



INTRODUCING

BEYOND

Health and Wellness

A new behavior change program geared toward multi-national clients to engage their global population.

GDPR Compliant



Safeguarding of personal data and upholding of privacy rights is a top priority at Vitality

Localization



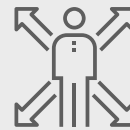
Human translation, imagery, content, and rewards

Global Experience



30 markets
20 million members
6 continents

Cohesive Engagement Strategy



One Wellness Strategy
Manager for your entire
population

Technology



Built on platform utilized
by leading technology
companies

OUR APPROACH TO BEHAVIOR CHANGE

		VITALITY ONE (UNITED STATES)	BEYOND (GLOBAL)
CUE	PLATFORM	Mobile app, website, co-branded	Mobile app, Multi-language ¹
	KNOW YOUR HEALTH	Biometrics, HRA, claims ² , onboarding assessment	Biometrics, HRA, onboarding assessment
	VITALITY AGE	✓	✓
	COMMUNICATION	Push notifications, Communications Center	Push notifications
ROUTINE	GOALS	Weekly personalized lifestyle and physical activity goals	Weekly personalized lifestyle ² and physical activity goals
	CONDITION SUPPORT	Hypertension, hyperlipidemia, ischemic heart disease, diabetes	Hypertension, hyperlipidemia, ischemic heart disease, diabetes ³
	PREVENTION	✓	✓
	SOCIAL	Vitality Champs, challenges via MoveSpring ⁴	
	CONTENT	Personalized education, employer promotions	Standard promotions and education
	LOCALIZED IMAGERY / CONTENT (by country)		✓
	INTEGRATIONS	Your initiatives and partners	Fitness apps and devices only
	INCENTIVES	Employer Incentive Plan, Vitality Wheel, gift cards, instand rewards, Earn Your Watch ⁴	Credit accumulation, country-specific online mall with reward fulfillment
REWARD	EMPLOYER SPECIFIC DESIGN (segmentation, branch codes)	✓	Client-specific initiatives promoted/ incentivized via More Activities ²
	SUPPORT	Reporting, designated Wellness Strategy Manager	

¹ Canadian French, Latin American Spanish and British English will be included in Q4 2021. The timing and priority of additional languages is still being finalized

² Available on 1/1/2022

³ On the future roadmap

⁴ Additional Fee

Power your people, wherever they are.

Contact us at SalesOperationsUSA@VitalityGroup.com

