



# Nurture a healthy workforce

Introducing Virgin Pulse  
offered through Cigna



Now it's easier than ever to build healthier habits, one small step at a time. **Virgin Pulse offered through Cigna** is a behavior change system that offers a best-in-class, personalized digital health and well-being experience for your employees.

This innovative platform features robust incentives, wellness challenges, digital coaching and daily health content to engage employees in their health. Virgin Pulse provides an intuitive digital Homebase for Health®, with personalized support and guidance, as well as streamlined access to the resources and tools needed to build lasting, healthy behaviors. This well-being support is available at no additional cost to you or your employees.<sup>1</sup>

## **VIRGIN PULSE OFFERED THROUGH CIGNA OFFERS A DIGITAL HEALTH AND WELL-BEING PACKAGE THAT PROVIDES:**

- › An incentive offering rooted in behavior change science
- › NCQA-certified health assessment and 14 multi-week guided courses available in 21 languages
- › Digital health coaching journeys
- › Daily content cards about multiple wellness topics such as finding emotional balance, managing finances, healthy eating and more
- › Device and app integration (Fitbit, Apple Health, Google Fit, Sleepio, etc.)
- › Healthy habits daily tracking, well-being challenges and surveys
- › Client reporting
- › Shared access for 10 friends and/or family members per employee at no additional cost
- › Focus on social determinants of health
- › Emphasis on diversity, equity and inclusion



Offered by Cigna Health and Life Insurance Company

**Your New Growth Plan.**

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## REAL RESULTS

With Virgin Pulse, your employees develop and maintain healthy practices — leading to better clinical outcomes, reduced stress and lower total medical costs. **Best of all, using the platform boosts productivity, increases engagement, improves retention and creates a culture of wellness throughout your organization.**



### Increased Engagement

**50%**  
of members monthly<sup>2</sup>

**42%**  
of members weekly<sup>2</sup>



### Productivity Gains

**16%**  
productivity gain and **18%**  
reduction in absenteeism<sup>5</sup>



### Improved Health

**68%**  
of members improve  
clinical health metrics  
across BMI, blood sugar  
levels and blood pressure<sup>4</sup>



### Improved Well-being

**52%**  
of members report  
decreased stress levels<sup>3</sup>

**Start building a healthier workforce now  
with Virgin Pulse offered through Cigna.**

Contact your Cigna representative to learn more.

Available to Cigna clients with fewer than 500 employees, at no additional cost. Available in Feb. 2023 for existing and new clients with 1/1 and 2/1 effective dates. All other existing clients will receive at renewal.

All results are reported by Virgin Pulse and all results may vary.

1. Available to clients with fewer than 500 employees. Employers will be responsible for reimbursement of incentives.
2. Points and Levels Game, 2021. Average monthly engagement across entire book of business.
3. Comparing 2020 self-reported Health Risk Assessment (HRA) to 2021.
4. Book of business trend assessment 2019-2021. n = 1,104,000 members.
5. Based on multiple client analyses case studies based on topic area



**Your New Growth Plan.**

Product availability may vary by location and plan type and is subject to change. All group health insurance policies and health benefit plans contain exclusions and limitations. For costs and details of coverage, review your plan documents or contact a Cigna representative. Cigna products and services are provided exclusively by or through operating subsidiaries of Cigna Corporation, including Cigna Health and Life Insurance Company (CHLIC), Evernorth Care Solutions, Inc., Evernorth Behavioral Health, Inc., or their affiliates. The Cigna name, logo, and other Cigna marks are owned by Cigna Intellectual Property, Inc. All pictures are used for illustrative purposes only.

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