



Continued Engagement and Healthy Outcomes  
Research and Recognition  
Product Innovation  
Global Expansion

# 2014 DASHBOARD

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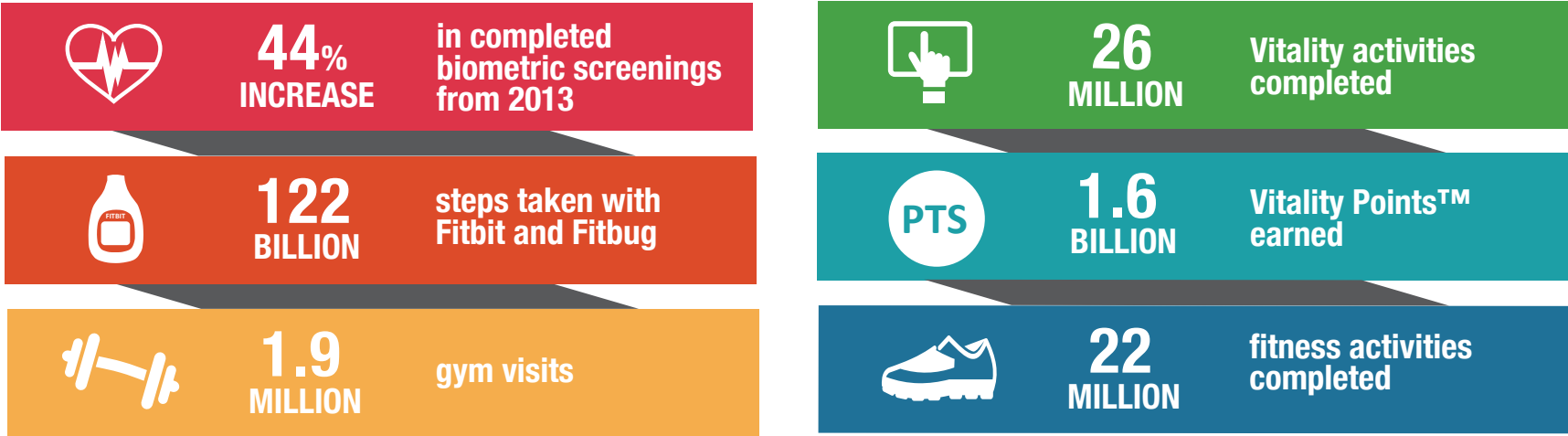
*Vitality*<sup>®</sup>

# AN AMAZING YEAR OF PROGRESS AND GROWTH

Vitality’s vision is to create a unique business guided by a clear core purpose – to make people healthier and enhance and protect their lives. As pioneers in this field, our commitment to the advancement of the health and well-being of America’s workforce made significant strides in 2014. In addition, the Vitality Institute continued to share knowledge and gain international recognition through its recommendations on health promotion and the prevention of chronic disease in working-age Americans.

As we approach 200 client organizations and 800,000 members in all 50 states, we continue to motivate long-term change through member engagement, product innovation and global expansion. This dashboard highlights some of our memorable milestones.

## 2014 VITALITY MEMBER ENGAGEMENT AND HEALTHY OUTCOMES





## CONTINUED ENGAGEMENT AND HEALTHY OUTCOMES

### MEMBERS SPEAK

Vitality members are increasingly sharing their achievements far and wide, through webcasts, social media, videos and more.



**Andrew Cooke**  
lost **40 LBS**  
in 9 months



“The best part of my experience with Vitality is enjoying the quest to achieve Vitality Platinum Status and earning Vitality Points and Vitality Bucks, knowing that the process of earning is benefiting my health.”

[Read how a Fitbit made it happen](#)



**DiMarcos Pereira became aware of high cholesterol – watch his experience**



**Melissa Booth says**  
**Vitality made a**  
**REAL**  
**difference**



“I would never have purchased the Polar heart monitors for us to use if it had not been for Vitality. I am very thankful for my employer’s foresight to offer this benefit, not only for their employees but our spouses. Utilizing the tools that Vitality provides through my workplace was the best decision I have made. Without this program, my husband would have likely suffered a heart attack that could have even taken his life.”



### C. EVERETT KOOP AWARD

Lockton’s employee wellness program was awarded Honorable Mention for the C. Everett Koop National Health Award for 2014. The award is sponsored by The Health Project, a private-public organization formed to bring about critical attitudinal and behavioral changes in the American health care system. These awards have been instrumental in promoting the measurement and evaluation of evidence-based, workplace health promotion programs. Lockton was recognized for health improvement and cost savings and its commitment to establishing a culture of health for its employees with the Vitality program.



### WE WALK THE TALK 83% OF VITALITY EMPLOYEES REACH PLATINUM STATUS

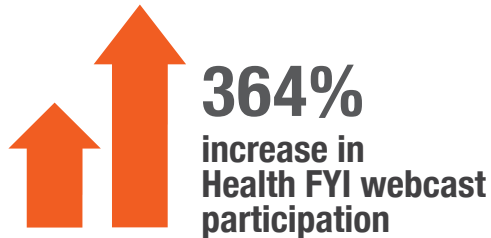
As the number of employees who joined Vitality’s corporate offices in Chicago and New York continued to grow, so did our own success in planning and engaging in healthy activities that made a difference in the services to our members. We closed out our program year with 83% of Vitality employees at Platinum status.



## CONTINUED ENGAGEMENT AND HEALTHY OUTCOMES

### PEAK PARTICIPATION NUMBERS FOR HEALTH FYI WEBCASTS AND "HEALTHYSELFIE" CONTEST

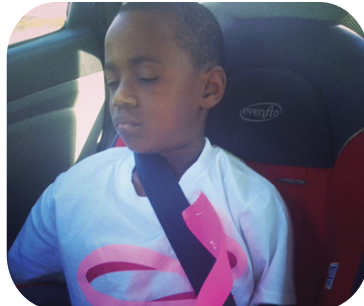
The average number of participants in our monthly Health FYI webcasts has grown from just under 1,100 to more than 4,000. And in conjunction with the webcasts, our popular HealthySelfie monthly contest was born. Now through Instagram and Twitter, the contest keeps members entertained and motivated through inspiring messages and by offering Amazon.com Gift Cards to the selfie photographer winners.



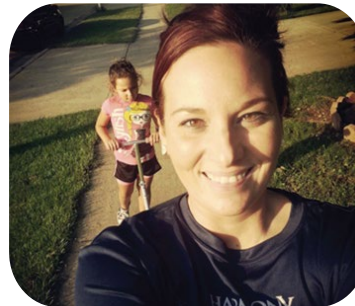
### #HEALTHYSELFIE



**Jesse** from McCarthy Building Co. in St. Louis, MO and his team doing stretching exercises.



Vitality member **Julie** submitted this adorable photo of her son all tuckered out after participating in a "Susan G. Komen Race for the Cure" 5K.



**Katrina** submitted the photo above of her walking in the neighborhood with her stepdaughter.



### THOUSANDS OF FOOD SCANS IN FOODUCATE CAMPAIGN

For the month of June, the Fooducate mobile app helped Vitality members make healthier food choices at their grocery store with quick barcode scans. Two winners received an in-home dietary makeover and \$250 to spend on healthy groceries. Winner Megan Tatara's Pantry Purge allowed the lucky Vitality member to learn how to prepare diverse, nutritional meals.



### OPERATIONAL EXCELLENCE: EMPLOYEE PRIVACY AND CONFIDENTIALITY

2014 had several sensational news headlines on cyber privacy, hackings and viruses. Vitality has never wavered from its commitment to ensuring all personal health information (PHI) is secure from all security threats and third-party data breaches. As a standalone wellness program in full compliance with all federal regulations, we are able to maintain an added level of privacy between our members and their employers to combat any privacy concerns.



## RESEARCH AND RECOGNITION VITALITY INSTITUTE

It was a year of ground-breaking research on the wellness front for Vitality and the Vitality Institute. Chronic disease prevention became a national priority. And, applying cutting-edge intelligence in behavioral economics and clinical and actuarial science, we delivered the kind of research needed to strengthen workplace wellness efforts across America.

### VITALITY INSTITUTE COMMISSION RECOMMENDATIONS, 2014



### 5 RECOMMENDATIONS THAT COULD CHANGE THE FUTURE OF HEALTH CARE

We spend nearly \$3 trillion a year on health care in the U.S., yet less than 2% of employers' total health budgets is spent on prevention. What can be done about it? In 2014, The Vitality Institute released data that confirmed a strong correlation between the long-term economic competitiveness of the United States and the health of its workforce, and put forward five actionable recommendations that are provocative, innovative and implementable for nationwide impact.

[View all the recommendations](#)

*"The recommendations come at a perfect tipping point: the confluence of health care reform and the consumerization of personal health technology. Now is the time to implement them."*

– Regina Herzlinger,  
Harvard Business School

*"This is an outstanding document...[that] provides us an essential road map to pursue optimal health and wellness, while controlling a growing but preventable disease and economic burden."*

– Richard Carmona, MD,  
MPH, FACS, 17th  
Surgeon General of the US



## TRANSFORMING EVIDENCE INTO ACTION

Now in its second year, The Vitality Institute is leading a global discussion about the importance of prevention and health promotion in America's workforce.

### Prominent speeches delivered in 2014 include

- Aspen Ideas Festival [panel on engaging with the private sector](#)
- mHealth Summit panel on [building a culture of health](#)
- Harvard Business School Shared Value Executive Course featuring a Discovery Case Study

### A selection of the Institute's key publications

- Forbes Article ["How Corporate America Could Save \\$300 Billion By Measuring Health Like Financial Performance"](#)
- JAMA – Viewpoint on ["New Opportunities in the Changing Landscape of Prevention"](#)
- JOEM – Article ["Making the Workplace a More Effective Site for Prevention"](#)
- Fast Company – Article ["Can Better Workplace Leadership Solve America's Health Care Problems?"](#)



## RESEARCH AND RECOGNITION VITALITY

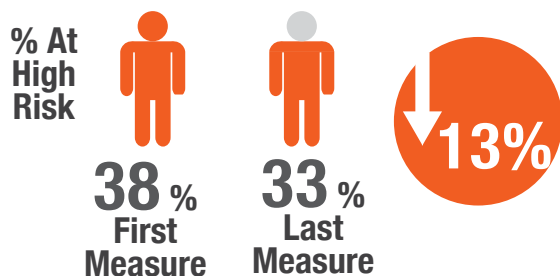
### WEARABLES AT WORK

With wearable fitness devices surging in popularity among our members, we conducted a study to offer employers insight into this fast-growing trend.

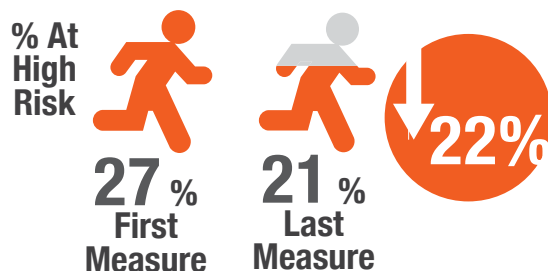
**What we found:** members not engaged in fitness activities reduced their health risk factors by 13%, and members active in fitness saw the greatest improvement, reducing their factors by 22%.

[Get the numbers](#)

#### NOT ACTIVE IN FITNESS ACTIVITIES



#### ACTIVE IN FITNESS ACTIVITIES



### 2014 ENGAGEMENT STUDY

What are the key drivers of employee participation in wellness programs? Vitality conducted an in-depth statistical analysis of our client base, covering 3½ years of program participation, to help quantify the impact of different factors on engagement. The results give employers critical information they can use to optimize program design and achieve the best health outcomes in the most cost-effective way.

[Download the study](#)



## CLIENT SUCCESS IS OUR SUCCESS

### Cuyahoga County Award

Vitality client Cuyahoga County was selected as one of the Silver Healthy Ohio—Health Worksite Award winners for 2014. This award recognizes Ohio employers that demonstrate a commitment to employee health by incorporating comprehensive worksite health promotion and wellness programs.

### Healthiest workplaces award

About a dozen Vitality clients were recognized in the 2014 Healthiest 100 Workplaces in America program sponsored by the independent corporate wellness research and data analysis firm Healthiest Employers, headquartered in Indianapolis, IN. This award is the culmination of a year-long, highly selective assessment that spans the United States to include employers of all sizes, all regions and all industries. These state and national awards recognize employers who demonstrate exceptional achievement and leadership in building healthy and productive workplaces committed to employee and community well-being.

## GLOBAL EXPANSION

The business model of our parent company Discovery guides, incentivizes and provides clients access to a broad range of wellness and prevention pathways, and measures engagement clinically and actuarially. This shared-value model is embedded with life and health insurers across the globe such as AIA Group in Asia and Ping An Group in China. And now Vitality is continuing to expand across Europe.

### GENERALI LAUNCHES VITALITY

Generali, one of the largest insurance organizations in the world, has entered into a European partnership – the first of its kind in Continental Europe – with Vitality. The Generali Group serves more than 60 million clients across the globe.



### VITALITY: A NEW INSURANCE BRAND IN THE UK

Following Discovery's acquisition of the remaining 25% stake in Prudential Health Holdings Limited, both the PruHealth and PruProtect businesses will be conducted under the single "Vitality" brand, offering two insurance lines: "VitalityHealth" and "VitalityLife".



## GLOBAL VITALITY FAMILY LOCATIONS:



South Africa



Australia



China



United States



United Kingdom



Singapore



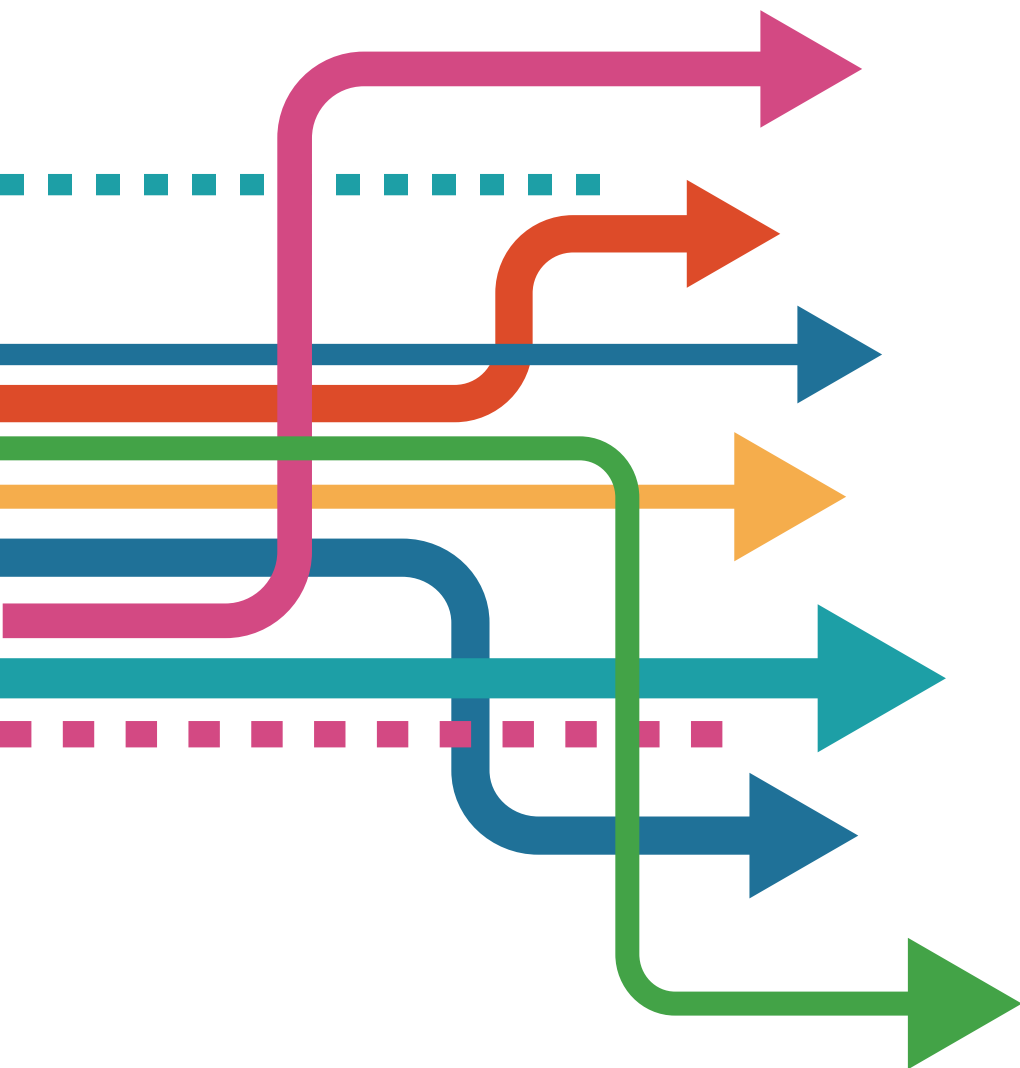


## PRODUCT INNOVATION



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## THE YEAR AHEAD

We are building momentum in 2015 by offering a wider variety of ways for members to reach their goals and reap the rewards of wellness. We're entering new partnerships and expanding program offerings—and that's just the beginning.

Topping off all of our program enhancements will be a brand new look to our member website that will make engaging with Vitality even more intuitive and interactive.

We're adding a new level of social interaction and collaboration to wellness with Vitality Challenges™, a flexible "gamification" platform that taps into members' competitive instincts as it ignites participation and encourages behavior change using fun, friendly team activities. Members succeed through social sharing—and employers gain higher sustained engagement.

Vitality welcomes the opportunities ahead as we move full force into a new era of workplace wellness.

[www.TheVitalityGroup.com](http://www.TheVitalityGroup.com)

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