



Health Hub

powered by Virgin Pulse



Helping build healthy habits

Reduce your health care costs and provide employees the tools they need to improve their health.

We'll help your employees make small, everyday changes focused on the areas they want to improve the most. With daily engagement, they'll build healthy habits and experience the lifelong rewards of better health.

The CDPHP Health Hub can be accessed from a smartphone or computer, providing 24/7 access to powerful wellness resources.

The CDPHP Health Hub can help your employees:

- ▶ Learn how to eat for energy, move more, sleep better, manage stress, and more
- ▶ Motivate others and be motivated to build new healthy habits
- ▶ Reach their health goals



Employees can earn points for completing healthy activities. When milestone levels are reached, CDPHP Life Points® Rewards are unlocked and can be redeemed for gift cards or merchandise.

The CDPHP Health Hub delivers results for both employers and employees using Virgin Pulse's proven design.

The following outcomes have been observed:

- ▶ 50% sustained engagement with the Health Hub. An average of six plus daily interactions per member.¹
- ▶ 16% productivity gain with an average of 18% absenteeism reduction.²
- ▶ 5 out of 10 members report decreased stress levels.³
- ▶ 7 out of 10 members improved clinical health metrics across BMI, blood sugar levels, and blood pressure.⁴
- ▶ Average claims cost reduction by \$1,029 per member.⁵

Contact your broker or CDPHP representative to **learn more today**.



1. 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

2. Comparing 2020 self-reported HRA results to 2021 results

3. 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.

4. Based on multiple client analyses case studies based on topic area.

5. Ratio of claims 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.

CDPHP Health Hub and app download available beginning January 1, 2023. All adults age 18 and older in select plans are eligible. CDPHP Life Points Rewards accumulate per calendar year, per contract. Rewards must be redeemed by December 31 each year or prior to contract termination.