

Stronger businesses.
Happier people.

Powered by

Vitality[®]





ROBUST EMPLOYER SUPPORT

Vitality's "high touch" philosophy toward program administration

Vitality provides action-oriented, data-driven and insightful tools and support to help you make smarter, more confident decisions about the future of your business.

Vitality wellness strategy managers (WSMs) work side by side with you, empowering you to maximize the health and productivity of your employees. WSMs will work with you to create a strategy focused on client initiatives and key communication and engagement opportunities.

A wide variety of reports derived from the member data gathered by the Vitality program give a comprehensive view of the state of the Vitality program and maximize ongoing strategic planning and program management. This support also includes finding new ways to encourage participation via different communication strategies, multi-year incentive design and health improvement best practices.

Vitality's easy-to-use tools assist in engaging employees and providing the practical solutions you need:

- An on-demand communications center with customized promotional and educational materials
- A C-suite toolkit providing step-by-step guidance for every level of corporate leadership
- Direction for designating on-site Vitality Champs®, ambassadors for the Vitality program and wellness engagement
- Direct access to Vitality via specialized access to an employer portal, a one-stop shop for custom messaging, challenge administration, reports and more

Vitality works with you to develop a personalized program tailored to your needs. From setting up the incentive structure, to configuring the platform to developing a communication plan, Vitality is with you every step of the way.

Quarterly Campaigns



HEALTH DIY

Step outside your comfort zone.

Do you ever feel like you're eating the same thing day in and day out? Are there foods you can't bring yourself to eat even though you know they are good for you? Do you know how to pick a good melon over a bad one? Sometimes shaking things up in the kitchen means experimenting with new and unfamiliar foods.

Get out of your comfort zone with nutrition.
Join our Health DIY for exclusive access to:

- Tips on getting adventurous with unfamiliar foods
- Recipes, quizzes and go-to-guides
- Practical info for shopping and eating healthier
- Opportunities to win a mystery Vitality Brag Bag valued up to \$500!*

Discover new and creative ways to eat well.
Log in to PowerofVitality.com or download the Vitality Today™ mobile app and check your Newsfeed regularly to see how easy it is to add variety into your kitchen, every day!

NOT A VITALITY MEMBER?

Join Now! Set your sights on a life full of vitality. Become a member and take the first step on the path to better health. Inspiration, incentives, education and empowerment are all included in your membership!

Join Vitality at:
PowerofVitality.com

*NO PURCHASE NECESSARY TO ENTER OR TO RECEIVE A PRIZE. A PURCHASE DOES NOT INCREASE THE CHANCES OF WINNING.
ELIGIBILITY: The Health DIY campaign is open only to members and their covered spouses/domestic partners (age 18 or over) who are active members of Vitality. Dependent children and spouses not covered under Vitality are not eligible. The Health DIY campaign is only open to legal residents of the United States and is void where prohibited by law or company policy. Employees, and their immediate family members, of the Vitality Group, LLC and its subsidiaries, affiliates, divisions, advertising, promotion and production agencies are not eligible for prizes. For full terms and conditions visit www.powerofvitality.com.



HEALTH DIY

Get Out of Your Exercise Comfort Zone



HEALTH DIY

It's time for a prevention tune-up

Health FYI Webinar



HEALTH FYI
March

Healthy behaviors in your community



HEALTH FYI
February

Alcohol: strategies to control consumption



HEALTH FYI
January

Exploring social networks and how they can impact health

Vitality runs topical campaigns on a quarterly basis and Health FYI webinars on a monthly basis as ways to continuously engage and add value to our members' journeys in health improvement.

Anyone is welcome to participate in these campaigns that are run exclusively by Vitality.

Vitality™ YOUR LOGO

Envision a healthy future devoid of old bad habits.

Select Vitality Goals™ that you'd like to achieve to make the future you envision your reality. Choose one goal or several from the wide variety available to you in the Health Profile section on the PowerofVitality.com.

THE FUTURE IS YOURS TO CREATE. Log in or register today. www.PowerofVitality.com

Privacy is a top priority at Vitality, and we are committed to maintaining the highest level of confidentiality with all of the information we receive from our members.

Vitality™ YOUR LOGO

Stay informed. Be inspired.

The Vitality Newsfeed on the PowerofVitality.com offers updates about our program and website, interactive polls, interesting news stories and motivational articles, personal acknowledgements, words of encouragement, posts from your company and more.

BE IN THE KNOW 24/7. Log in or register today. www.PowerofVitality.com

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Vitality™ YOUR LOGO

Enjoy Vitality Rewards.

Vitality rewards you for achieving a healthier life with Vitality Bucks® and Vitality Bonus Bucks.

Redeem them for gift cards from leading retailers, grocers and entertainment venues.

SEE WHAT YOUR BUCKS CAN BUY. Log in or register today. www.PowerofVitality.com

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Your partner is eligible to participate in Vitality

Wellness programs that include partners are proven to have more long-term positive effects on a family's overall health. If your partner is eligible, he or she can now participate in the Vitality program.

Make wellness a family affair

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Vitality™ YOUR LOGO

Take the lead. Become a Champ!

Are you a motivated employee in search of a challenging, rewarding role? Do you take your health and wellness seriously? Would you like to help fellow co-workers enjoy a better quality of life? If yes, here's your chance to become a Vitality Champ!®

Who? Anyone can be a Champ - whether one is new to wellness or has been living it for a lifetime. The key is to be engaged in wellness and want to help and encourage fellow co-workers to participate in the Vitality program.

Why? Vitality Champs take on a leadership role, whether offering support to employees or helping coordinate wellness activities. Champs are appreciated for their assistance and acknowledged for their support. It is also a great opportunity to contribute to the company's wellness.

What? Vitality Champs understand and participate in the Vitality program, so they can help answer fellow employees' questions about the area, champion the program, lead and promote our activities, campaigns and content, and encourage their co-worker participation.

Don't wait. Sign up today!

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Vitality™ YOUR LOGO

Choosing the best device for your activities

Are you ready to track your progress and start earning Vitality Points™ every time you choose to be more active? The start below shows you best device for your fitness preferences as well as brands that are most compatible with the Vitality program. As a Vitality member, you can use your chosen device to track activities and collect your rewards. The key to Vitality's range of your data is for you to make sure that your choices are linked to Vitality. Carefully read on the homepage of the Power of Vitality website, the Manage Your Data section can help you ensure that they are.

Activity	STRENGTH AND CARDIO		CLIMB AND ROLL		CLIMB AND FOLD		HEALTHY THINGS TO DO APPS*	
	STRENGTH AND CARDIO	CLIMB AND ROLL	CLIMB AND ROLL	CLIMB AND FOLD	HEALTHY THINGS TO DO APPS*	HEALTHY THINGS TO DO APPS*	HEALTHY THINGS TO DO APPS*	HEALTHY THINGS TO DO APPS*
Swimming	■	■	■	■	■	■	■	■
Biking	■	■	■	■	■	■	■	■
Walking	■	■	■	■	■	■	■	■
Running	■	■	■	■	■	■	■	■
Handcycling	■	■	■	■	■	■	■	■
Handcycling	■	■	■	■	■	■	■	■
Handcycling	■	■	■	■	■	■	■	■

Vitality App The Vitality™ mobile app keeps you connected to Vitality and enables you to track your Vitality Points™ while you're on the go. We get you the GPS to log a workout. To successfully submit a workout to Vitality, make sure that your device is not connected and that your GPS is turned on during the required 30-minute duration. Vitality will award your workout with points within 48 hours of you updating it.

Apple Health Once collected through Apple Health as iPhone®, iPad®, iPhone 6 Plus, iPhone 6s, iPhone 6s Plus and Apple Watch will be eligible for points based on the number of your set steps. Each time you log in to your Vitality, the only your steps will be submitted to Vitality. Complete information on compatible devices and how you can use them to submit workouts can be found on the PowerofVitality.com in the Guide to Vitality using Linking to Vitality, if you're a member.

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Your dedicated Wellness Strategy Manager helps craft a meaningful engagement strategy that's tailored to your organization. In addition to providing templates for communications and structuring fun challenges and campaigns, they also help train the program ambassadors, or Vitality Champs.

Communication is a key element in driving engagement and excitement in the program. Vitality makes it easy for our clients to do this through our robust communication center tool that allows instant access to a multitude of available communications that are able to be fully customized.



I was **amazed** to find out how much I was learning and how **my behaviors were changing** regarding my diet, fitness and health.”

Robert G.
Vitality member



The ease with which you can **access information** and **get answers to your questions** is the best part of Vitality.”

Randy A.
Vitality
member



Without a program like Vitality, implementing wellness across our organization would have been much more tedious.”

Tori Pallas

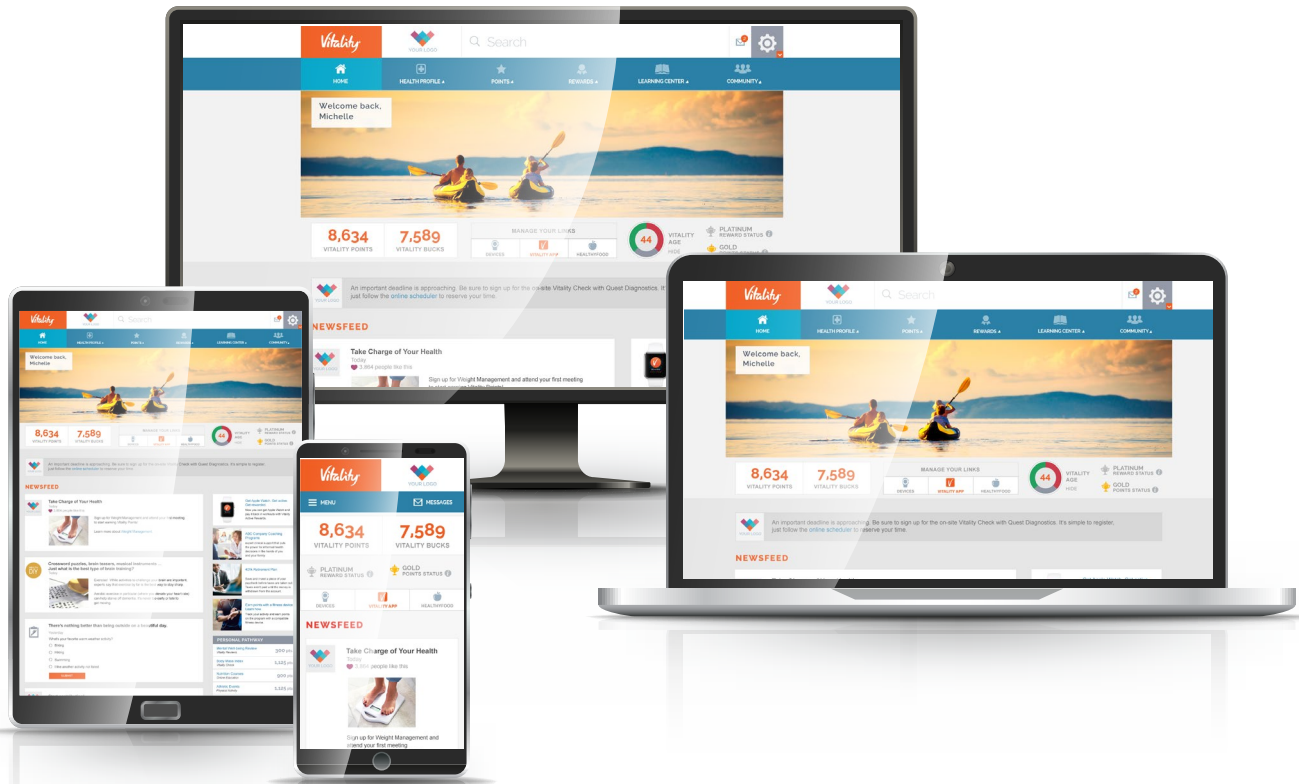
Employee Wellness Manager, HDR



Our Wellness Strategy Manager is great! She really understands the Carhartt culture and is always coming up with new ideas and ways to increase employee engagement with the program.”

Danyetta Gray

Benefits Manager, Carhartt



Positive user experience is essential to creating and sustaining user engagement. We've created our technology around that belief so members can engage when, how and through the technology of their choice ensuring a fun, motivating and engaging experience.

Smarter choices.
Stronger businesses.
Happier people.
Healthier world.

With Vitality, it's all within reach.

We are making healthcare more meaningful. Wait until you see what that can mean for your business.

VitalityGroup.com

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