

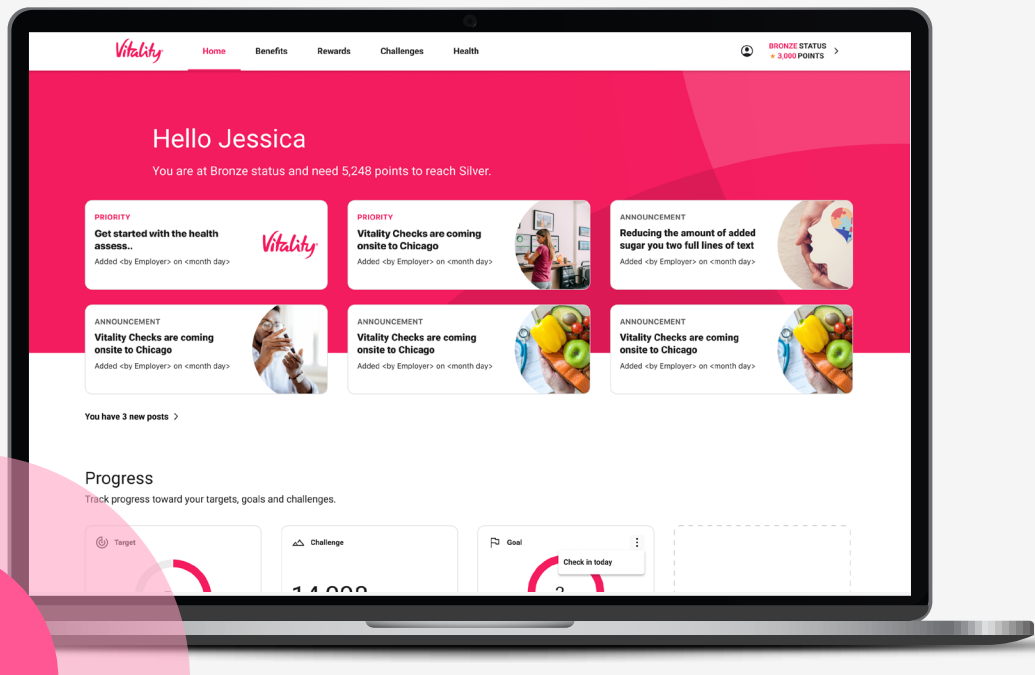
# Vitality

Leading engagement  
where wellbeing meets care

We make people healthier,  
one behavior change at a time.



Modern. Simple. Engaging.



We offer a truly tailored and comprehensive approach to individualized wellbeing, presented to members in a simple and delightful experience.

By analyzing data from a multitude of sources, along with risk stratification and predictive analytics, we develop clinically and actuarially sound pathways hyper-personalized to each member's unique needs.

**How do we do it?**

See how it manifests for our members and clients...

## ACTIVATE

To activate members from the start, we help them quickly identify their health risks and offer easy ways to start improving their health. This helps members immediately find their focus. As they engage and build confidence, we keep them engaged with more focused activities and guidance.

SECTION 4 OF 7

Mental Wellbeing

During the last month, how often have you had difficulty falling asleep or staying asleep, or have felt poorly rested in the morning?

Never Rarely Occasionally

Usually Frequently

### Vitality Health Review™

The NCQA-certified Vitality Health Review™ begins the member journey, and the responses are incorporated into the member's personalized program experience. Additional micro-assessments within focus areas help members further explore a particular risk area.

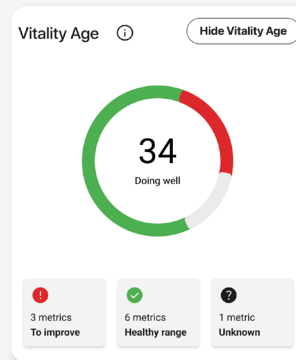
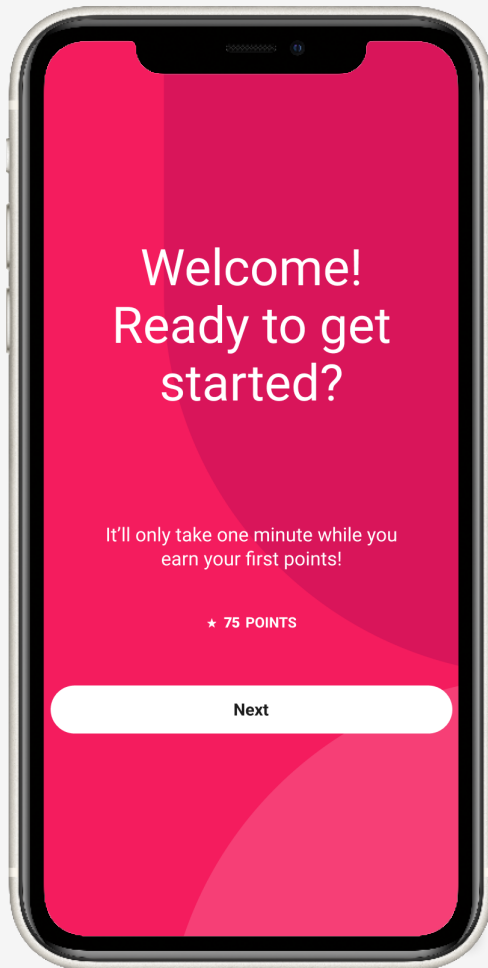
To improve

**Blood glucose**

145 mg/dL

### Health profile

We populate each member's health profile according to their health risks, providing a clear view of where they're doing well and what needs improvement.



### Vitality Age

We calculate a member's Vitality Age by adjusting their chronological age based on their lifestyle behaviors and biometric outcomes. We do this to address a member's overconfidence about their health status, which is a crucial first step to getting them engaged.

✓ You have goals ...  
Let us help you get there

### Multi-channel communication

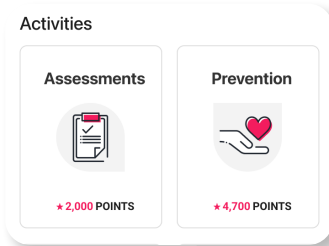
At every step, our communications use a member's interests and health status to guide and encourage them to focus on actions that will have the greatest impact on their health. This results in a dynamic and relevant user experience that drives and sustains engagement.

## Ongoing strategic support

Our consultative implementation process enables us to understand a client's culture, demographics, and communications style to establish a launch and ongoing program that aligns with their goals and takes into account their diverse employees and organizational values. We use these insights, along with industry-specific best practices, to work with you to ensure a successful launch and to drive uptake.

## ENGAGE

Members enjoy a simplified and personalized experience and are nudged toward recommended activities that impact their health most, creating real engagement that matters.



### Core activities

Foundational wellbeing activities promoted across the entire population.

### Workout your way

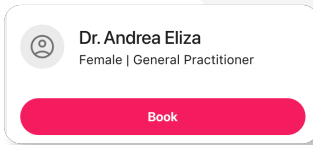
Tue, Feb 28 – Wen, May 31  
Earn 100 Vitality Points

Progress Chat About

Your progress

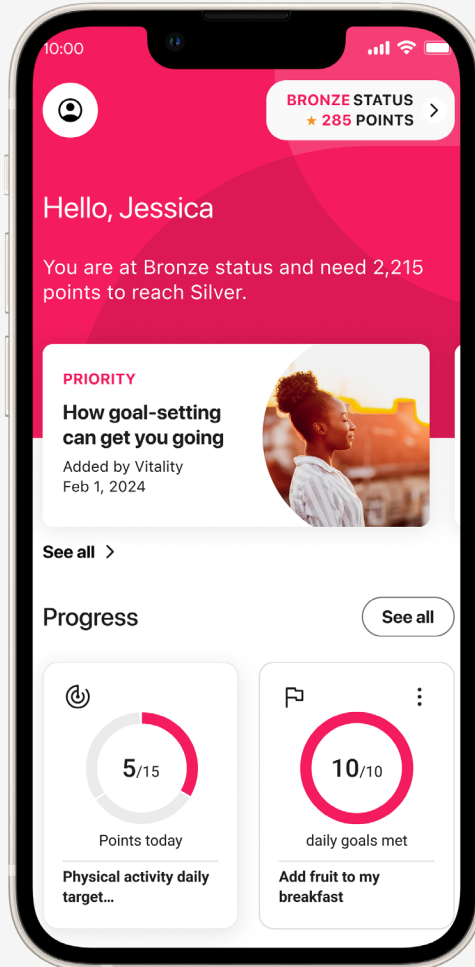
### Challenges

Built to be fun and non-judgmental, challenges support a level playing field. With individual, team and peer-to-peer\* options, the highly flexible design and chat functionality\*\* also encourages camaraderie and teamwork.



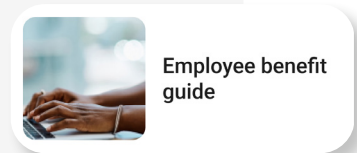
### Care Connector

For clients with their own in-house care and coaching teams, we offer a solution where at-risk members are provided a more integrated connection with their care team support to make meaningful, consistent progress on their personal



### Focused health topics

We suggest individualized activities based on the member's identified health risks to encourage the most impactful engagement.



### Integrated benefits and programs

Vitality integrates with multiple device, biometric, coaching, and high-appeal reward partners. We also integrate seamlessly with any other vendor, initiative or program with the flexibility to customize the experience to the client's needs — whether it be our pre-vetted partners or theirs.

### Condition management\*\*

A seamless, integrated approach for end-to-end clinical solutions targeting key cardiometabolic risks, including live coaching support.

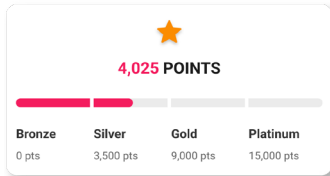
## Ongoing strategic support

Our Wellness Strategy Manager meets with you regularly to ensure continued program engagement. We review reporting and analytical results with you to evolve strategies and initiatives to drive participation in specific areas of interest or need.

\*On roadmap for January 2025

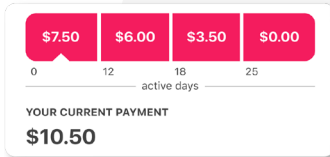
## REINFORCE

Our rewards are crafted with a blend of actuarial and behavioral science, designed to spark real motivation and lasting change. By tapping into core human behaviors—like the need for instant gratification and the fear of losing out—our incentive structure draws people in and keeps them engaged for the long haul.



### Points and Status

Calibrated by clinical and actuarial research, points accumulate to determine a member's Vitality Status – an aspirational tool that unlocks incentives and drives long-term engagement.



### Earn Apple Watch\*

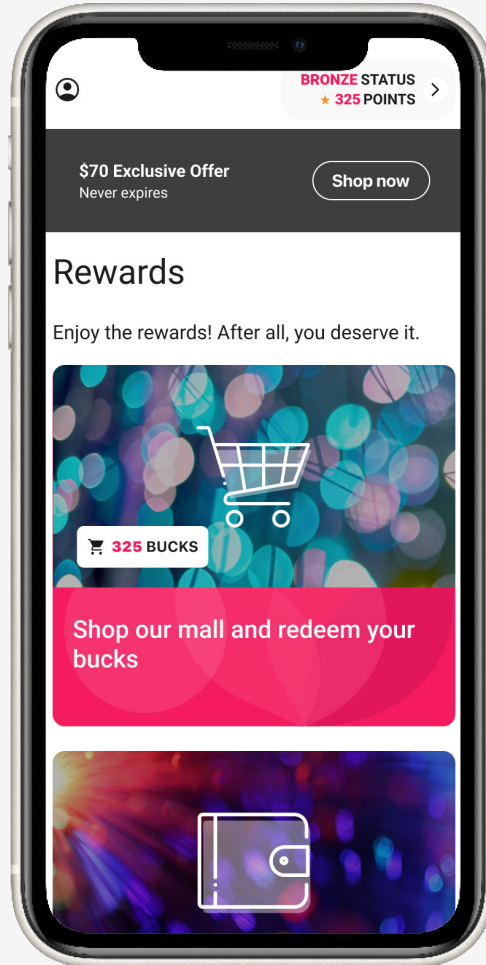
For employers looking to place further emphasis on physical activity, members can earn an Apple Watch through verified activity.

### Vitality Active Rewards

Members can earn a spin on the Vitality Wheel by achieving weekly physical activity goals with Active Rewards.

### Instant rewards\*

To drive deeper engagement in areas of focus or high impact, and as an alternative to the mall, clients can add instant rewards in the form of a gift card to specific activities for smarter budgeting.



### Rewards mall\*\*\*

Members earn rewards currency by engaging with the program. They can then use the currency to purchase gift cards and devices for globally recognized consumer brands.

### Vitality Squares

Our Vitality Squares game is a fun and exciting way for our members to earn rewards, including Vitality Points and a \$500 gift card. The game motivates members to log in monthly to play.

### Dynamic Contribution Manager

The Dynamic Contribution Manager (DCM) aligns an employee's health contributions and incentives with their lifestyle choices and health behaviors. This results in a fairer cost-sharing between an employer and employee and rewards employees who actively engage in healthy behaviors.

## Ongoing strategic support

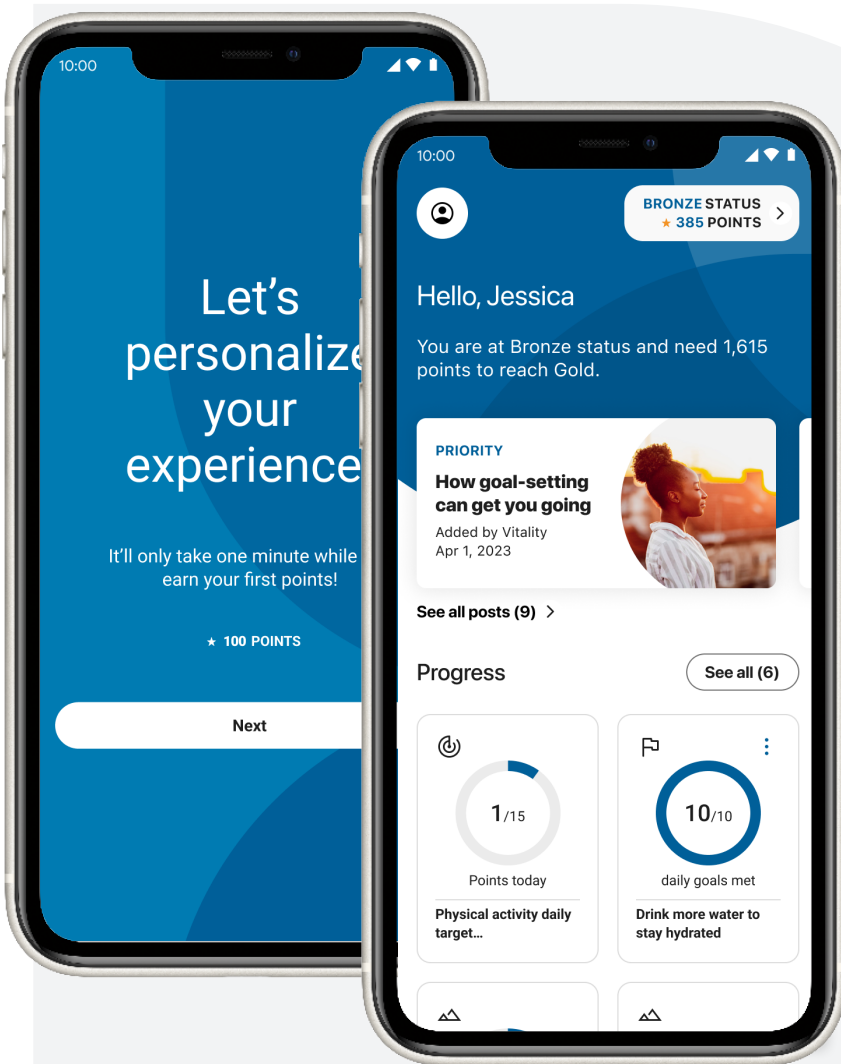
We partner closely with you to understand your incentive budget and optimize it to achieve your desired long-term objectives. We help you to build multi-year strategies that maximize engagement broadly, but also resonate within each unique population.

\*Available Q3 2024

\*\*\*The merchants represented are not sponsors of Vitality Group or otherwise affiliated with Vitality Group. The logos and other identifying marks attached are trademarks of and owned by each represented company and/or its affiliates. Please visit each company's website for additional terms and conditions.

## CUSTOMIZE

We built our program to empower you to create a truly personalized and engaging wellbeing experience that aligns perfectly with your culture and strategic objectives.

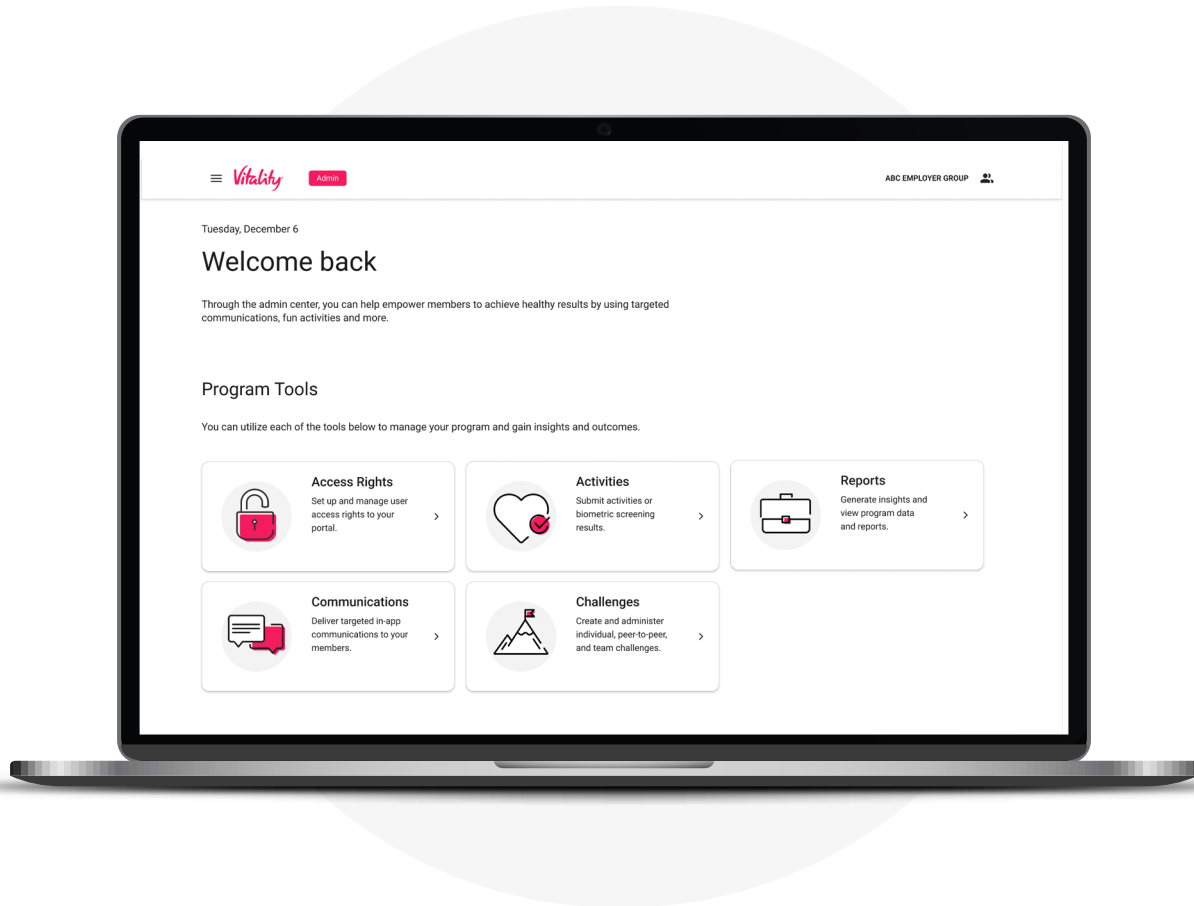


### Customizable program elements include:

- Branding and custom primary and secondary colors on the website and mobile app
- Individual and team challenges
- Incentive design
- Addition of questions to the health assessment, also known as the Vitality Health Review™
- Ad hoc surveys presented to members directly on the Vitality website and app
- Branching logic for challenges, incentives and communications
- Seamless integration of your benefits and services
- Robust communications in various formats including push notifications and in-portal messaging

## SUPPORT

Knowing that your teams are operating at a high standard but have a finite capacity, Vitality's seasoned strategy managers partner with you to help you effectively engage your members, relieving admin burden while also bringing best practice tactics and strategies to your solution. And they're backed by our in-house teams of data scientists, actuaries, behavioral economists, clinicians and marketers, who work together behind the scenes to ensure you always get the best support.



### Challenges admin\*

Create individual and team challenges with a wide range of configurable options to choose from to drive participation and inspire behavior change.

### Activities

Submit individual or group activities to award points for employer-specific benefits, events and activities.

### Data & reporting

View a variety of standard reports, on-demand reports and an interactive dashboard to help understand program engagement and risk data based on defined population segments in order to make informed decisions about program strategy.

### Care Connector

Connects members to coaches, condition managers, case managers and other forms of live services at a health plan or provider.

### Communications

Access to pre-made and customizable comms, in addition to push notifications and in-portal messaging tools to promote employer-specific benefits, events and activities or to drive engagement in specific areas of the program.

### Access rights customization

Configure individualized access at various role levels throughout the organization.



## Making people healthier, one behavior change at a time.

30 years ago, a health plan founded by actuaries conceptualized Vitality to improve health outcomes, reduce healthcare costs and make people healthier. We are experts in behavior change and pioneered the shared-value insurance category: aligning member contributions, payer coverage and provider risk assumption so that every stakeholder shares in the value of better health outcomes across a population.



**>\$600M**  
operating profit

**\$4.4B**  
net income

**\$1.42B**  
in core  
new business

**41 markets**  
across the globe



### Harness our differentiators



#### We (actually) make people healthier

Our data backs it up. 82% of our members freeze or reduce their health risk.



#### The recognized global leader in behavior change

We pioneered incentivized healthy behavior change, and our teams of smart actuaries and behavioral scientists continue to trailblaze as we serve 40 million members globally.



#### We're hands-on – so you can focus on what most needs your attention

With an average tenure of 10 years experience, our strategy managers are backed by our in-house actuarial and marketing teams, working together to ensure you always get the best support.

**Choose the path that's right for you and take the first step today.**

Visit us at [VitalityGroup.com](http://VitalityGroup.com)



Disclaimer: App undergoing continuous enhancement.  
Screens subject to change.

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*Vitality*<sup>®</sup>