

Virgin Pulse MyPulse



MyPulse is a set of next-generation employee survey tools that transforms traditional health risk assessments with a fun, approachable experience to drive increased participation and deliver deep insights into employee wellbeing.

Transform the HRA experience and assess wellbeing population-wide

Employee surveys and health risk assessments (HRA) are central to wellbeing and engagement programs. They help organizations identify problems in their workforce and establish targets for improvement. But too often traditional assessments and surveys are overly clinical, tedious and fail to gain meaningful employee participation, often falling below 50% completion.

MyPulse transforms traditional, clinically-focused health assessments and employee surveys into simple, seamless, and consumer-grade employee experience that's easy to understand and complete. The result? Higher employee participation and greater insight into your population's wellbeing. The MyPulse suite of survey tools includes the scientifically-based Heart Age heart health assessment and the total employee wellbeing Lifestyle Score survey, which together deliver actionable insights into the health and wellbeing of your workforce.

Employee Surveys & Assessments Made Easy

A simple solution to assessing the health and wellbeing of your entire population



Engaging, Consumer-Grade Experience

Getting employees excited about the experiences HR delivers starts by viewing employees as consumers. Programs need to be simple and intuitive in order to win employees' hearts and minds and drive repeat usage. MyPulse leads the way with the industry's most engaging, consumer-grade experience.

Built with the employee at the center, MyPulse is the most effective way to capture critical health and wellbeing information from your employees and give them easy to understand and actionable insights about where they are today and how they can improve. MyPulse is a simple, fun and engaging entry into the Virgin Pulse wellbeing program



Deep Insights into Population Wellbeing

MyPulse translates traditional health and lifestyle assessments into simple, fun surveys that give you a larger pool of data from which to draw health and wellbeing insights. Incorporating survey best practices and drawing on more than a decade of experience, Virgin Pulse's MyPulse survey suite drives higher completion rates — which means you can design programs for each employee's unique needs while delivering outcomes across your entire population.



Time required to complete MyPulse surveys¹



Employers globally who offer an annual HRA²



North American Employers who include HRA as part of wellbeing program²

Source: ¹Virgin Pulse. ² 2016 Global Wellbeing Survey, Xerox/Buck Consulting



Get to the Heart of Employee Health

Too often health risk assessments feel overly clinical with long questionnaires and hard to understand health questions that can overwhelm and turn off your employees. **MyPulse Heart Age** reimagines the HRA with an easy, fun and approachable survey that gives employees a deep understanding of their heart health, a key measure of health and wellbeing:

- Compares Heart Age to actual age to give employees an easy to understand measure of their heart health
- With the ease of completing the MyPulse Heart Age Survey, employees have a simple and quick way to get started with your wellbeing program

MyPulse Heart Age is scientifically validated through the Procarn Heart Study to give you and your employees deep insights and effective actions plans to improve heart health.



Go Beyond Health to Total Wellbeing

Traditional HRA's focus on health and health risk areas, but wellbeing is about much more. The **MyPulse Lifestyle Score** helps employees assess their health across all areas of wellbeing so they know where they stand today and what they need to work on. And, with a complete picture of workforce wellbeing, you can design a program that delivers all the tools to help your employees become healthier, happier and more productive:

- A visual, easy to understand analysis of how employees fare within key wellbeing categories
- Simple, fun, and easy to complete, the Lifestyle Score increases the number of survey completions to give you deeper and more instructive insight into your population's wellbeing

Building on the Lifestyle Score, Virgin Pulse combines personalized insights and the tools to help employees build sustainable healthy habits. With the power of our proven Behavior Change Model, we bring behavioral science to wellbeing and make it fun, accessible and rewarding for your employees.

Ready to take the pulse of your workforce's health and wellbeing? Talk to a Virgin Pulse wellbeing expert today!



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