



# Empower and Engage Members: Insights from the 2024 Survey





Personify Health, formerly Virgin Pulse, conducted a comprehensive nationwide survey to gauge the health and wellbeing of employees currently enrolled in a healthcare plan through their employer.

This study is designed to provide valuable insights for health plan and organizational leaders, enabling them to better understand employee perspectives and critical impact areas in today's rapidly evolving and challenging landscape.

In March 2024, we gathered responses from over 2,000 employees representing ten diverse industries currently enrolled in an employer-provided health care plan. Our sample included employees from organizations with a minimum of 5,000 employees.

The survey findings highlighted the significant influence of personalized health and wellbeing experiences on member health plan satisfaction and overall perceptions of health. Individuals seek support tailored to their unique health needs – because health is personal.

**By offering clear insights, we empower you to develop targeted and impactful benefits strategies aligned with your clients' and members' everyday realities.**

# Impact points for health plans

## Impact of chronic disease

Members self-reporting chronic disease report that their health is impacted by their ability to do the job and the lack of support needed to get or maintain health. But they overwhelmingly agree that their health plan can help them—you need to know how to reach them.

## Work environment

Survey data demonstrates a need to approach each work environment as its own ecosystem to deliver outcomes for clients and members. Something for everyone, not the same thing for everyone.

## Better programs, better outcomes

Members who say they have access to a personalized health and wellbeing program have better outcomes— and significantly higher satisfaction with their health plan experience, support, and resources.

Better for you, better for your clients, better for your members.

# Impact of chronic disease

We are all our most vulnerable when we are unwell. Chronic disease isn't a number on a spreadsheet; it is real people struggling to feel well and complete everyday activities.

Because health is personal.



# Impact: chronic disease in the workplace

It's 6 am, and your alarm is going off. You hit the snooze button for five more minutes before getting out of bed and grabbing your morning coffee.

Most people are familiar with this morning routine, but it can look very different for members dealing with chronic diseases.

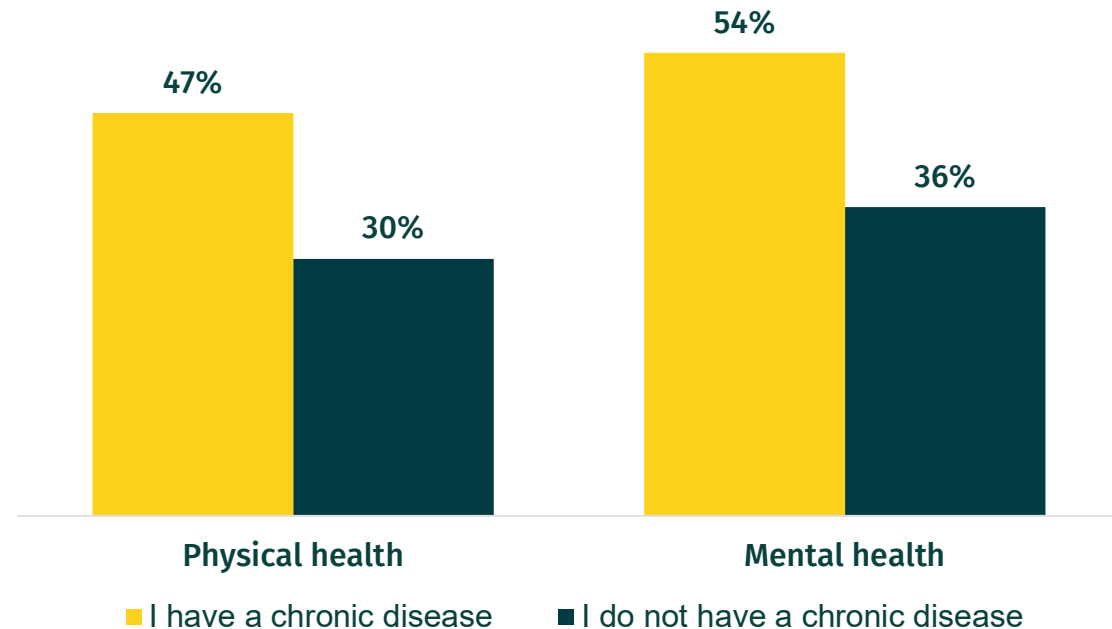
Chronic disease often limits how much work you can get done in a day. Starting with limited energy levels and adding things like chronic pain, everyday tasks can drain your battery before work begins.

In our survey analysis, respondents self-identified as having a physical or mental chronic disease. The information shared by these individuals is quite startling. Members with chronic disease are twice as likely to report a negative outlook on their health and wellbeing (60% vs 22%). Furthermore, they often feel less equipped and less ready to tackle daily challenges (24% vs 47%), in stark contrast to their healthier counterparts.

This not only influences their job performance but also has a tangible impact on the organization's bottom line.

## Impacting their ability to do their job (some, significant, or severe impact)

Q4: In the past 12 months, have the following impacted your ability to do your job?



# The focus on chronic condition benefits

Many CEOs, CFOs, and HR leaders are concerned about the financial impact of increasing healthcare costs. They see clinical management as a valuable strategy for cost control, as it involves fewer employee trade-offs and is less disruptive, benefiting both the employer and the employee.

Employers are striving to support employees with chronic diseases, but there is a disconnect between the chronic condition benefits offered and what employees need.

However, survey respondents overwhelmingly believe that their health plan can provide the resources to support their needs and help them stay healthy outside of the doctor's office. We're seeing increased innovation in this area. For example, health plans creating health ecosystems with integrated health coaching, digital therapeutics, health communications, and partners as part of personalized health and wellbeing solutions see greater engagement, satisfaction, and health outcomes, as detailed later in this report.



**Just 38% of those with chronic disease believe that their chronic condition benefits meet their needs**



**1 in 3 aren't aware that they have any chronic condition benefits support**



**77% agree that their health plan can help by providing resources to help them stay healthy outside of the doctor's office**

## Top interventions' that members with chronic conditions find helpful

01

Help me jump-start my motivation with incentives

02

Communicate with me frequently about benefits that can help me improve my health and wellbeing

03

Personalized benefits to support my (and my household's) needs and goals

04

Provide tools that use my personal information to help me make better financial and health decisions

Chronic disease survey respondents and many of the groups in our research emphasize the importance of getting started and staying motivated, which has broad implications for achieving and maintaining health.

Chronic disease is a marathon, not a sprint; health plans can assist members in various ways to sustain adherence and engagement with chronic disease programs.

Many chronic disease management supports are not designed with this mentality, leading to low and temporary member engagement rates. And, payers may only create narrow programs, not effectively addressing multiple chronic conditions or the full spectrum of chronic disease across physical, mental, emotional, social, and financial health.

Looking at the top interventions chronic disease members indicated would be most helpful in improving their health, which may feel like separate kanban board tasks. A closer look reveals that members are looking to health plans to:

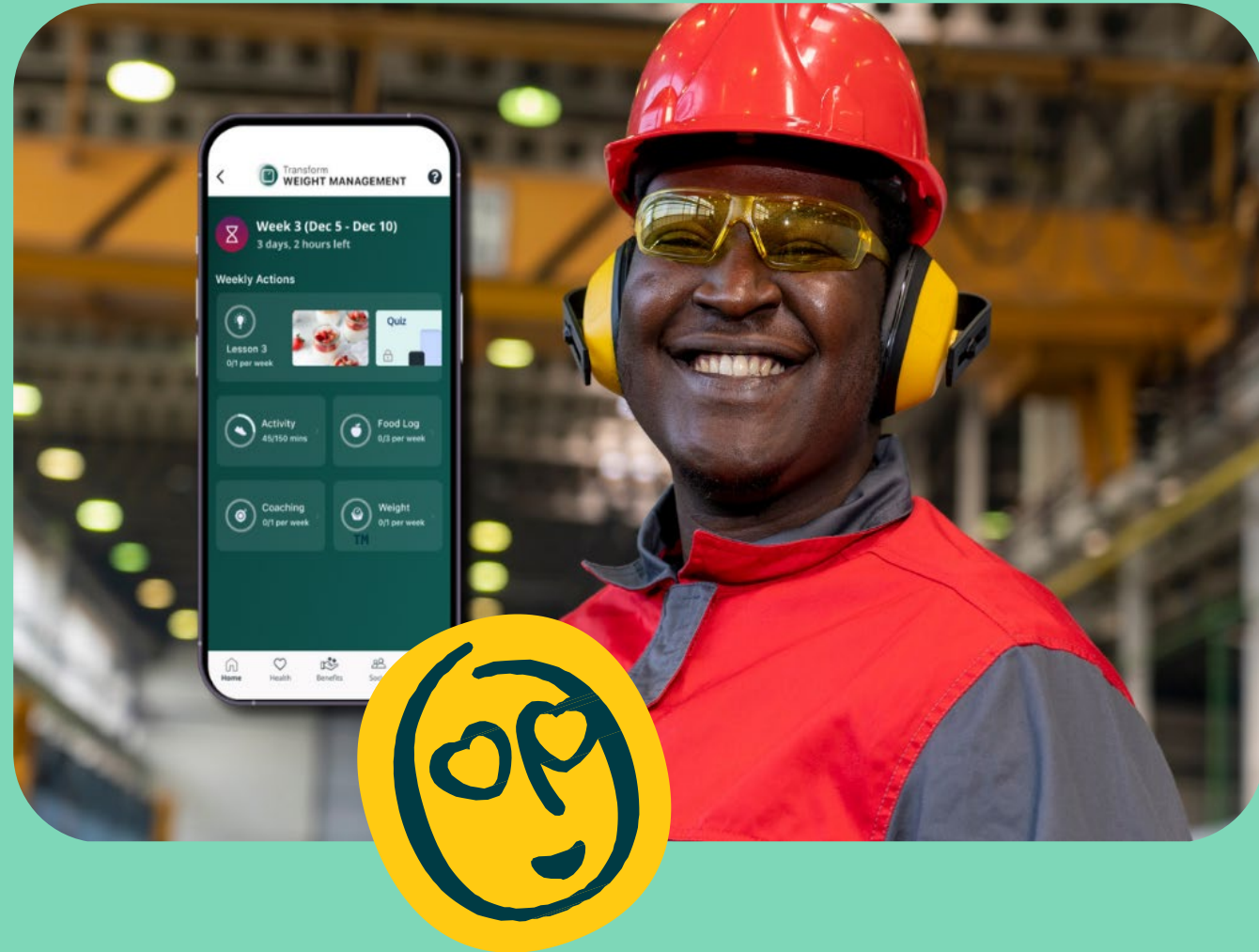
- **Connect the disconnected** – help me make better choices for me and my family
- **Design programs that are built for ongoing engagement and relationship building**; I need to know that you will continue to evolve as I do
- **Reject one-size-fits-all** and recognize me as the individual I am
- **Help me turn insights into outcomes** by understanding me in ways that I might not understand myself yet



# Health is personal – and so should the plan be to manage it.

The personalized health platform and integrated digital therapeutics suite (including a framework for successfully using GLP-1s) are more than just a program—they're part of a comprehensive health initiative designed to be your trusted brand first.

[Learn more](#)





# Impact of work environment

Data demonstrates a need to approach each work environment as its only ecosystem to deliver outcomes.

Something for everyone, not the same thing for everyone.





# Impact of work environment

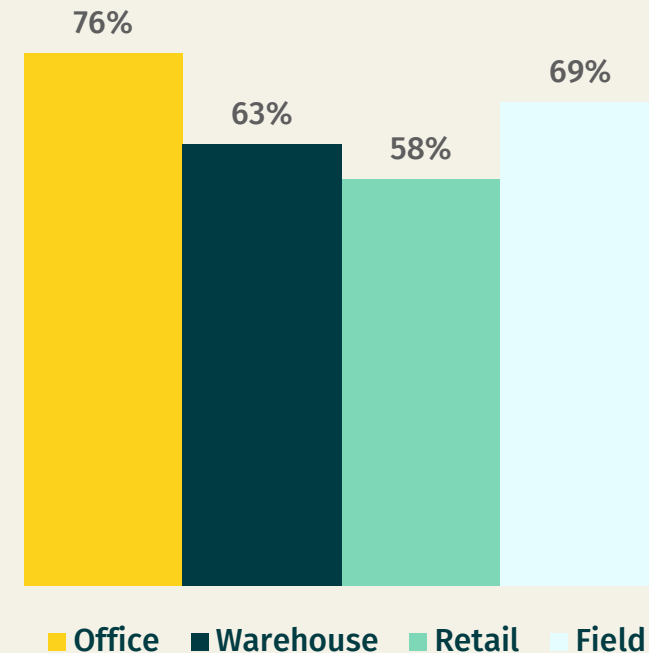
Employees are more likely to thrive when their basic needs are met. However, support, benefits, and resources gaps can leave certain workers behind. Under-resourced groups are less likely to believe their employer cares about their wellbeing and less likely to thrive across work-life balance, physical health, burnout, and mental health.

**Note:** This section refers to different categories based on where individuals work daily.

Q: What describes your current work environment?

Office	Office, work from home
Warehouse	Warehouse, manufacturing industrial setting, etc.
Retail	Clothing stores, retail stores, grocery stores, etc.
Field	Medical, laboratory, school or university, etc.

## My employer genuinely cares about my health and wellbeing



Strongly or somewhat agree

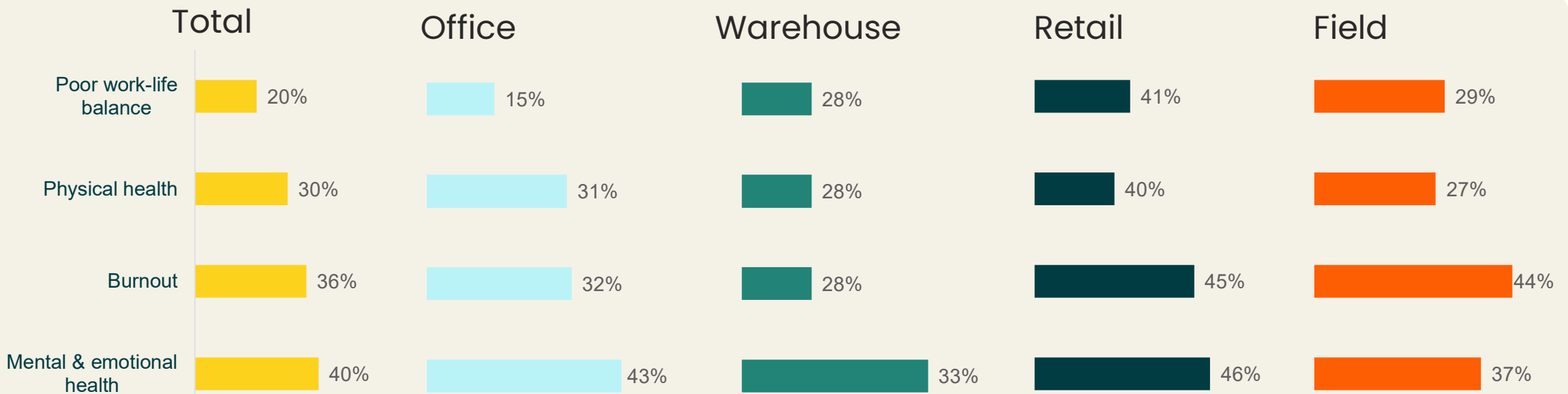
# Challenges of getting and maintaining health & wellbeing

Establishing a culture of health and wellbeing for both organizations and communities is crucial. Each workplace is like a small ecosystem that impacts employee health and wellbeing differently. For example, office workers consider poor work-life balance a lower factor, while mental and emotional health significantly impacts health. On the other hand, retail workers feel that all areas have similar weight, and field workers identify burnout as the primary driver of reduced wellbeing.

Health plans can better support clients and members by understanding these influencing factors.

The approach to providing manufacturing workers with mental and emotional health support will differ from that for field workers. For manufacturing clients, support may involve training individuals in safety and quality control roles to be wellbeing coordinators who can identify and support employees in need. Conversely, field workers may need flexibility to access providers, tools, and resources outside regular working hours.

By moving away from a one-size-fits-all approach, health plans can provide new value to clients by aligning to promote health and wellbeing and meet people where they are.





**Q: My employer offers the following benefits, and they meet my personal and household needs**

	Office	Warehouse	Retail	Field
Health insurance	90%	89%	93%	88%
Mental and emotional health support	68%	60%	57%	53%
Workplace wellness programs/initiatives	66%	58%	54%	57%
Financial wellbeing services/support (outside of 401k)	41%	33%	35%	27%
Health coaching	34%	27%	28%	21%
Caregiving benefits/support	31%	18%	25%	18%
Social connectedness	38%	26%	32%	29%
Chronic condition support	69%	56%	50%	54%
Fertility and family planning	54%	50%	50%	42%
LGBTQ benefits/support	40%	35%	37%	29%

Over the past few years, employers have added more benefits to address gaps, such as mental health and social connectedness. Given budget realities, employers should be discerning in choosing effective solutions that will be valued by employees. However, our survey analysis revealed that this is the greatest opportunity for employers to evaluate to support overall health and wellbeing.

Health plans are distinctly positioned to bridge the crucial gaps in employee benefits, specifically in areas that profoundly affect their day-to-day lives, like mental health support and social connectivity. It's clear that health insurance isn't just another checkbox on the list of perks—it's a lifeline, consistently ranking as the number one benefit that employees value across various work environments.

Predictably, regular communications and accessibility influence whether employees believe their needs are met. This represents a unique opportunity for health plans to deliver client value by connecting the health ecosystem and personalizing communications, tools, and support.

The goal here is not just to meet basic expectations of offering benefits (our survey proves this is inadequate) but to personalize benefits, making employees feel valued and genuinely cared for – engaged in benefits that help to improve their overall health and wellbeing. By pioneering thoughtful, targeted health strategies, health plans can be the catalyst to fostering healthier, happier, and more productive workforces that, in turn, deliver greater value to the communities you both serve.



# Simplifying and personalizing the health ecosystem

Most of our survey respondents indicated that their health insurance meets their needs. However, personalization continues to be a highly valued aspect of health delivery.

Deploying solutions that meet members where they are and make health easy to understand and improve has great potential. Personify Health aims to advance change in this area in partnership with large and regional payors. We deliver value for you, your clients, and your members through personalized health and wellbeing solutions, digital therapeutics, health communications, navigation and advocacy, and a partner ecosystem.

	Office	Warehouse	Retail	Field
My health plan provides personalized support that meets my needs	65%	70%	65%	68%
My health plan makes it easy to understand how to choose providers or services that will help me save money	64%	69%	62%	66%
My health plan communicates with me regularly to help me understand how to use other benefits my company offers to help me save time and money	63%	62%	57%	60%

**THRIVE SUMMIT**  
 Your Brand First: Elevating Our Health Plan & Distributors' Member Experience  
 Kristen Larson, SVP Client Growth, Personify Health  
 Tiffany Ovbey Soper, Senior Account Manager, Personify Health

**In this exclusive on-demand replay here from our health plan client success team as they share real-client examples and innovations**

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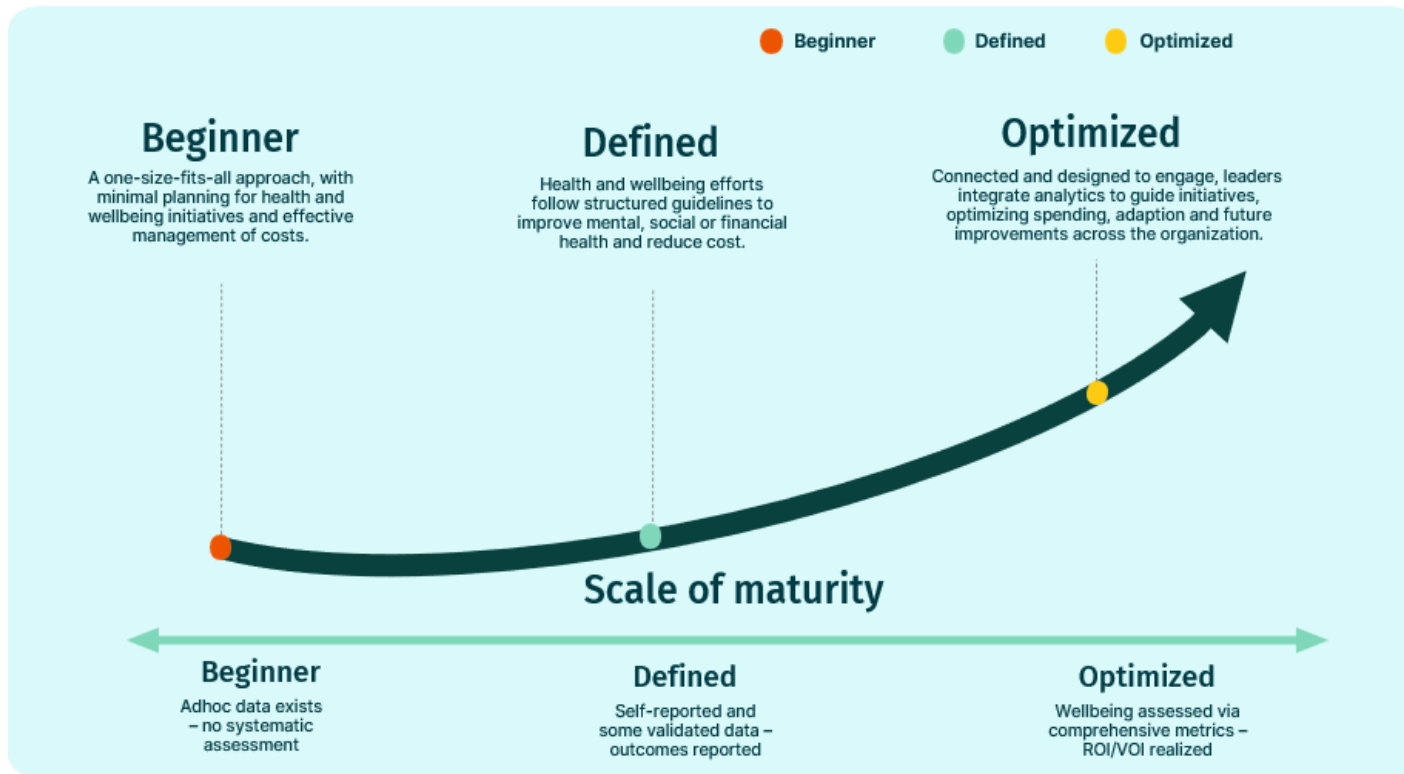
# Better programs, Better outcomes

Data demonstrates a strong link between health & wellbeing programs and their impact on health plan satisfaction and outcomes.

Better for you, better for your clients, better for your members.



# Health and wellbeing maturity matrix



rich data sets to inform and deploy evidence-based behavior change interventions supported by intrinsic and extrinsic motivation to keep people on the path to better health.

## Maturity matrix scale:

- **Beginner:** Adhoc data insights on population, uses wellbeing as a check-box vs. driving holistic outcomes
- **Defined:** Solid processes and good communication but have yet to optimize and personalize benefits based on the spectrum of data
- **Optimized/Personalized:** Individual's data insights personalize the entire experience with the ability to report on ROI and VOI (value-on-investment)

In our survey, when members rated their employer/health plan's maturity and ability to provide tailored health and wellbeing programs to their needs, only 1 in 4 felt their organization was at the optimized level, highlighting a significant opportunity for improvement.

**Why does this matter for health plans? Those with access to an optimized health and wellbeing platform indicated they are healthier and more satisfied with your offerings—a win-win situation.**

In the past, health plans used templated wellness flyers to scale across client groups or invested in HRAs, screenings, and vaccination clinics to support population health. Forward-thinking payors and employers transitioned from tactics to personalized strategies supporting the entire health continuum, realizing the need to engage and empower.

These strategies combine the health ecosystem, benefits, partners, health communications, and



# 3 out of 4 respondents said they have access to a health & wellbeing program, but *what* they have access to is a **spectrum**

25%

Health and wellbeing programs feel basic

50%

Health and wellbeing programs feel defined - easy to find the needed information and engage with the programs

23%

Health and wellbeing programs provide me with personalized recommendations tailored to my health journey



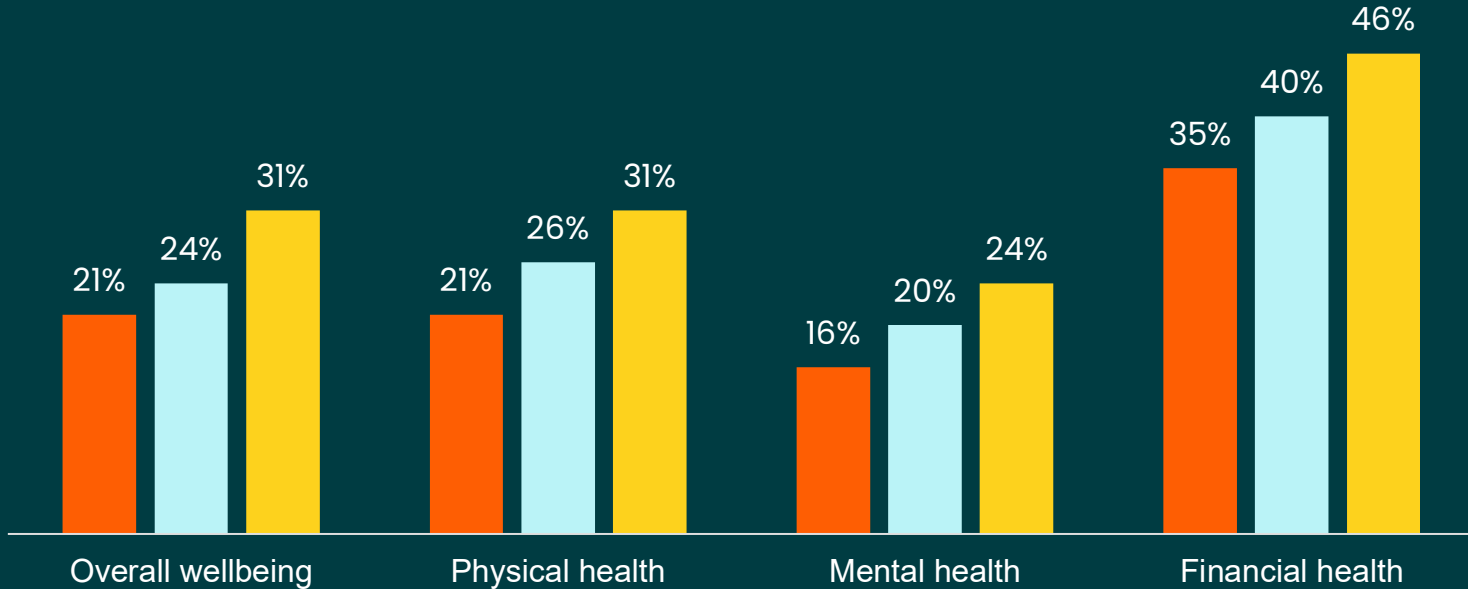




# One-size-fails-all vs personalized

Survey respondents indicated improvements in:

Basic Defined Personalized



Across all metrics, personalized wellbeing programs show significant gains compared to basic, one-size-fits-all approaches—even for financial health.

While even basic wellbeing programs give employees a boost of resources, meeting individuals with personalized, optimized health and wellbeing solutions helps equip members with the resources and motivation they ultimately need to manage, improve, and sustain health. Personalized programs seek data analytics to spot patterns and uncover and remove systemic barriers that impact individuals today.

Personalized wellbeing programs empower health plan members to participate actively in their healthcare journeys. By providing tools and experiences that enable informed decision-making, cost understanding, and engagement, health plans can contribute to better outcomes.



## Survey respondents with an optimized program are **2X+** more likely to say benefits and programs meet their needs

Health coaching  
(78% vs. 40%)

Chronic condition support  
(63% vs. 27%)

Caregiving benefits  
(63% vs. 25%)

Fertility  
(51% vs. 21%)

LGBTQ benefits  
(48% vs. 17%)



# And the benefits continue for health plans & your clients

Survey respondents agree or strongly agree:

	Basic	Defined	Optimized
My health plan helps me identify and complete preventive health screenings and vaccinations to improve my health	60%	81%	91%
My health plan provides resources to help me stay healthy outside the doctor's office	52%	83%	92%
My health plan communicates with me through the channels I use most to ensure I have information I need to stay healthy	52%	76%	91%
My health plan provides personalized support that meets my needs	43%	70%	88%
My health plan makes it easy to understand how to choose providers or services that will help me save money	43%	68%	84%
My health plan communicates with me regularly to help me understand how to use other health benefits my company offers to help me save time and money	33%	66%	84%
My employer genuinely cares about my health and wellbeing	41%	78%	88%

# Better programs, better outcomes

As health plans continue to find ways to boost member engagement and deliver unmatched value to clients, being aware of the needs of the C-Suite is mission-critical. A recent [Mercer study](#) asked CFOs how much emphasis should be placed on different cost management strategies over the next three years. The cliff notes version is:

1. Clinical management is a top priority, with 64% of CFOs agreeing that there should be a strong or very strong emphasis here. This is the least disruptive path, where additional programs or services are added, with interventions focused on those who need the most support. As we noted earlier, just because you have it doesn't mean people will enroll and engage; thus, creating a solid product strategy with the support of Personify Health can help you achieve outcomes quickly and effectively. Our personalized health and wellbeing solutions combined with data you don't have today on your members, predictive analytics, multichannel communications, and integrated DTx and partner ecosystem ensure your product strategy will reach the right people with the right solution at the right time.
2. Network strategies remained high on the list of cost management strategies. However, these can cause member disruption if members are not supported in taking health actions, but this doesn't have to be the case when you lead with personalized support.

Even with an understanding of member needs and impact points as well as CFO requirements, getting buy-in on new initiatives can be challenging for health plan innovators. In April, we hosted a [Fierce Healthcare webinar](#) with Tamara Ward, Senior Vice President of Insurance Business Operations at Oscar Health and Micah DeHenau, Vice President of Strategic Development at Personify Health, now Virgin Pulse. In the discussion, they provided three strategic imperatives for identifying and delivering innovative member experience initiatives:





## Strategic imperatives for identifying and delivering innovative member experiences:



Personalized health experiences & rewards or benefits for active participation are critical to success



Convenience is king. Connect the disconnected.



Curiosity & innovative ideas are crucial; data must back them to receive funding and resources for implementation

Our survey findings confirm the first two – personalized experiences and rewards and convenience. Based on the survey results, these are the top areas identified by members to feel better and continue improving.

The third is often the sticky point of leadership buy-in. This is where Personify Health can help support you upfront with validated data that proves our approach to personalized health and wellbeing will deliver the outcomes you are looking to achieve.

An independent study conducted by the Merative Health Insights research team found that engaged participants in the Personify Health wellbeing program had 14% lower healthcare costs year over year compared to industry benchmarks.

Merative Health Insights analyzed more than 61,000 members to evaluate the impact of member engagement on utilization and medical and pharmacy costs and compared data from five Personify wellbeing clients to industry benchmarks available through the Merative MarketScan® Research Databases. The researchers' analysis concluded that employees and spouses engaged in the wellbeing program had more favorable utilization behaviors than a control group, including higher utilization of preventive services, lower inpatient care, and improved overall mental health.



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Your clients will be excited to engage with a plan that is making wellbeing a strategic priority. How will they know you've made it a strategic priority? When your program has clarity in its goals, it's designed to engage and tailored for each member. The result? Empowered members that deeply engage in their health and thrive in the workplace – bringing benefits back to your clients. Consider this your roadmap to success:



### Connect the disconnected

Break down traditional silos and replace them with streamlined access to health.



### Design to Engage

Members thrive in engaging environments. Providing them with relevant challenges and incentives that feel energizing, not exhausting, to continue their journey to health.



### Reject One-Size-Fits-All:

Solutions that don't fit don't work. Tailored communication and solutions will help members and clients feel valued and supported.

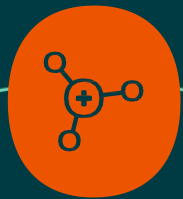


### Turn Insights into ROI:

Your clients will notice a difference when they see the outcomes you deliver.

Connect the disconnected

Seamless integration



Reject one-size-fits-all  
Personalization



Turn insights into ROI  
Better decisions



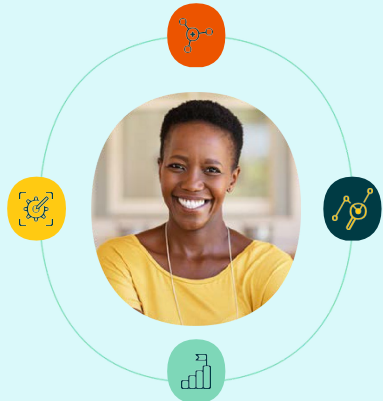
Design to Engage  
High engagement

# Raise the (health) bar

Join Elizabeth as she skillfully manages her musculoskeletal journey using the Personify Health platform. Discover how seamlessly our platform integrates all four key roadmap points to drive success and enhance health.

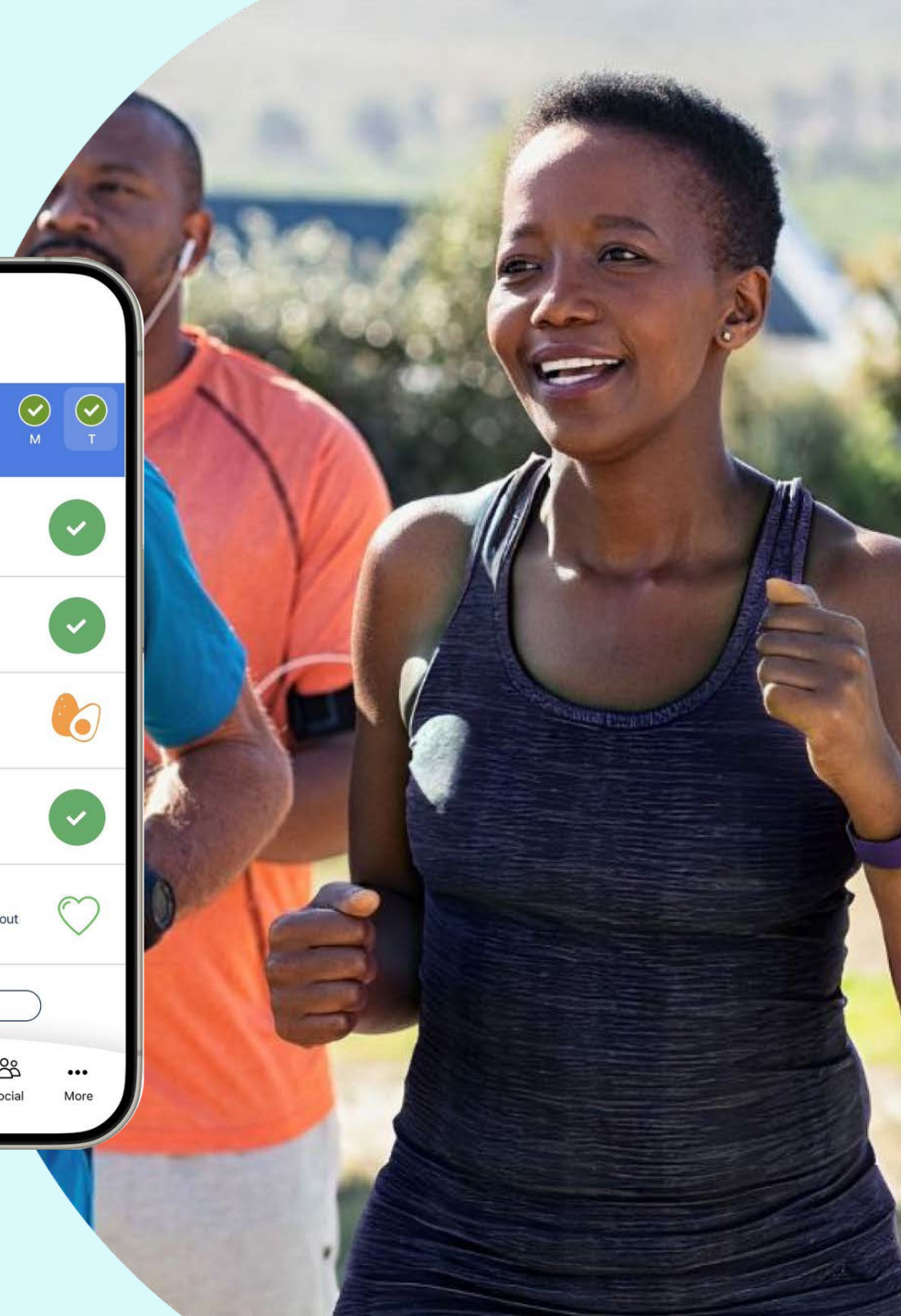
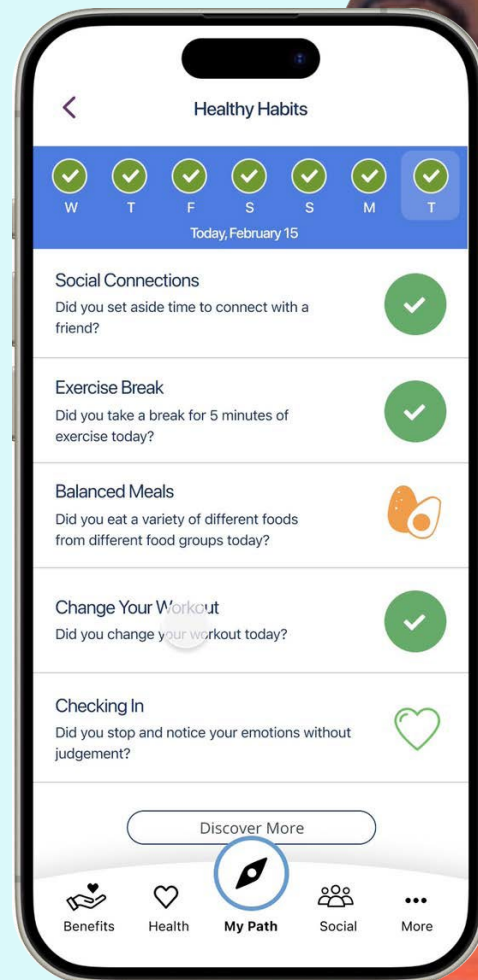
[Let's go!](#) →

Connect the disconnected  
Personalization

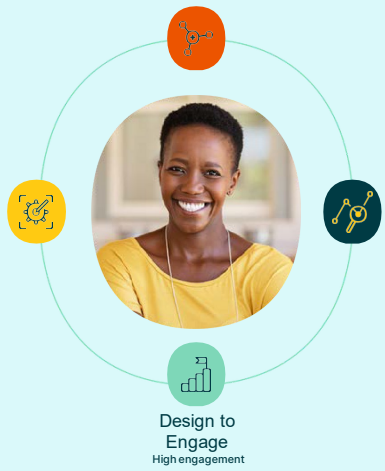


# Daily Wellbeing

Reminded of mobility exercises  
through personalized wellbeing nudges

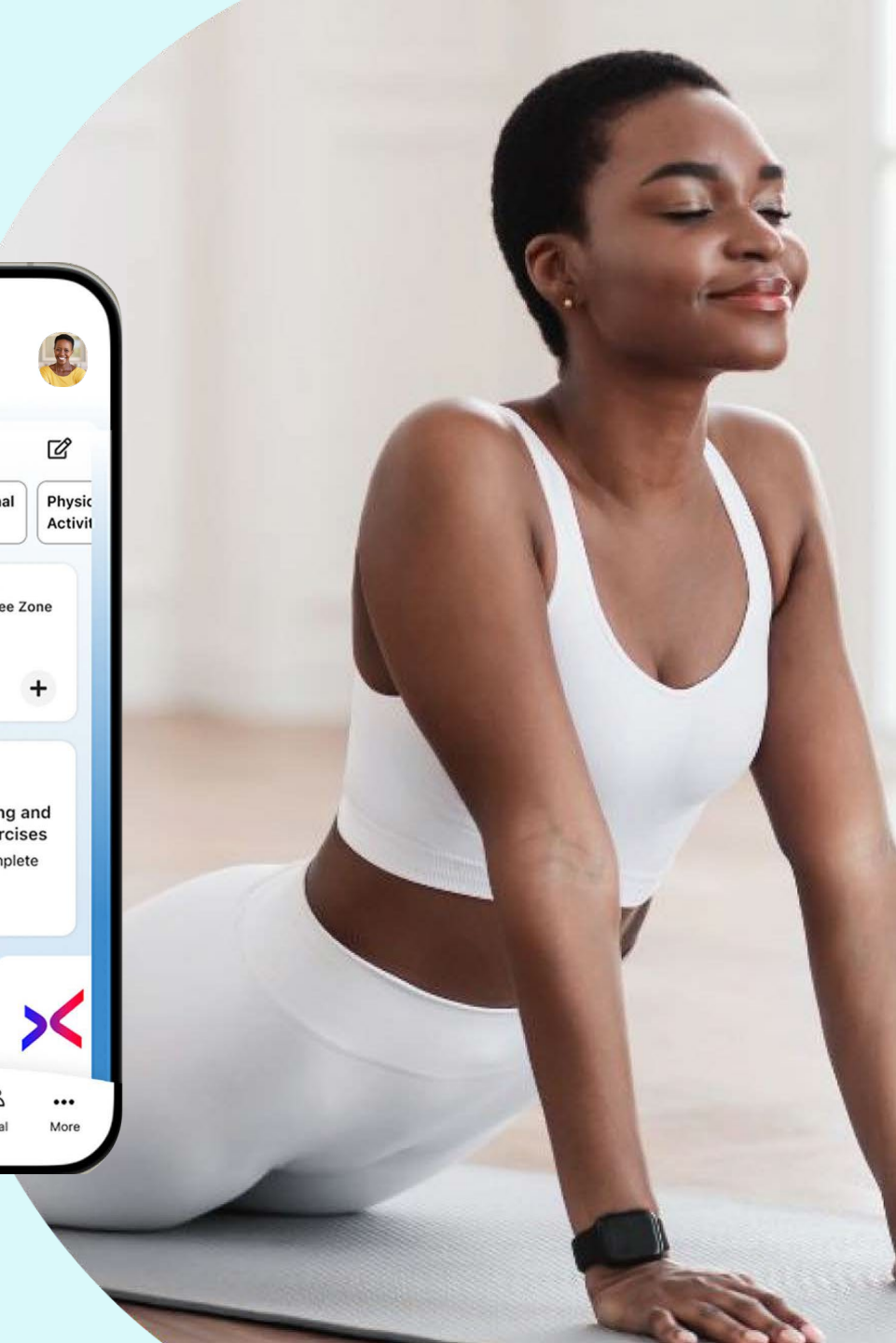
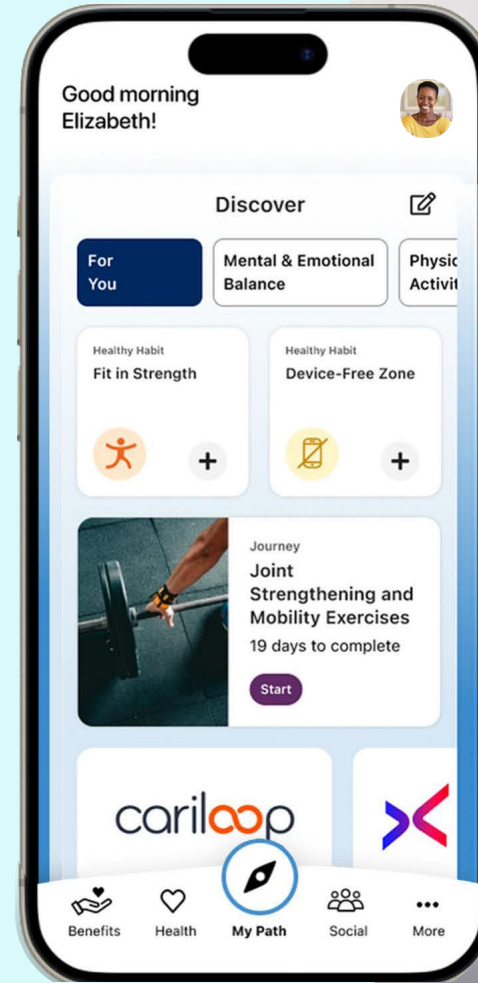






# Digital Coaching

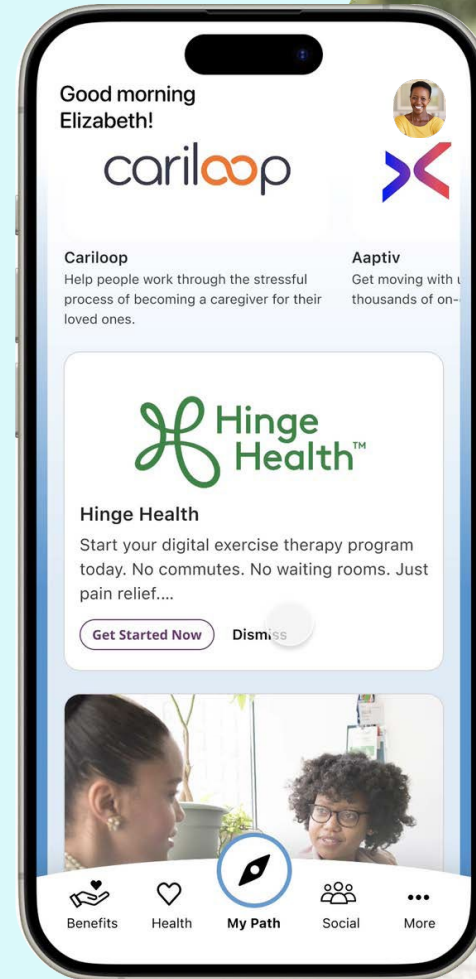
Starts a musculoskeletal health journey for stretching tips

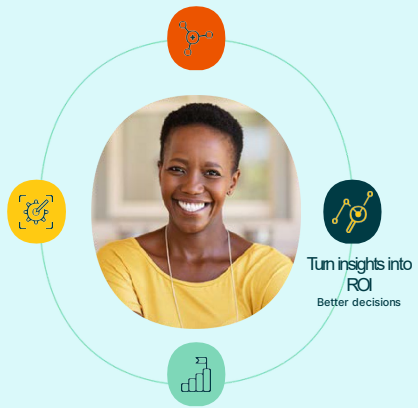




# Ecosystem of Partners

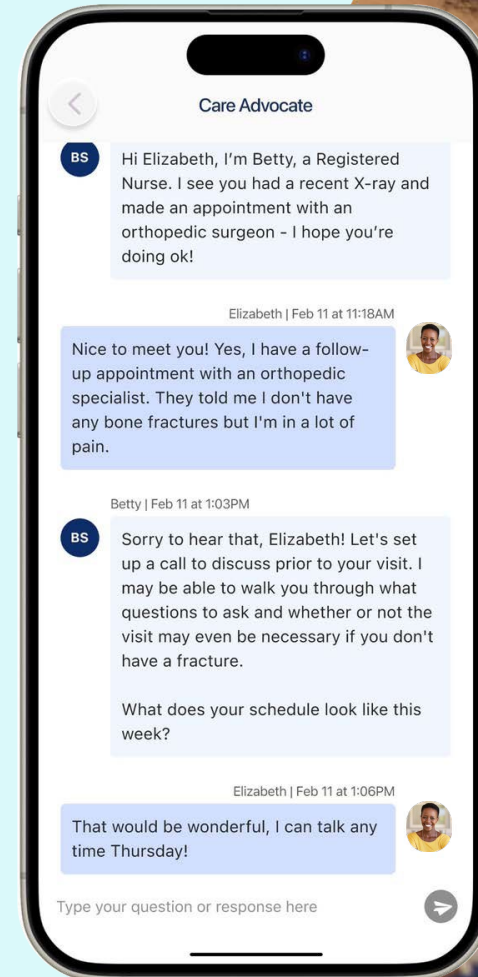
Discovers a digital exercise therapy program





# Integrated Benefits

Seek a less expensive alternative to  
joint pain medication





# Appendix

Data collected in March 2024. Our research participants comprised 2,011 employees from 10 industries currently enrolled in a health care plan through their employer. We sampled employees from organizations employing at least 5,000 employees. The sample consisted of 59% males, 41% females. Conducted online leveraging the Ipsos KnowledgePanel®. Fielded in English and Spanish.

## Gender

Men	1188	59%
Women	823	41%

## Age

18-34	566	28%
35-54	969	48%
55 or older	475	24%

## Race/Ethnicity

White, Non-Hispanic	1229	61%
Black, Non-Hispanic	260	13%
Other, Non-Hispanic	219	11%
Hispanic	275	14%
2+ races, Non-Hispanic	27	1%

## Education

High school or less	382	19%
Some college or AA degree	468	23%
Bachelor's degree	624	31%
Masters or higher	536	27%

## Household Income

Less than \$50,000	138	7%
\$50,000-\$99,999	423	21%
\$100,000-\$150,000	491	24%
\$150,000 or more	957	48%

## Region

Northeast	314	16%
South	826	41%
Midwest	417	21%
West	455	23%

## Metro Status

Metro	1871	93%
Non-metro	140	7%

## LGBTQ+ Community

Yes	167	8%
No	1774	88%
Don't know/Refused	70	3%

## Parental status

Parent	597	30%
Non-parent	1394	69%

## Chronic Illness

Yes	474	24%
No	1526	76%

## Caregiver

Yes	230	11%
No	1774	88%

## Manager status

Manager	683	34%
Non-manager	1316	66%

## Job Level

Entry level	244	12%
Analyst/Associate	783	39%
Manager/senior manager	489	24%
Director-SVP	140	7%
C-suite/Owner	5	<1%

## Industry

Business services	119	6%
Financial services	161	8%
Transportation/shipping	150	7%
Industry/agriculture	103	5%
Education	102	5%
Government/politics	184	9%
Personal services	161	8%
Healthcare/pharmaceuticals	319	16%
Technology	280	14%
Other	404	20%

## Work environment

Office/WFH	1012	50%
Warehouse/Industrial	214	11%
Retail	141	7%
Medical	227	11%
School or university	115	6%
Other	304	15%



Virgin Pulse is now  
**~personify**<sup>™</sup>  
HEALTH

# About Personify Health

Virgin Pulse is now Personify Health, a company driven to engage and empower people to live healthier lives. By bringing industry-leading health holistic wellbeing, health communications, predictive analytics, data, and partner ecosystem together, all in one place, we have created the industry's first and only personalized health platform. With decades of experience with health plans, we empower people to engage more deeply in health at a lower cost. Through our proprietary combination of data-driven personalization, science-backed methodology, and clinical expertise, our end-to-end platform with API connections to your member portal makes it easier to proactively address people's needs across their lives. With a personalized, holistic, and powerfully simple experience, we are redefining industry expectations and what it means to manage health.

[Learn more at Personifyhealth.com](https://personifyhealth.com)

