

# The Cigna Healthcare well-being solution, together with Virgin Pulse



Better employee engagement and well-being are now within reach.



Growing evidence shows that healthy employees are healthier for your business. In fact, 70% of employees enrolled in wellness programs report higher job satisfaction than those who are not.<sup>1</sup>

Now Cigna Healthcare<sup>SM</sup> offers you and your members access to a customized, highly engaging well-being solution powered by the digital health activation and engagement company, Virgin Pulse.



On average, Virgin Pulse members use the platform 19 days a month.<sup>2</sup>

Members can set their goals and track them across several devices to change behavior and improve well-being, including:

- Better physical or mental health
- An improved night's sleep, and
- More meaningful social interactions

Through personalized experiences that offer fitness challenges, digital coaching and other wellness tools, employees can customize their goals, invite family members and friends to join them, and get real-time insights to drive healthy routines and lasting change.

## The Cigna Healthcare well-being solution, together with Virgin Pulse offers:



### Personalized customer experience

- AI-driven experience improves content relevance
- Action-oriented custom content served daily to improve engagement
- Fully integrated into myCigna.com<sup>®</sup> for a seamless experience



### Exceptional engagement

- Well-being challenges, including peer-to-peer interactions for social motivation
- Ability to invite up to 10 friends and family members
- Incentive-based design rooted in behavioral science



### Holistic and inclusive

- Focus on whole-person health throughout the experience
- Addresses social determinants of health
- Emphasizes diversity, equity and inclusion



## Change behaviors and enhance health with a leader in the market<sup>3</sup>

With more than 100 measurable and proven outcomes, the Cigna Healthcare well-being solution, together with Virgin Pulse, is improving productivity, sleep, physical activity, and diet, while reducing glucose, BMI, stress, and blood pressure.

**68%**

of members improved clinical metrics<sup>4</sup>

**52%**




of members reported decreased stress<sup>5</sup>

**73%**

of members reported developing positive daily habits<sup>6</sup>

## Add incentives to drive engagement and improve outcomes

The Cigna Healthcare well-being solution, together with Virgin Pulse, can be enhanced with customizable rewards and incentive designs that are rooted in behavioral science principles for nurturing change.

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|  <p><b>Points + Levels to drive engagement</b></p> <ul style="list-style-type: none"><li>• Activities earn points, and points achieve levels. Employees earn \$ at every level</li><li>• Motivational design experience creates early success</li><li>• Promotes daily engagement and rewards for sustained engagement</li></ul> |  <p><b>Rewards-for-actions offers incentives for achieving goals</b></p> <ul style="list-style-type: none"><li>• Do a specific action = earn a specific \$ reward</li><li>• Encourages emphasis on specific health goals</li><li>• Easy-to-understand</li></ul> |  <p><b>Hybrid game design</b></p> <ul style="list-style-type: none"><li>• Combines action rewards with points and levels</li><li>• Offers a diverse reward set</li><li>• Rewards sustain engagement and quick wins</li></ul> |
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 **Contact your Cigna Healthcare representative to learn more.**

### Offered by Cigna Health and Life Insurance Company.

1. Bestsenny, O, Gilbert, G, Harris, A, and Rost, J. (2021, July 9). "Telehealth: A quarter-trillion-dollar post-COVID-19 reality?" McKinsey & Company. <https://www.mckinsey.com/industries/healthcare-systems-and-services/our-insights/telehealth-a-quarter-trillion-dollar-post-covid-19-reality>.
2. Virgin Pulse Comparing 2020 self-reported HRA results to 2021 results. Components vary by solution.
3. Meister, Jeanne. "The Future of Work is Employee Well-Being.", Aug. 2021, <https://www.forbes.com/sites/jeannemeister/2021/08/04/the-future-of-work-is-worker-well-being/?sh=15fd91aa4aed> Accessed June 28, 2023.
4. Virgin Pulse Book of Business HRA (Health Risk Assessment) Trend Analysis 2019–2021. n = 1,104,000 members. Results may vary.
5. Comparison of Virgin Pulse 2020 self-reported HRA results to 2021 results. Results may vary.
6. Virgin Pulse 2021 Engage Clients Member Satisfaction Survey, Number of respondents: 42,635. Results may vary.

To comply with federal laws, if an eligible employee is unable to participate in any of incentive program events, activities or goals due to a disability or other reason, they may be entitled to a reasonable accommodation for participation, or an alternative standard for rewards.

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, contact a Cigna Healthcare representative.

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