



## Reaching the "Not Yet Engaged"

We meet each member where they are in their own personal health and wellness journey.

We've learned a great deal about what it takes to be successful in engaging not just the easy to reach, but more so, the hard to reach. Virgin Pulse has identified an array of evidence-based tactics and techniques for "engaging" those populations that are often slow or hard to engage. We have more than 17 years of experience reaching, attracting and maintaining relationships with all types of members, no matter their experience or functional area.

- **Next Steps Consult** - A one-time 15 min call with a highly trained health educator to review health assessment and plan the next steps.
- **Targeted Outreach** - Configurable communications to remind the unengaged what is available. People choose based on individual needs.
- **Mobile App** - Allows members to engage when it is convenient for them.
- **Vouchers** - Allows you to reward members for additional healthy initiatives.
- **Non-Digital Tools** - Paper forms for health challenges, health assessments, biometric screening results.
- **Health Stations** - The devices are designed for members to easily, accurately and privately measure their weight, blood pressure and BMI right at work.
- **Telephonic Coaching** - Proactive outreach by trained coaches that is person-first and member-led. Lifestyle and condition improvement rather than management.
- **Wellness Champions** - Designated employees that help provide engagement for low or non-existent participation
- **Resource Kits** - Materials for coordinators or champions to help increase engagement.