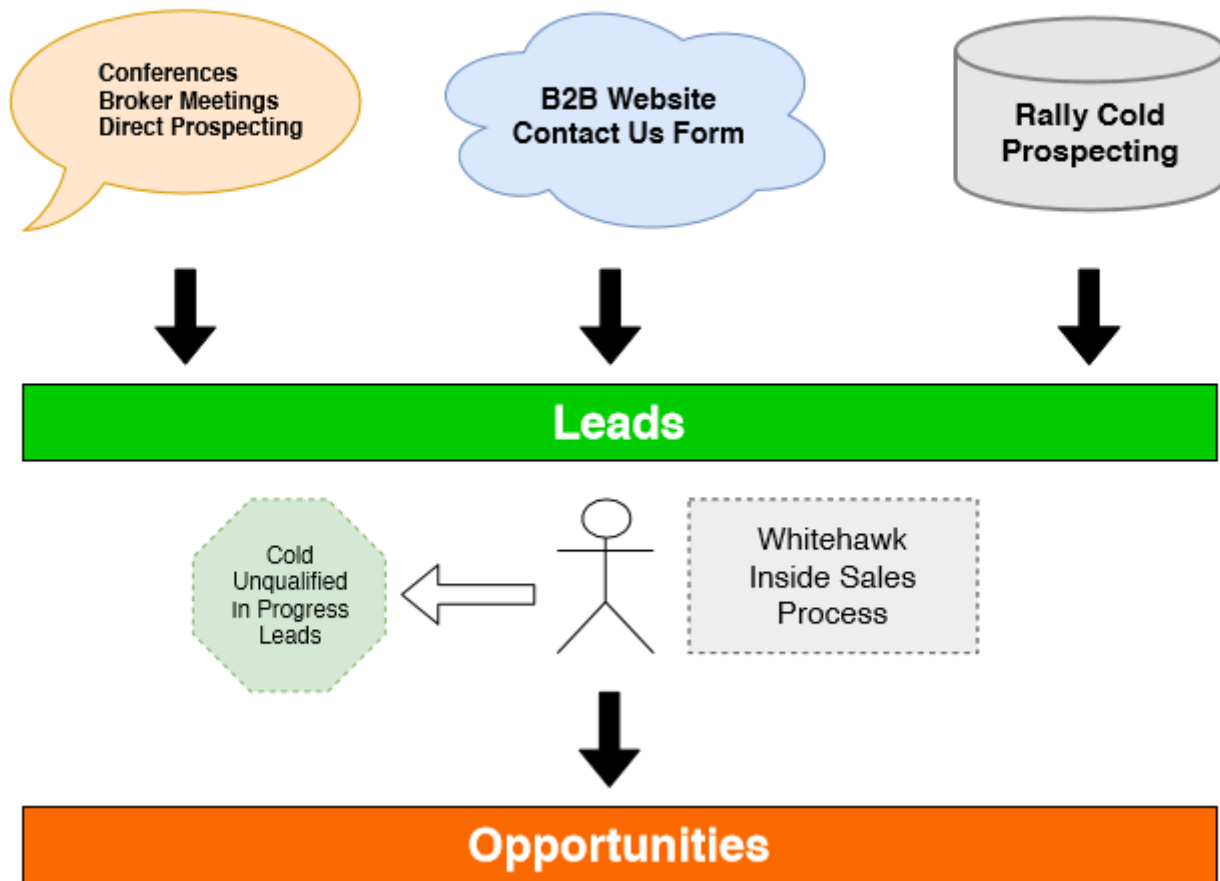
Best,  
Tanya Dillard  
(844) 325-8890  
[TDillard@thevitalitygroup.com](mailto:TDillard@thevitalitygroup.com)

Vitality Group International Inc.  
200 W. Monroe St., Suite 1900  
Chicago, IL 60606

You are receiving this email because you signed up to receive our monthly newsletter at <https://www.vitalitygroup.com/>

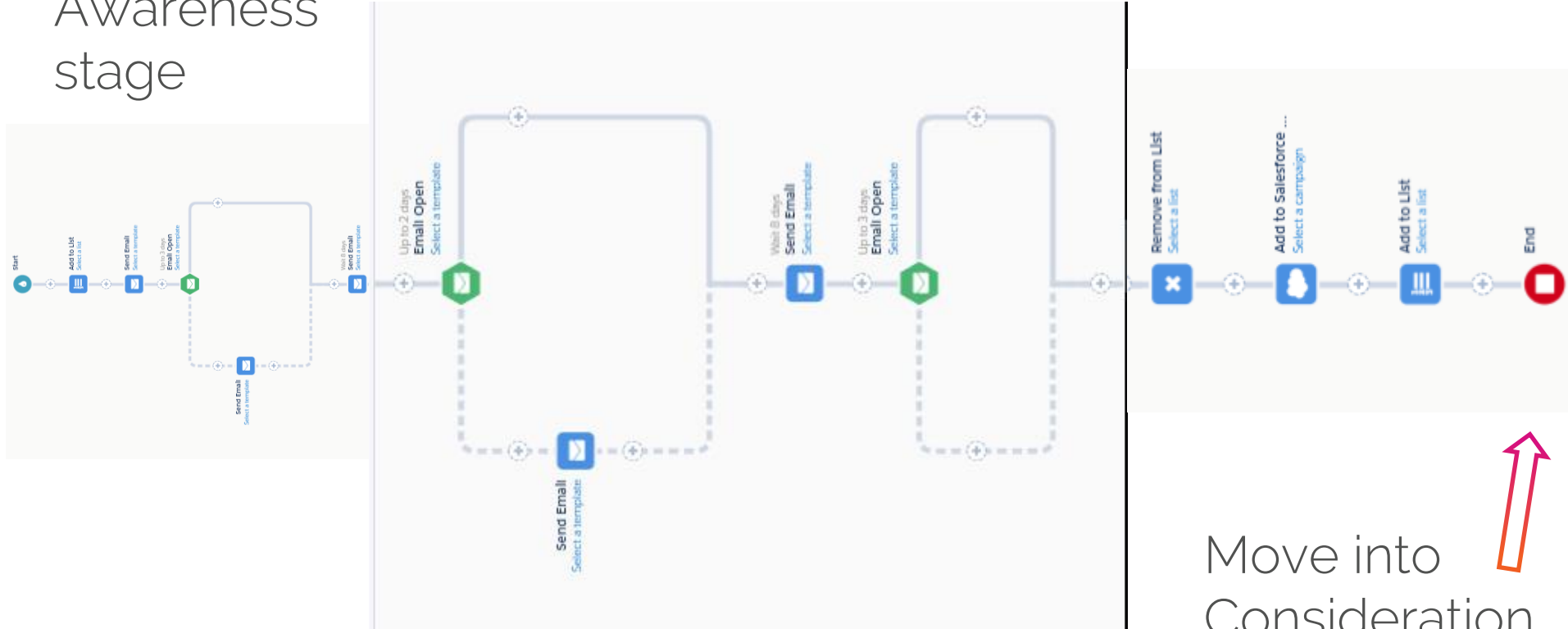
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# Vitality Core Sales Process



# Pardot: Lead Generation (The New)

Awareness  
stage



Move into  
Consideration  
stage



# Pardot: Lead Generation (The New)

Vitality Email not displaying correctly? [View it in your browser.](#)

## Your Company happy hours may be more important than you think

*Social Report*

Data from a Gallup study shows that loneliness and social isolation may be a greater public health hazard than obesity, smoking or excessive alcohol consumption. This data, pulled from 148 studies, representing 300,000 participants, shows that greater social connection equates to a [50 percent reduced risk of early death](#).

With the average, full-time adult working an average of 47 hours per week, you have an incredible opportunity to leverage the power of social networks within your company to positively impact your employees' health. It's a major responsibility. But you're not alone.

At Vitality, we understand that wellness programs that focus solely on exercise and nutrition can only go so far. That's why we've intentionally [designed an employee wellness engagement](#) program that leverages social network constructs, such as workplace competition and online community, to spark long-term engagement in healthy activities.

If you're curious how it works, download our exclusive brief on social connectedness to learn how you can create an environment that helps your people live longer, healthier, happier lives.

[Download Brief](#)

**Start seeing real results with a program that works.**

**CONTACT US**

[unsubscribe from all emails](#) [update subscription preferences](#)

# SalesLoft Sales Director Driven Lead Generation

**Overview** | People | Calls | Email | Activity | Settings

0 CALLS | 0 EMAILS | 0 BOUNCES | 0 OPENS | 0 CLICKS | 0 REPLIES

**DAY 1**

Step 1: Email **RAND Study** Team !  
Hey, I've got something I think you're going to love. {{first\_name}}. In case you missed the BIG news, 0 0% 0% 0%

**DAY 2**

Step 2: Phone **Follow Up Phone Call**  
Make a follow up call referencing the RAND study. 0

**DAY 6**

Step 3: Email **Apple Watch Case Study** Team !  
Do you have any time this week to talk? Hi {{first\_name}}, I sent you a message last week 0 0% 0% 0%

**DAY 7**

Step 4: InMail **Send LinkedIn Message**  
Follow up about the RAND study and Apple Watch case study about another organization in the healthcare industry. Ask How ...

**DAY 11**

Step 5: Email **Member Story** Team !  
I bet you can't make it through this video without crying {{first\_name}}, Behind every statistic is a story 0 0% 0% 0%

# Healthcare Industry Emails, Campaign #1

The image displays four email templates in an editor interface. The first three are in edit mode, and the fourth is in preview mode.

- Template 1: RAND Study**
  - Name: RAND Study
  - Subject: Hey, I've got so
  - Content: {{first\_name}},  
In case you missed the B world's biggest behavior  
After studying more than program that combines in increase physical activity fascinating, so I've includ  
I would love to set up a ti a difference in the health interested in speaking m
  - Best,  
{{My.first\_name}}
  - TAGS: Add new tag
- Template 2: Active Rewards / Ap**
  - Name: Active Rewards / Ap
  - Subject: Do you have any tim
  - Content: Hi {{first\_name}},  
I sent you a message last week combining Vitality incentives w and healthy. To follow up, I als healthcare organization that im program and saw tremendous  
I would still love to talk about h some time to discuss in the ne availability.  
Warmly,  
{{My.first\_name}}
  - TAGS: Add new tag
- Template 3: Member Video**
  - Name: Member Video
  - Subject: I bet you can't mak
  - Content: {{first\_name}},  
Behind every statistic is a sto members to hear theirs. They changed their lives—helping become better parents and s  
Check out the video below ar show you how our program c employees.  
Best,  
{{My.first\_name}}
  - TAGS: Add new tag
- Template 4: Last Outreach (Preview Mode)**
  - Name: Last Outreach
  - Subject: I don't want to seem desperate, but...can we talk?
  - Content: Hey {{first\_name}},  
I've sent you a few emails already, but I wanted to reach out one more time. Do you have any interest in setting up a short phone call to discuss how my company can help you improve the health and wellness of your employees with a program that has been proven to work? How does 12 to 15 percent lower claims\* for highly engaged members sound?  
Let me know if you do. If not, no worries. Enjoy the new year!  
Sincerely,  
[Name]  
\*3 year claims analysis, includes 12 groups between 21,000 and 52,000 members, savings for gold and platinum Vitality status.
  - TAGS: Add new tag
  - STATS: 0% ↓ 0% ← 0%
  - Buttons: Cancel, Save





# Conferences

# Conference Schedule

JANUARY

FEBRUARY

MARCH



APRIL

JUNE

SEPTEMBER



THE CONFERENCE BOARD




INSURETECH  
CONNECT



# Thought leadership: In unexpected places with leaders



**DYING FOR A PAYCHECK**



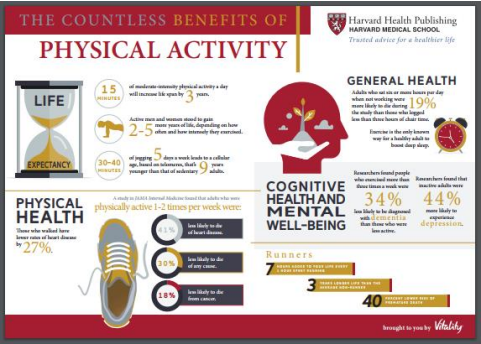
How Modern Management Harms Employee Health and Company Performance—and What We Can Do About It

**JEFFREY PFEFFER**  
STANFORD GRADUATE SCHOOL OF BUSINESS

# Conference support



# Printed Collateral





# Public Relations

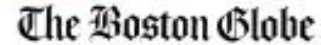


Jeff Williams  
Chief Operating Officer, Apple

### The New York Times Life Insurance Offering More Incentive to Live Longer



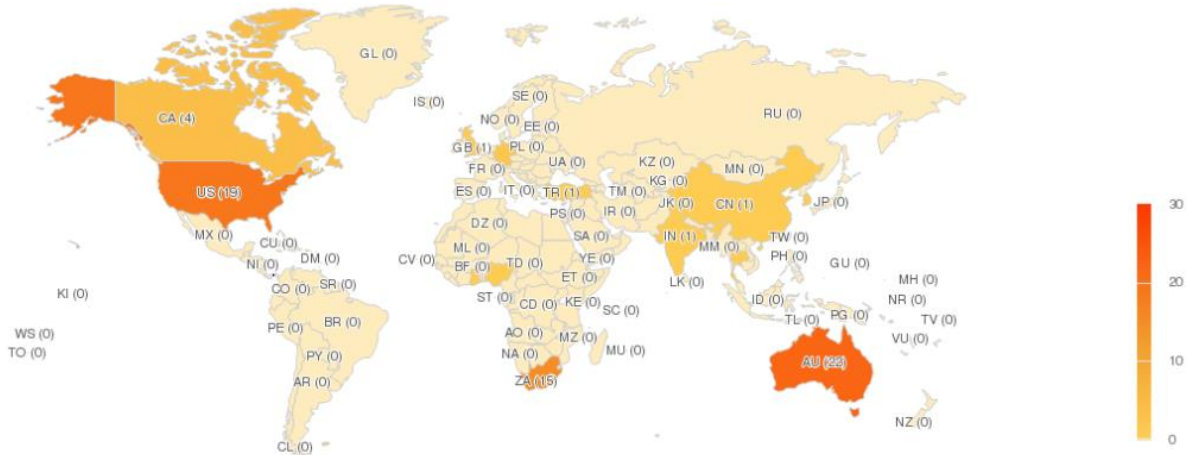
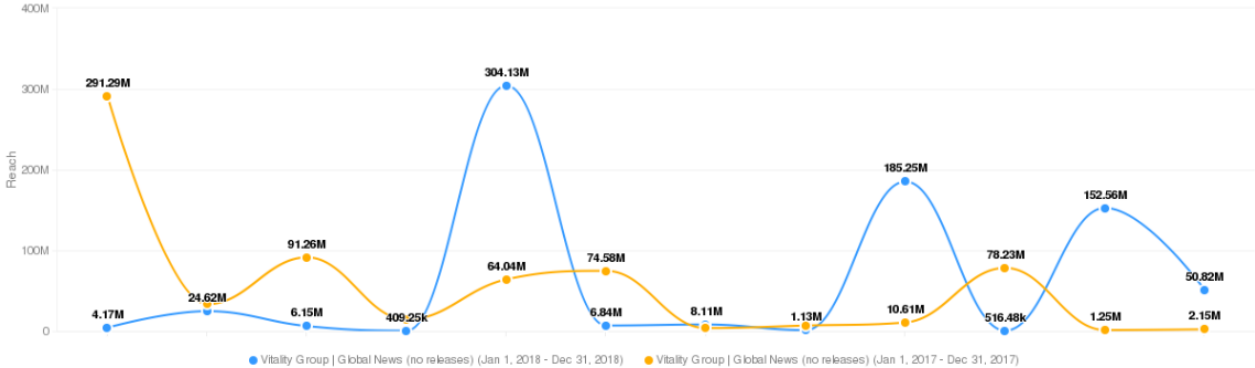
Photo: Paul Casella/Corbis via Getty Images; Edward & Edna. The couple was active, encouraged by a program called Vitality, which offers them to earn points for healthy decisions that eventually lead to discounted life insurance rates. Photo: Bloomberg via Reuters/Agence France Press via Getty Images



"We are really excited today that we are reinventing the traditional life insurance model with our Vitality program. It is really about bringing a technology-based wellness program and marrying that with an insurance product."

- Marianne Harrison on CNBC Power Lunch

# 2018 media reach compared to 2017

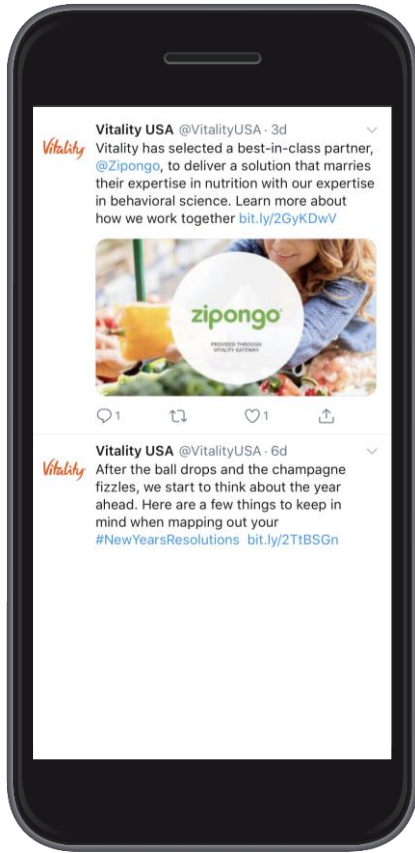








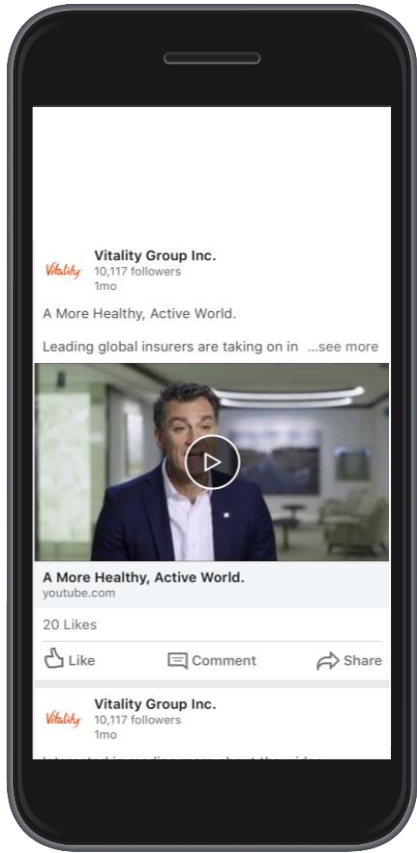
# Website & Social Media



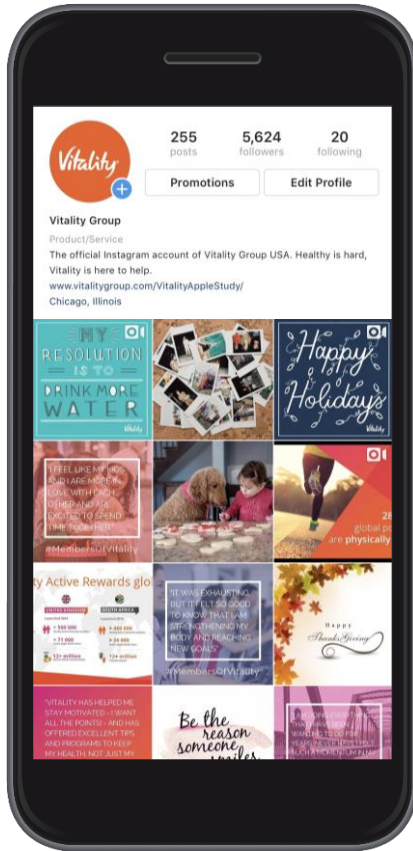
Twitter  
@VitalityUSA



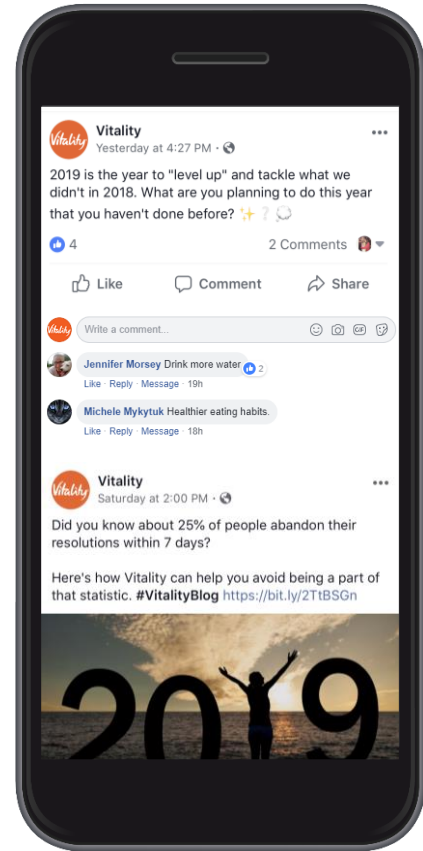
Twitter  
@PowerOfVitality



LinkedIn



Instagram



Facebook



Natasha Kaplirsky, Atrian Gore, Richard Thaler, and Stan Ng discussing the findings of the RAND study into Vitality's Apple Watch program.

## If your company made New Year's resolutions like a behavioral economist, what would they be?

Published on January 9, 2019



Tal Gilbert | [Following](#)  
CEO, Vitality USA  
1 article



Watching people make (and then break) New Year's resolutions is a wonderful way to observe behavioral economics in action. In early January, we're all confident that *this* will be the year—when those new gym memberships, organic food box subscriptions, wearable devices, and Peloton bikes will transform our lives for the better. Yet, inevitably, come February, our aspirations are sabotaged by the cognitive flaws that behavioral economists have identified so well.



Interested in reading more about how even company's can keep those New Year's Resolutions? Here's what Vitality CEO Tal Gilbert has to say about it.

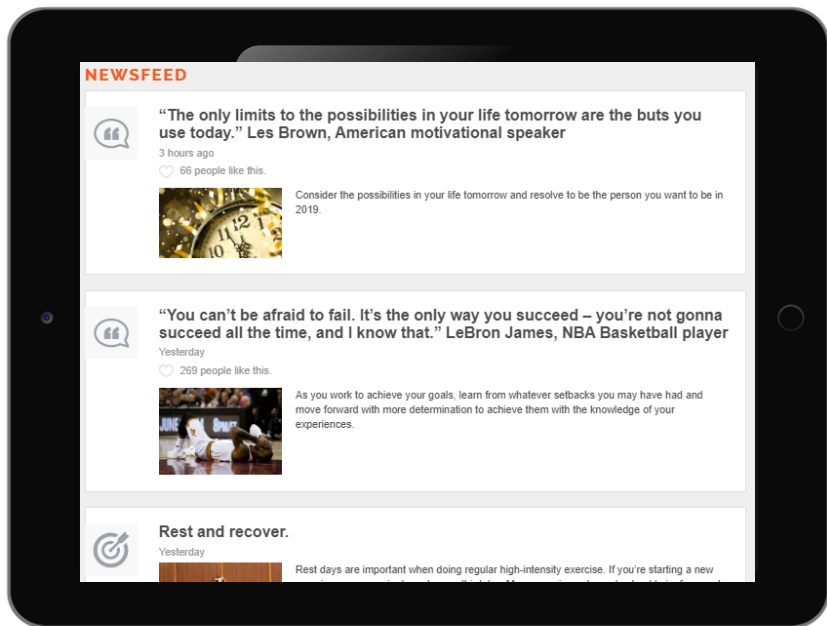
Check out the first LinkedIn Pulse blog from Vitality CEO, Tal Gilbert, that tasks us see what different results we'd see in the health of a company's people if it was linked to managerial compensation. #NewYearResolutions

Welcome to LinkedIn, Tal Gilbert! Follow the CEO of Vitality for insights on behavior change and investing in health workplaces

Vitality US CEO Tal Gilbert takes a look at #NewYearResolutions and how to apply them to our working lives.



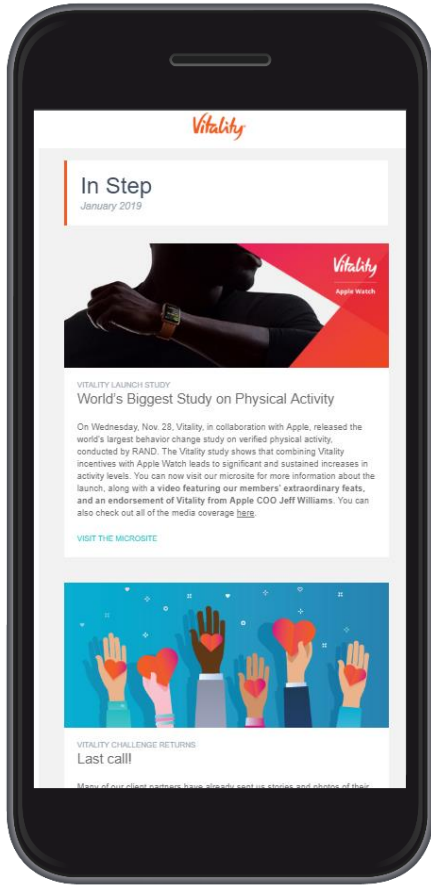
# Member Campaigns & Client Communications



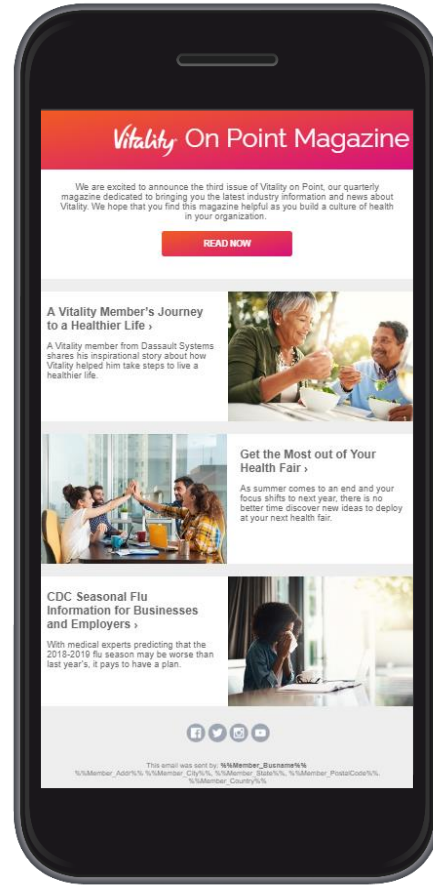
## Power of Vitality Newsfeed



## 2019 Health FYI & DIY



Vitality In Step

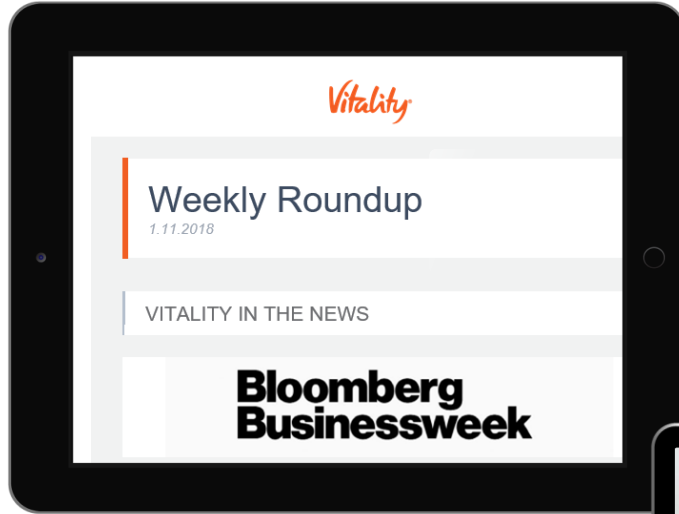


Vitality On Point

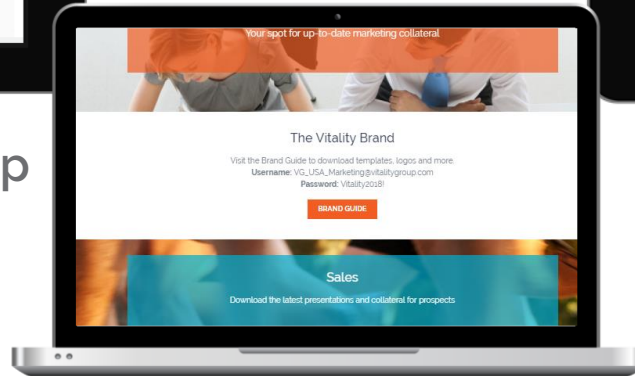


A person in athletic wear is kneeling on a blue background, holding a smartphone. The person is wearing a long-sleeved shirt and leggings. The background is a solid blue color with a faint, semi-transparent image of the person.

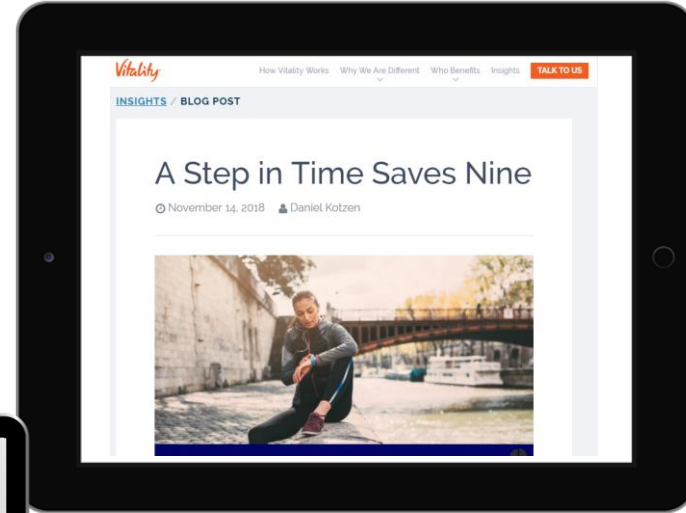
# Vitality Weekly Round Up, Blogs & Sales Microsite



Vitality Weekly Roundup



Microsite



Vitality Blogs

Vitality®