

Vitality Newsletter

We're excited to share that independent actuaries at Arbutal Health reviewed our Impact Study and verified that our study methodologies were consistent with industry best practices! With a 4% reduction in claims costs and an ROI of 1.8x, it's clear that maintaining or improving health risks over time doesn't just boost wellbeing – it leads to significant savings, too. [Read on to learn more about the validation of our engagement approach.](#)

Vitality in the News



Vitality Named to Crain's Best Places to Work in Chicago List

An award so nice, we're thrilled to win it twice! We're honored to announce that [we've been named one of Crain's Chicago Business's Best Places to Work](#) in Chicago for the second consecutive year. This prestigious award is determined annually based on the results of Workforce Research Group's weighted surveys.

Thought Leadership



Hear our expert executives' thoughts on...



Elizabeth Dunphy
Chief Operating Officer

Physical Activity

“Far beyond steps, our program uniquely allows anyone to participate with average heart rate goals and active calories, allowing people to choose the form of exercise that suits their needs best.”

[Follow Elizabeth on LinkedIn](#)



Tanya Little
Chief Commercial Officer

Vitality Habit Index

“People often think that physical activity is only for the young and well. Our data doesn’t support that! Older and sicker individuals can experience profound changes once they start engaging.

[Follow Tanya on LinkedIn](#)



Kristin Rodriguez
Chief Product Officer

Member Engagement

“Vitality believes in investing in amplifying methodologies, such as digital tech and automation that bolsters your member experience and member engagement teams’ efforts, makes all the difference when it comes to growth, retention, satisfaction, and outcomes.”

[Follow Kristin on LinkedIn](#)

Vitality on the Road



Connecting Across the Country

We’ve had a busy week! We were in Phoenix earlier this week for the [SIIA National Conference](#). And we’re currently in Nashville for the [2024 AHIP Consumer Experience and Digital Health Forum](#)! If you’re here – come find us! We’ll be easy to spot wearing Vitality pink in booth #103.

Stay tuned to our [LinkedIn page](#) in the coming weeks to learn more about our upcoming events.

5 Fun Facts



Vitality®

5 Fun Facts with

Christine Brophy
*Vice President,
Behavior and Engagement*



- 1 If you had to eat one meal for the rest of your life, what would it be?**
Pesto pasta! I follow a mostly plant-based diet and pesto is a quick go-to meal that lends itself to lots of options. For example, this year, I started experimenting with squash blossoms, and they are divine as a swap out for basil. When I know I have a meeting-laden day where it will be hard to get away from my desk for any length of time, I make it for breakfast, and it sticks to my ribs for hours.
- 2 What motivates you?**
Waking up to today with the opportunity to be better than I was yesterday in some way.
- 3 How do you unwind after a stressful day?**
By taking a long 'transition walk' with my husband. We live in the mountains of WV. Nothing helps me switch off from work and on for being present than getting out and walking among the trees and hills.
- 4 What is your favorite meal to cook?** Duck and Cherry Pie. Our family discovered this dish when we were visiting South Africa back in 2006, and I came home determined to master it. It's a bit involved, so I only make it once a year around the holidays. It's my favorite meal because, while it's a labor of love, the joy and togetherness it brings to our family make every bit of the effort worthwhile.
- 5 What is the latest book you've read?** Look Again; The Power of Noticing What Was Always There by Tali Sharot and Cass R. Sunstein. I tend to reread books, and Cass Sunstein, Richard Thaler and Daniel Kahneman (who sadly passed away earlier this year) are three authors whose books are constantly rotating in my reading list.

New Vitality Blogs



What You Can Do to Avoid the Flu



Along with getting vaccinated, you can help prevent the flu by practicing simple everyday precautions. Discover more about how to safeguard your health and keep those around you safe.

[Read the blog](#)

Eating Healthy: Freezer and Pantry Edition



Eating well out of your freezer and pantry may require a bit of planning, but it's not impossible! With a little information and preparation, you can still maintain a balanced, healthy diet.

[Read the blog](#)



Vitality Moves: Form Check

Improve your posture and relieve tension in your lower back with the [standing knee-to-chest stretch](#).

What I'm Reading



The New York Times

That message from your doctor?
It may have been drafted by A.I.

Overwhelmed physicians are turning to artificial intelligence to correspond with patients. Many have no clue that the replies are software-generated.

[Read the article](#)

scimex

Tired during a Zoom meeting?
Change your virtual background

New research finds that blurred backgrounds may be contributing to higher levels of videoconferencing fatigue.

[Read the article](#)

As always, thanks for reading!



LIANNE E. JACOBS, MPH

Health Communications Strategist [Vitality Group](#)

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