

VP Transform

A collection of digital therapeutics for condition prevention and management



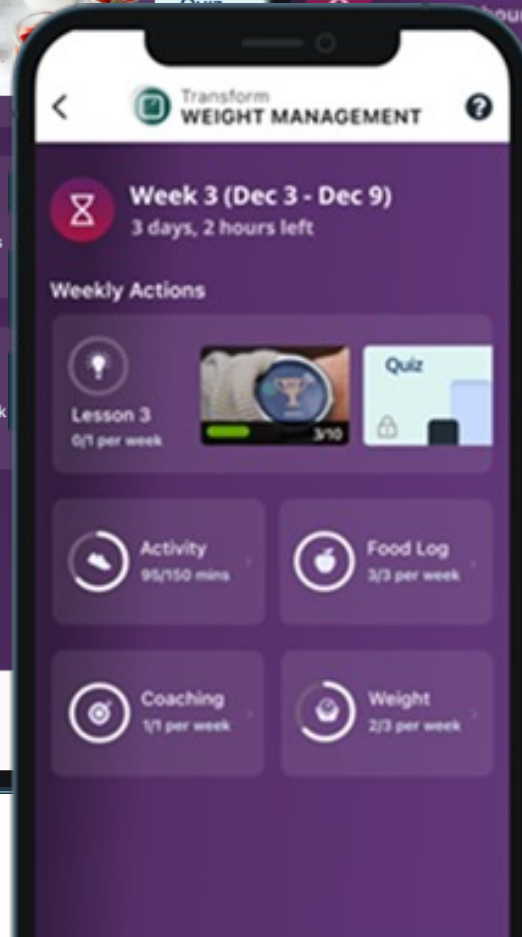
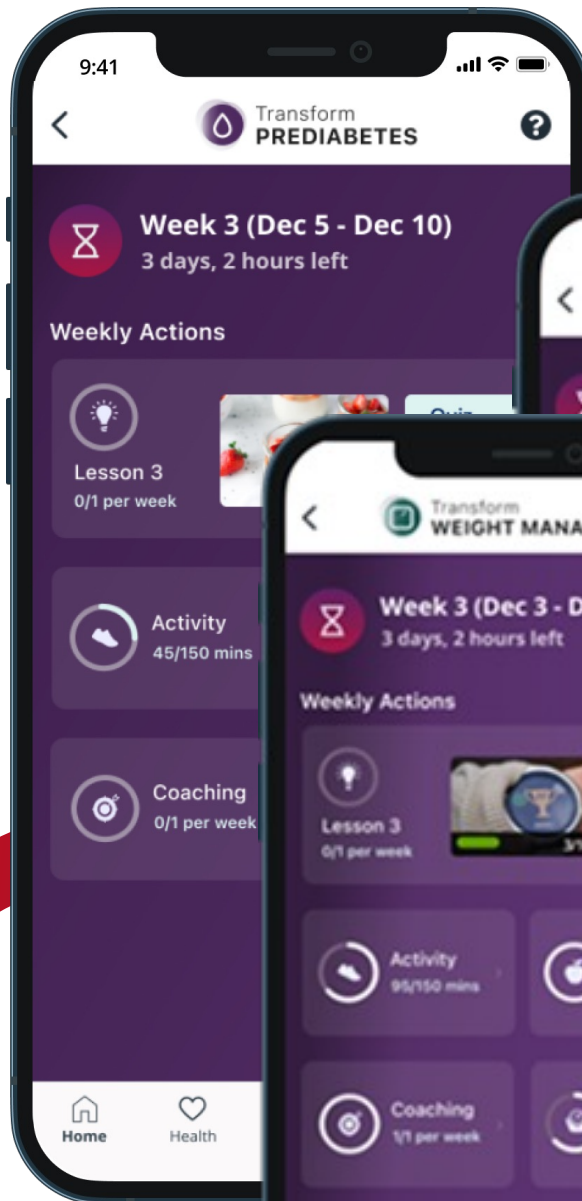
Prediabetes



Weight Management



Blood Pressure



Evidence-based solutions with proven effectiveness

A focused approach to behavior change, supporting cardiometabolic syndrome, and creating a framework for successful use of GLP-1s. With a proven track record of leading results, VP Transform embraces sustainable and steady lifestyle modifications that last long after the program is complete.



Prediabetes

A 12-month behavior change program for adults at risk of developing type 2 diabetes.

1/3

American adults have prediabetes



Weight Management

A 12-month behavior change program for overweight and obese adults.

2/3

Have a BMI in the obese or overweight category



Blood Pressure

A 12-month behavior change program for adults with moderate to high blood pressure.

1/2

Have moderate to high blood pressure

Validated results

Results that surpass industry standards



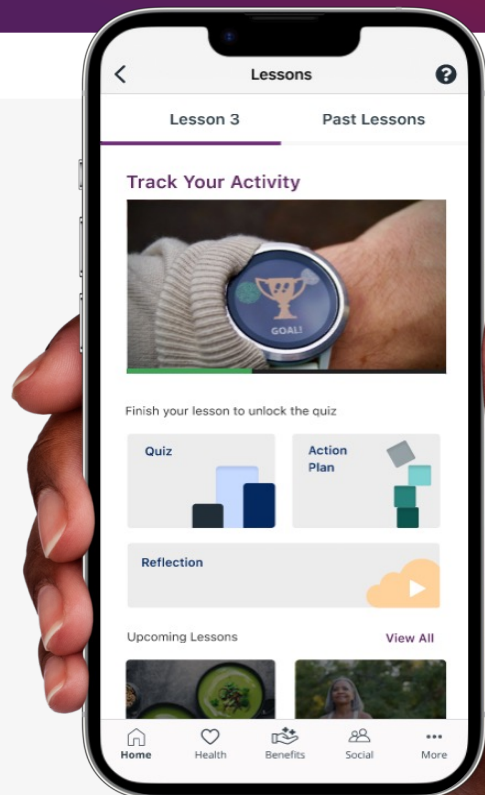
Peer-reviewed published research



CDC-recognized



Evidence-based curriculum



Striking the right balance of technology and human connection

Outcomes-focused solutions for high-risk groups that combine the best of smart technology, consumer-friendly tools and a specialized coaching team for those at-risk of developing lifestyle-related chronic conditions.

Connected Smart Devices



Auto-synced Smart Scale

Wifi-enabled scale that provides accountability and instant feedback.



Activity Tracker

Integrated behavior tracking tools. Members earn an activity tracking device by participating.



Blood Pressure Monitor

Wifi-enabled blood pressure monitor allows effective self-monitoring, shown to lower blood pressure.¹



Prediabetes



Weight Management



Blood Pressure



Evidence-based Curriculum



Holistic Lesson Plans

Self-paced learning modules include quizzes, action plans, and self-reflections. Topics cover all dimensions of wellbeing.



Photo-enabled Food Log

Easy to use photo-enabled food log encourages better tracking and provides intrinsic motivation.

High-Touch Human Support



One-on-One Sessions with a Health Coach

Professional Health Coaches provide tailored guidance and individualized support to each member.



Transform has been a blessing in my life and came at just the right time. The lessons, emphasis on making small changes and setting goals, helped each week seem like I was doing something different, so I did not get in a rut or feel bored. And having my coach as a guide, mentor, educator and cheerleader has been invaluable.

Transform Prediabetes participant, 2023

VP Transform Advantage

More effective solutions and more engagement



More Engagement

50%

VP Transform is seamlessly integrated within the Virgin Pulse platform, driving 50% engagement any given month on average¹



Reduced Risk

58%

Participants who achieve program goals cut their risk of developing type 2 diabetes by 58%^{2,3}



Better Outcomes

49%

VP Transform outperforms similar programs' weight loss average by 49%, according to the American Diabetes Association³



Covering the Continuum of Health Needs

Addressing SDoH, lowering barriers, and advancing access and health equity.

Proactive & personalized

Our comprehensive solutions engage the healthy to keep them healthy, reverse population trends for those with moderate risk, and effect lasting change for those with high risk to save costs.



Part of the Homebase for Health

Intuitive one-stop experience for users that consolidates solutions for administrators.

Connected & holistic

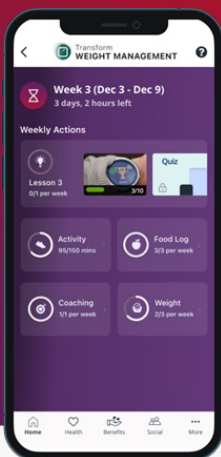
Participants have access to virtually unlimited pathways to better wellbeing – ensuring holistic support throughout and beyond the program.

(1) Virgin Pulse Best Practice Engage Clients, 2021. (2) JMIR Diabetes 2019 Jul-Sept; 4(3), <https://diabetes.jmir.org/2019/3/e13904/>. (3) JMIR Diabetes 2022 Jan-Mar; 7(1), <https://diabetes.jmir.org/2022/1/e23243>

Get ahead of the GLP-1 cost curve

Our Solution

Transform Weight Management



Build lifelong skills to achieve and maintain healthy weight, nutrition, and activity

+ GLP-1 support

VP Transform's multimodal coaching and 24/7 digital support

+

Expert educational content on medication and symptom management

+

Personalized coaching plan focused on GLP-1s

Best practice recommendations

Save costs now and into the future



1. Partner with your HP and PBM

- Establish best practice compliance criteria for approving GLP-1 coverage



2. Launch Transform Weight Management with GLP-1 support

- Require participation from those interested in gaining GLP-1 approval
- Recommended criteria: Stage 4 completion – sustained meaningful engagement resulting in 5% weight loss by or after program week 9



3. Link compliance and approval

- Virgin Pulse-supplied compliance reporting



4. Support members to future independence

- Require ongoing Transform participation to maintain coverage

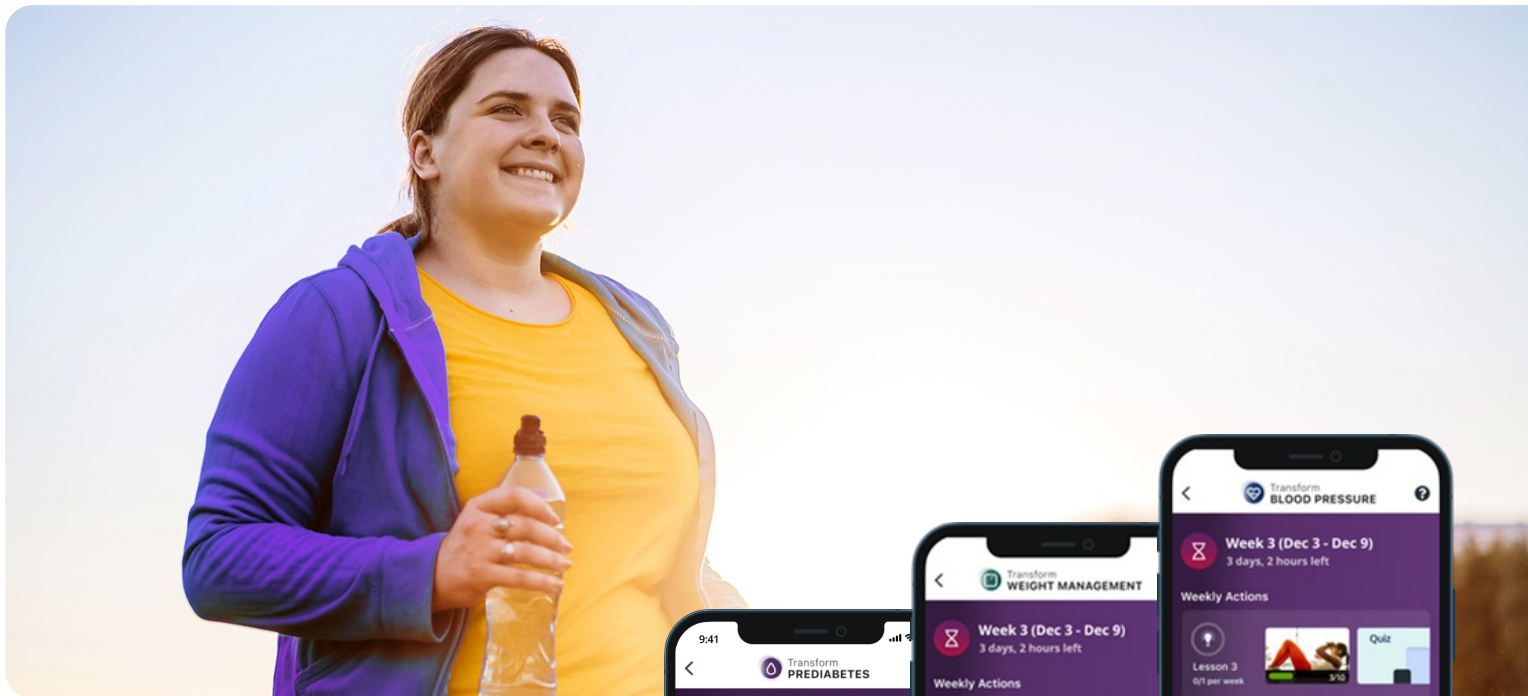


5. Establish a long-term strategy

- Require ongoing Transform participation from those approved for GLP-1s to maintain the co-pay benefit
- Support more members in coming off GLP-1s as a result

Focused solutions for the most costly chronic conditions

Curtail the rising costs of lifestyle-related conditions with VP Transform, a collection of evidence-based digital therapeutics for condition prevention and management. Invest in a clinically-validated solution with industry-leading engagement and outcomes and comprehensive wellbeing support.



 Transform
PREDIABETES

 Transform
WEIGHT MANAGEMENT

 Transform
BLOOD PRESSURE

Empower members to take an active role in their health to reduce the risk of chronic conditions.

Learn more at virginpulse.com