



5 KEYS TO EFFECTIVE CONDITION MANAGEMENT

Chronic diseases can cost you millions every year in insurance claims, absenteeism, and reduced productivity. Those problems that affect your bottom line are often the most common — and preventable — health conditions, like heart disease, diabetes, and obesity. You can help prevent them and other conditions with Virgin Pulse.

Virgin Pulse takes a holistic approach to managing conditions in your population. We focus on prevention and condition management with personalized coaching sessions that use evidence-based guidelines and educational resources to help members make healthier choices and take control of their wellbeing. Our health coaches work individually with each member to set goals that help close gaps in care and manage their conditions. Members become active participants in their health and can be incentivized by their employer to participate as part of the wellbeing program.





While coaching a member with a history of asthma and COPD, I discovered that they were not using their medication as recommended. Through coaching and education, the member began to use their inhalers as directed and their symptoms improved greatly. The member has more energy and is now able to start exercising!"

Sharon, RN Virgin Pulse Health Coach

01

You're not just talking to anybody

Just who are members interacting with? Virgin Pulse's health coaches. Our health coaches come from diverse clinical backgrounds such as diabetes education, behavioral health, nutrition, pharmacy and nursing. Tools in the Virgin Pulse app allows them to guide members to self-manage identified conditions they may have with a set of evidence-based tips and suggested educational materials based on proven behavior change principles. That means your employees have someone they can talk with who can provide relevant, actionable steps toward managing or improving their health. This team promotes early engagement and personalized guidance backed by evidence-based coaching and clinical guidelines.

02

Identify risks early for better outcomes sooner

Virgin Pulse can identify health risks early by collecting biometric screening results, Health Assessment information, and self-reported data. Virgin Pulse has the added capability

03

Cover more for greater impact

Many condition management programs only address five of the most common chronic conditions. Virgin Pulse offers coaching for anyone and can address an industry-leading 22 conditions. A greater percentage of employees are identified and managed under Virgin Pulse programs, leading to improvement of conditions that are often debilitating and expensive if left untreated.

04

Lead members to engage

Real cost impact depends on whether or not your employees engage with the programs you offer. We make it simple for members to understand their health and improve it with the help of our clinical coaching team.

Members can opt for digital or scheduled telephonic coaching sessions that can be completed at their convenience and are always productive, positive, and personal—Virgin Pulse's coaches use the same platform as members, so they can access detailed health and clinical information to tailor the session to the member's needs.

As if their own health isn't reason enough to engage with a coach, you can give them incentives, too.



I have worked with a member with a history of diabetes for over three years. During this time, we focused on compliance with diet, practicing self-control with “extras” and avoiding smoking. The member has been able to decrease their insulin, lose 20 pounds, and has remained smoke free for the last two years!”

Carina RD CDE Health Coach



The bottom line

A work population that participates in health coaching is a more productive workforce with reduced costs from urgent care visits. Virgin Pulse gives employees access to expert clinical support and earlier risk identification and engagement than claims only-based solutions can provide.

Add that to Virgin Pulse’s industry-leading, 22 identifiable conditions, coaching solutions, and unique engagement drivers, and you will see employees who are more empowered to manage their chronic conditions, leading to an improved level of productivity and overall wellbeing.



On my first call with a member with a history of a coronary artery condition and stent placement, the member reported smoking one-half pack of cigarettes a day. The member reported trying various things to quit smoking in the past like eCig, lozenges, patch, etc. With coaching, the member worked on cutting back without any NRT products in the end. The member is finally tobacco-free, and has been for three months now!”

Carina RD CDE Health Coach

Why does health coaching matter?

Lifestyle factors like stress, tobacco use, and lack of physical activity can cause health issues if sustained for long periods of time. Our clinical team addresses these and other lifestyle habits in coaching sessions.

Without receiving any coaching, our data shows 15 percent of our low-risk members will become moderate or high-risk within the first year.

Industry-leading conditions addressed by Virgin Pulse health coaching:

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| Asthma | GERD (Acid Reflux) |
| Arthritis | Irritable Bowel Syndrome |
| Anxiety | Pregnancy |
| C.O.P.D. | Infertility |
| Congestive Heart Failure (CHF) | High Blood Pressure |
| Coronary Artery Condition | Migraine |
| Depression | Lower Back Pain |
| Diabetes Type 1 | Obesity |
| Diabetes Type 2 | Alcohol misuse |
| Insomnia | Opioid misuse |
| | Hypothyroidism |



industry average engagement



engagement for Virgin Pulse condition management