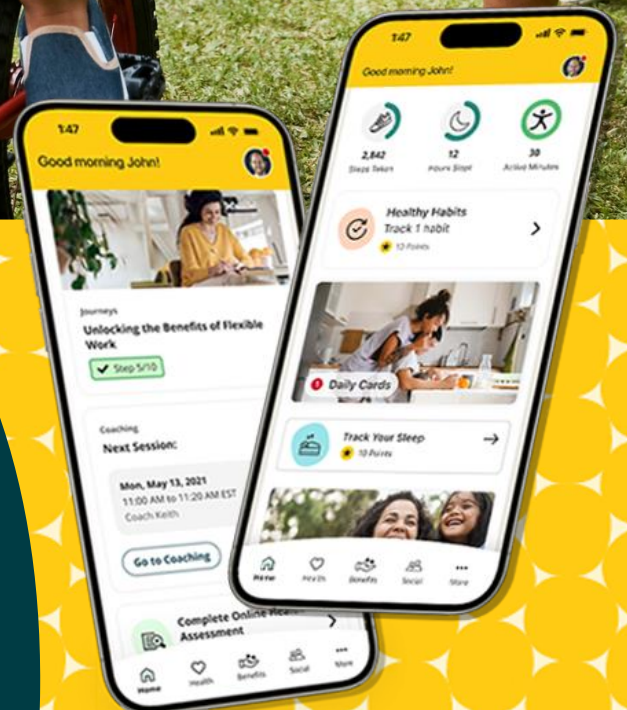




Mental Wellbeing

Supporting members' unique needs around anxiety, depression, emotional resilience, and managing stress





Mental Health Support for Every Person, Every Day

60%

Experience symptoms of anxiety and 56% experience symptoms of depression

76%

Of U.S. workers reported at least one symptom of a mental health condition

81%

Are looking for workplaces that support mental health

The need for support is escalating

Data shows a sustained increase in mental health concerns impacting work and life.

Yet barriers remain

Static

While the market is flush with mental health apps, even the best point solution, on its own, often lacks the sticking power to help.

Complexity

Navigating resources can be overwhelming enough to stop people who need help before they even start.

Stigma

Social and internalized stigma around seeking mental health support is still high for many.

Very few (5% or less) find their way to the existing resources offered by their employers or insurance. Prioritizing mental health is powerful—for both people and businesses.

It's no secret that people perform best when they feel good physically and emotionally. Imagine what your organization could achieve if every single person in it was empowered to show up as their most present, creative, and productive selves every day. That's the power of mental health. And that's what our solutions are built for.



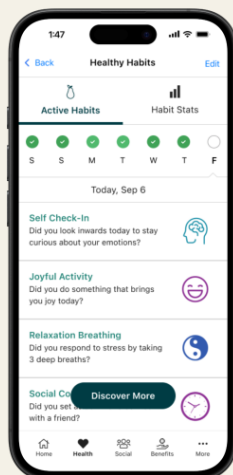
Data-powered personalization & recommendations

SDOH insights, user activity, and claims data drive real-time, ongoing personalization to meet members where they are and help them find the support they need when they need it.



Addie's emotional
wellbeing journey

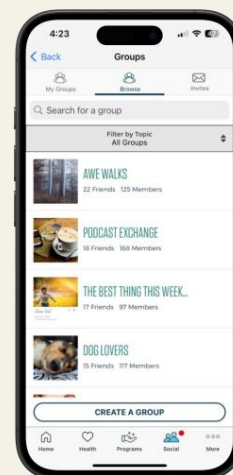
Daily Routine



Tracks resilience-
building Healthy
Habits

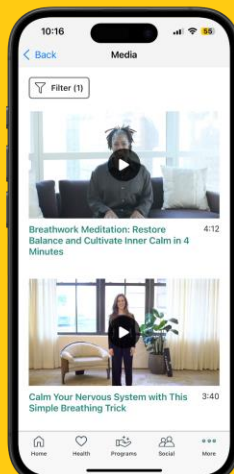


Daily Cards offer
stress relief tips
and more



Joins a Group for
additional social
support

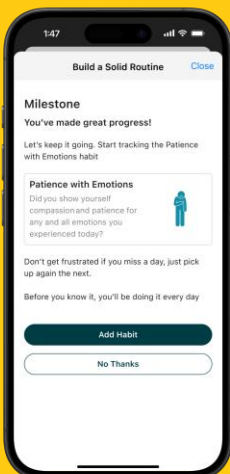
Personalized Prompts



Visits the Media
library for guided
meditations

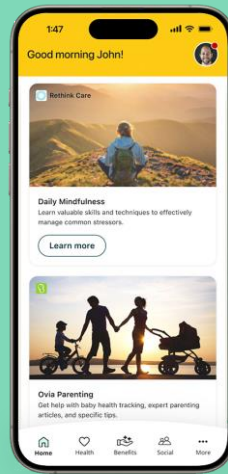


Daily Cards surface
mindfulness
opportunities

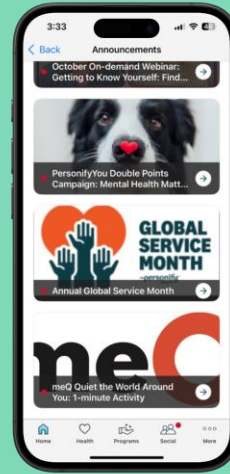


The Growing Emotional
Awareness Journey
prompts him to add a
new habit

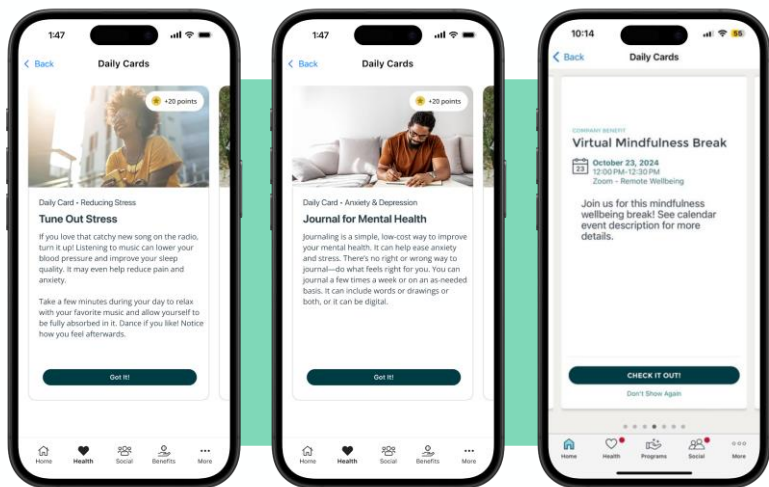
Ongoing Support



His coach refers her to
EAP and RethinkCare
for extra work/life
support



Announcements remind
him of additional
resources like webinars
and partner programs

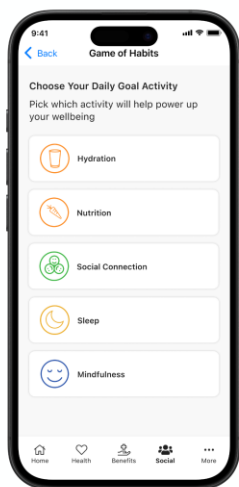
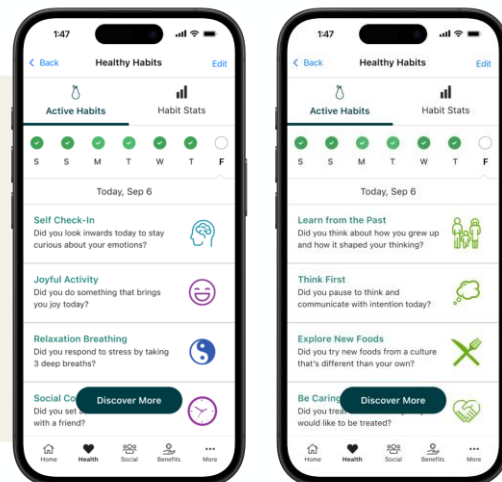


Daily Tips

Personalized daily tip cards based on selected interests with a microlearning and small steps approach to cue healthy actions. Announcement cards promote events and wellbeing initiatives.

Healthy Habits

Support successful behavior change and resilience by prompting members to make small but daily changes in their lifestyle.

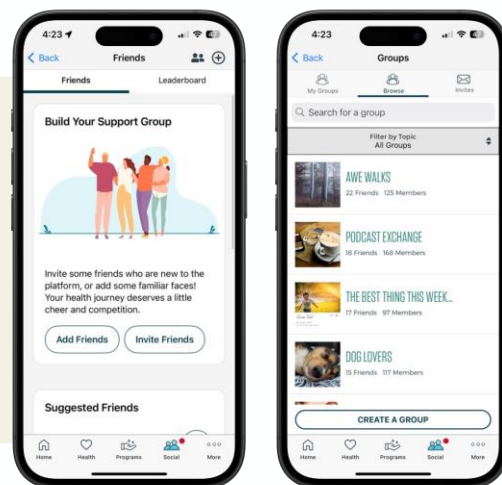


Personal & Spotlight Challenges

Peer to peer challenges to drive improved habits across all aspects of wellbeing. Supportive group competition that goes beyond activity-based challenges focusing on mental wellbeing. Includes enhanced participant onboarding, rich educational content to improve health literacy, and immediate access to resources.

Friends & Family

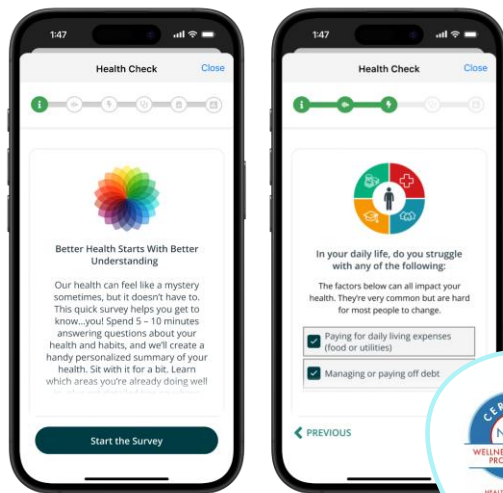
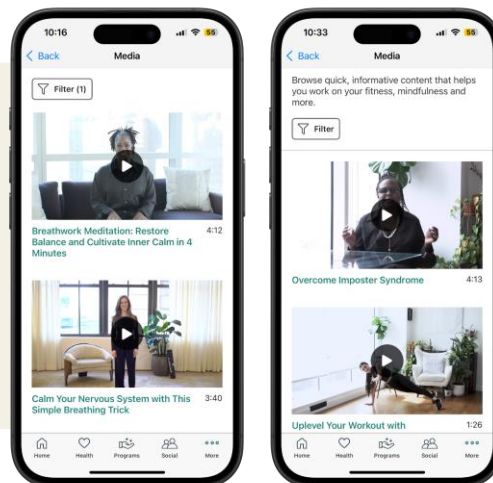
Members can invite up to 10 Friends & Family to participate in Virgin Pulse to support their health journey. Shoutouts inspire connection and peer recognition for added intrinsic motivation.





Media Library

An immersive experience that builds on the purpose-driven content offered by Virgin Pulse. Holistic, inclusive video and audio content for everyone, no matter where they are in their journey.



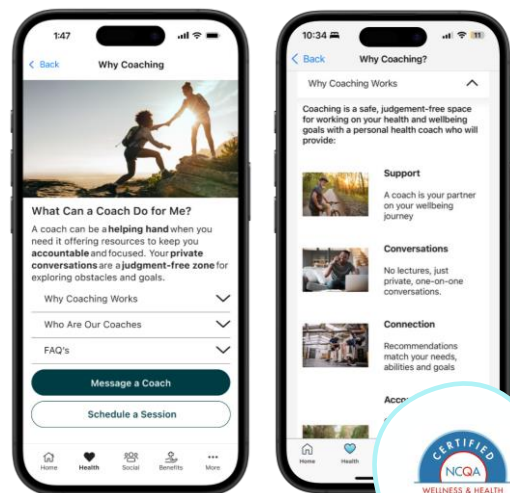
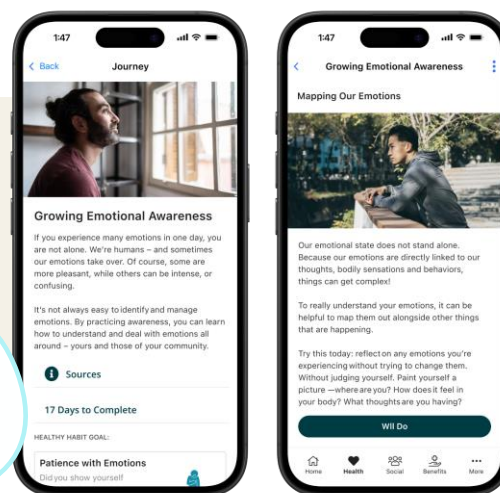
Health Assessment

NCQA certified health assessment that offers members a fresh look at their lifestyle choices and personal health. It educates members on their health risks and guides them to improve their health and wellbeing through personalized recommendations.



Digital Coaching Journeys

Each Journey breaks a key behavior or a larger goal into smaller achievable steps, helping people improve their health literacy and form new habits as they go.



Live Coaching Services

1:1 multimodal coaching with a holistic approach supporting emotional wellbeing and the full continuum of health needs.

Workplace Health Coaching

A client-dedicated partner to support a culture of health through 1:1 and group coaching, plus onsite and virtual program engagement and education opportunities.





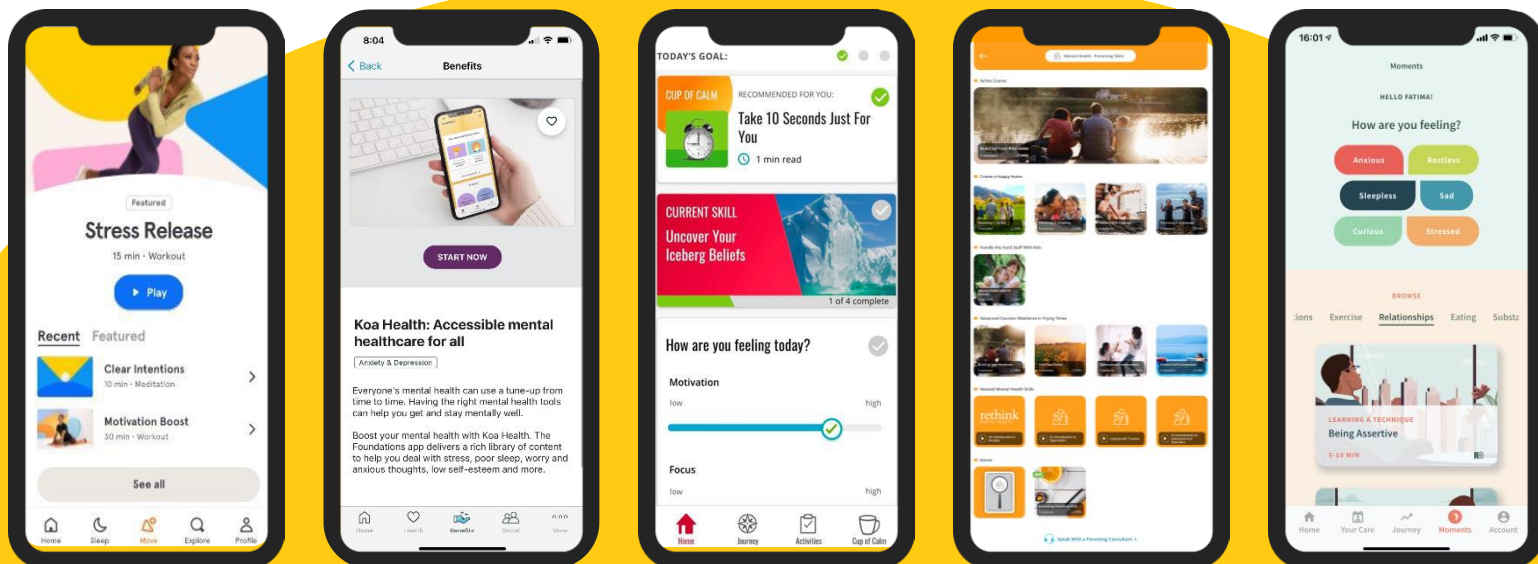
Curated Digital Health Partners

A collection of thoughtfully selected global partners to expand mental health and wellbeing tools, resources and services.

Personify Health partners are deeply integrated into the member experience, creating a seamless extension of mental health and wellbeing resources. The Personify Health personalized platform enables a variety of access points, communications and rewardable events (if applicable) to ensure members are not only aware of the tools available to them - but they consistently engage with them.

For clients, this means Personify Health manages vetting, contracting, renewals, invoicing, security and privacy audits, and basic reporting (enrollment, usage).

Additionally, our clients may embed existing resources and programming into our solution to further address mental wellbeing.



Helps populations stay healthy with unlimited self-care content, behavioral health coaching, and work-life services while dedicating therapy and psychiatry to those with more acute needs.



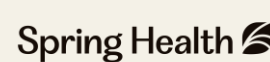
A digital wellbeing and therapeutics solution leveraging the latest clinical research and breakthrough technologies to deliver mental health support that is accessible, personalized, and effective across a range of conditions.



Proven tools and techniques to build individual and team resilience and take control of emotional and physical wellbeing.



A leading digital training solution for parenting, professional development, personal wellbeing, neurodiversity and resilience.



Offers personalized, culturally responsive care with fast access to in-person and virtual care, including therapy, coaching, medication management, wellness exercises, and other employer services.