

PriorityWell

POWERED BY VIRGIN PULSE

A total health and wellbeing engagement solution that drives sustainable, long-term behavior change and delivers outcomes by bringing together high-tech and high-touch.



Clients choose PriorityWell to deliver outcomes

Healthier employees are more productive at work, and their healthy habits may prevent costly chronic health conditions. Through PriorityWell®, we are committed to providing innovative and highly engaging well-being resources for your employees, to help prioritize their health both at work and at home.



Personalized wellbeing that works

PriorityWell is purpose-built to engage members daily and cultivate healthy habits that leads to sustainable and meaningful engagement. Through our partnership with Virgin Pulse, we're leveraging artificial intelligence (AI) and machine learning to deliver a truly personalized experience, empowering and motivating members to create their own path to health and well-being success. Employers can enhance the experience with incentive programs and add virtual health coaching and other advanced engagement features for their own populations. All members start their personalized health journey by completing a health assessment.



Science backed and proven

PriorityWell is leveraging strategic resources based on data, science and proven outcomes. As an employer, you're invited to engage your employees in this journey and help them manage their health and well-being in new and innovative ways with PriorityWell. Create a member experience that looks at all aspects of their health and well-being, from medical and pharmacy claims, to whole person health.



Insights and analytics

It's one thing to get your health and well-being program off the ground and running smoothly. But what about showing off your success? Get reports with measurable outcomes, engagement, and value on investment. Reporting on well-being metrics combined with your group's medical experience will provide strategic insights into your population's health and wellbeing. Our PriorityWell team will help you understand your employee health profile and make strategic recommendations for improvement.



Data security and privacy

Data security and privacy are paramount to Priority Health and the members and organizations we serve. We require all vendors and internal systems to pass rigorous and ongoing security and risk assessments to ensure the most secure experience available. Our PriorityWell platform, powered by Virgin Pulse, includes GDPR compliance, APEC CBPR compliance, SIO27001:2013 Certification, SOC2, HIPPA, and TRUSTe Privacy Seal.



Key features and capabilities

- AI-driven smart program and content recommendations
- Client-sponsored reward options available
- Fully integrated NCQA-certified health risk assessment
- Dynamic, personalized preventive and condition-specific care checklist to close gaps in care
- Daily health content and habit trackers with custom content options
- NCQA-certified digital coaching on lifestyle and health condition topics
- Challenge library including team and individual challenges and non-stop challenge options
- Automated enrollment and engagement communications via email, mobile
- Enhanced well-being reporting
- Proactive program management led by wellness consultant
- Web and mobile app program access
- Industry leading data security and privacy infrastructure

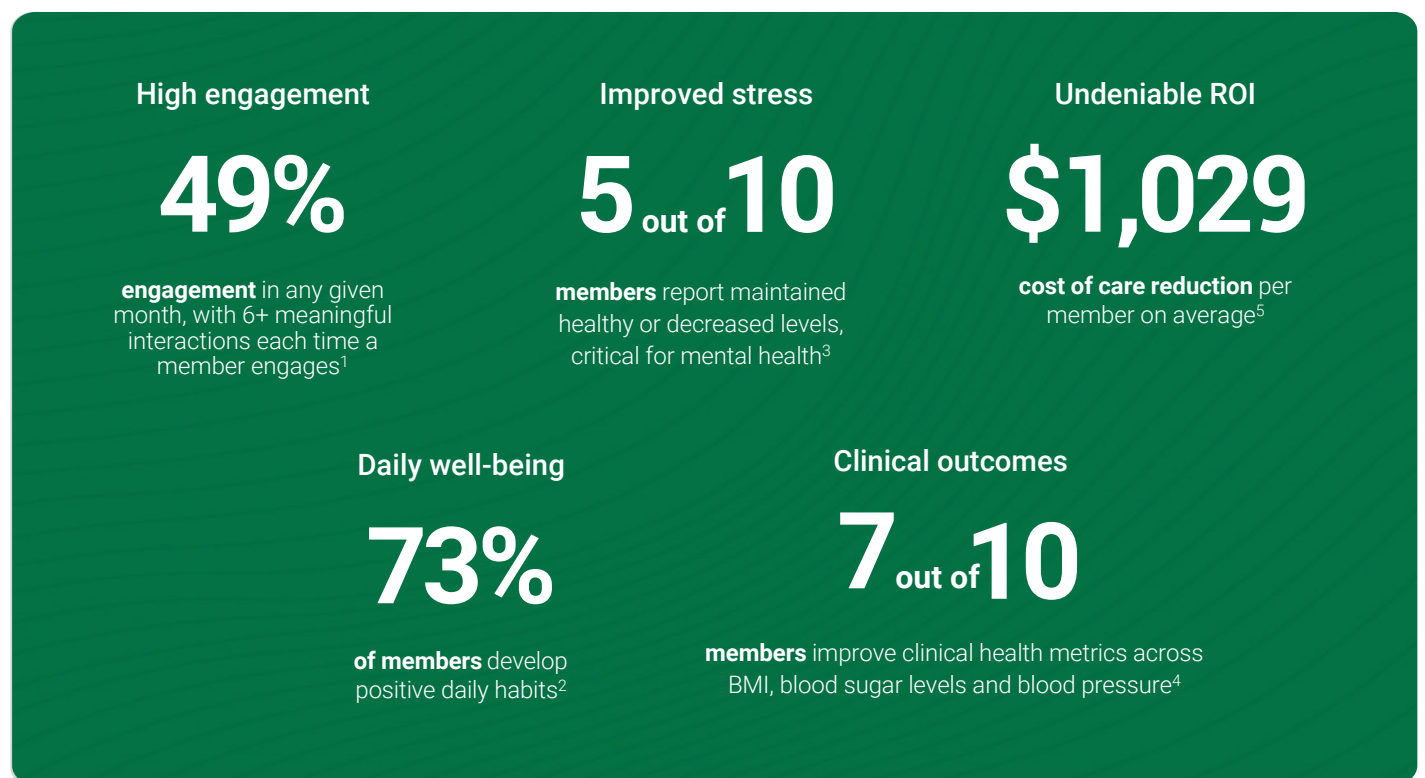


Additional Options

- Integrated biometric screening results and other add-ons
- Fully integrated NCQA-certified Coaching
- Suite of Digital Therapeutics for DPP, Weight Management and Hypertension
- Integrated ecosystem of health well-being partners
- Customized analytics services to assess impact and outcomes

Research-backed value on investment

With PriorityWell, you can deliver a highly personal and empowering member experience that unlocks the value of all your health investments, strengthens workforce culture, and delivers health outcomes.



Ready to take your business to the next level?
Talk to a well-being expert at Priority Health to get started.

¹49% engagement in any given month. Virgin Pulse Best Practice Engage Clients, 2021. Best Practice Clients are defined as offering \$200 USD in levels rewards for the program and who currently have 99% of eligible e-mails.

²VP 2021 Engage Clients Member Satisfaction Survey, Number of respondents: 42,635

³52% of members reported maintained health or decreased stress levels, critical for mental health. Comparing 2020 self-reported HRA results to 2021 results

⁴68% of members with 5+ health risks reduced their risk count by at least 1, with over half reducing it by 3 or more. Health risk evaluated across blood pressure, BMI, cholesterol, diabetic level, diet, activity, sleep, and stress. BoB Trend HRA Analysis 2019-2021. n = 1,104,000 members. Risk groupings based on combined activity levels & health risk indicators.

⁵Ratio of savings for program members to total annual Virgin Pulse program investment. 2012-2016 Client Data Analysis through Benefits Science and Virgin Pulse Institute. Org Sizes range from 1,200-25,000+. These currencies are USD.* <https://www.shrm.org/resourcesandtools/hr-topics/benefits/pages/employers-hold-down-health-plan-costs-for-2019.aspx> used average cost by average savings calculated in the study.