



Vitality  
by **WEA**trust

## World Class Wellness

Vitality provides the tools to engage your staff and build a culture of wellness at your workplace.



## Why WEA Trust Chose Vitality

Successful workplace wellness programs have the potential to increase employee health, happiness and productivity—but they require hard work and time-tested tactics. Without a great wellness platform, you're left alone to plan, communicate, engage, report and reward. And the reality is, you don't have time for all that.

WEA Trust doesn't believe in leaving your workplace wellness to chance. If you want to impact wellness at your organization, you need tools, resources and excellent service. That's where Vitality comes in.

WEA Trust's Vitality product is truly a turnkey wellness solution. It combines best-in-class wellness program benchmarks—like biometric screenings and health risk assessments—with an engaging platform that makes administering incentives easy. Your Vitality Account Manager

will serve you every step of the way, from launch to analysis. You'll get guidance and templates to communicate with your staff, and the employer portal will give you reports in real-time.

With Vitality, there's no need to start from scratch or wonder if your wellness efforts are working. Vitality is a world leader in wellness, and the newest Vitality platform is available to WEA Trust health plan customers and their employees at no additional cost.





## Built to Inspire

Vitality's health promotion program is built to continuously inspire, motivate and reward employees to live healthier lives. Your employees will learn about their current health status, then complete activities that improve health and lifestyle behaviors—all while unlocking a series of positive rewards. Vitality makes the basic building blocks of a wellness program fun and meaningful, such as:

### VITALITY AGE

How old are you? This question takes on new meaning with Vitality. The Vitality Age is a medically and actuarially derived tool that calculates an individual's health risk-related age based on the VHR™ and Vitality Checks. The difference between Vitality Age and chronological age is often a powerful motivator to make healthy lifestyle changes.

### HEALTH RISK ASSESSMENTS

The Vitality Health Review™ (VHR) is an interactive health risk assessment built around 14 modifiable health risk factors. Your employees can easily access the VHR online or through the mobile app.

### BIOMETRIC SCREENINGS

Vitality offers you integrated, on-site biometric screenings, called Vitality Checks™. Screenings from finger sticks are available at no additional cost through our vendor partners. Results are transmitted to Vitality electronically and directly uploaded into each employee's file.



## WHAT THEY SAY

“The human element of the Vitality program is the number one factor that motivated me. I love seeing how many Vitality Points I can rack up to get to the next level. Vitality makes fitness fun.”

**AMY SHAW**

Vitality Member

“Because my company sponsors programs like Vitality and the preventive blood screening used during registration, I was diagnosed early enough to be able to change my bad habits and get on the right track to a healthier life.”

**MICHAEL MASCO**

Vitality Member



With Vitality, even time-strapped and budget-conscious employers can help their employees be healthier, happier and more productive. Both large and small employers love how easy it is to implement and facilitate Vitality.

**SPECIALIZED SUPPORT**

A dedicated Vitality Account Manager will help you launch Vitality, making sure staff gets—and stays—engaged. Your account manager will facilitate member education meetings, webinars, on-site health events and challenges. You will have regular status calls, calendar planning and report reviews with them.

**CUSTOMIZED EMPLOYER PORTAL**

Use the employer Vitality Information Portal (VIP) to send employee messages and access Vitality promotional materials 24/7. Need to promote a wellness challenge or event? All the materials you'll need—from posters to mobile push notifications—are pre-loaded and customizable on VIP. If you have 25 employees or more, you can access aggregate reporting on your staff's engagement metrics and population health risks. Metrics are available in real time, with larger reports also available.

**Trust-Approved Customer Service**

**DEDICATED CUSTOMER SERVICE LINE**

Employers can call a dedicated phone line

**NO AUTOMATED RECORDINGS**

Talk to a real person every time.

**KNOWLEDGEABLE SUPPORT**

Vitality's reps are all product experts

The screenshot displays the Vitality employer portal interface. At the top, there is a search bar and navigation tabs for HOME, HEALTH PROFILE, POINTS, REWARDS, and LEARNING CENTER. The main content area is divided into several sections:

- POINTS STATEMENT:** Shows a total of 5,525 points earned this year, with a breakdown of 4,500 from the user and 1,025 from a kick-start bonus.
- POINTS EARNED PER MONTH:** A bar chart showing points earned from January to December.
- HEALTH RESOURCES:** A section titled "Resources that earn points" featuring four cards:
  - Nutrition Courses:** Online Education, 900 pts available.
  - Vitality Health Review:** Vitality Reviews, 725 pts available.
  - Health FYI Webcasts:** Online Education, 600 pts available.
  - ActionSets & Decision Points:** Online Education, 300 pts available.
- VITALITY AGE:** A circular gauge showing an age of 44.
- Gyms:** A map showing nearby gyms like Mount Sinai Roosevelt and NYU Aquarium On Broadway.



## Seriously Engaging for Your Staff

Based on more than 17 years of behavioral and actuarial science, Vitality knows what it takes to successfully put wellness to work. It starts with engagement. Vitality's average employee participation is 8x higher than the industry average.

How? The Vitality wellness program is a combination of time-tested wellness tactics and engagement strategies.



BEST-IN-CLASS APP

Vitality's mobile app keeps wellness top-of-mind.

MY VITALITY  
**AGE**

### VITALITY AGE

The wellness journey starts here. Vitality Age compares an individual's health risk-related age to his or her actual age. The tool is a high-impact motivator for healthy change.



### INTEGRATED WELLNESS

Vitality syncs with 100+ wearable devices and thousands of gyms, making it easier for your employees to track points and earn rewards on their mobile app.



### VITALITY BUCKS

Employees can use Vitality Bucks to "buy" rewards of their choosing, like movie passes and gift cards for iTunes and Amazon.com. Vitality Bucks don't expire for participating employees.



## Activate

WEA Trust offers employers two distinct Vitality products: **Activate** and **Elevate**.

Activate is available to most WEA Trust groups at no additional cost upon their renewal. The Activate product is a comprehensive program designed to activate and reward wellness at your workplace, focusing on employees in year one. Key activities include the Vitality Health Review, a Vitality Check, earning Vitality Bucks and much more.

Most employers choose to start their Vitality experience on the Activate platform, especially if they are new to wellness.



**REWARDS**  
Incentive design, management, and fulfillment are handled directly by Vitality. The online shopping site, Vitality Mall, is central to Activate.



▶ **Healthy Foods:** Up to 10% savings on healthy foods from 4,000+ Walmart stores.

## Elevate

Elevate takes all components of Activate and adds premium engagement features to help you take wellness to the next level. This program is best suited to employers that have an established culture of wellness or have already used the Vitality platform for at least one year.

Elevate is available as a buy-up option. Some of the available premium features include:



### EXPANDED MEMBERSHIP

Vitality membership for each primary subscriber AND spouse or domestic partner.



### HEALTHY FOODS

The One-of-a-kind Vitality HealthyFood™ program rewards nutritional purchases.



### INTELLIGENT INCENTIVES™


This program allows for differing behavior motivators, like outcomes-based rewards.



	Activate	Elevate
Vitality Health Review™ (Vitality’s Health Risk Assessment)	★	★
Physical Activity Review	★	★
Mental Well-being Review	★	★
Biometric Screening (Participation Points)	★	★
Biometric Screening (Points for In-Range Measures)		★
Healthy Kids (e.g., Kids Health Review, Immunizations)		★
Preventive Screening Vitality Points		★
Full HIPAA, ACA, GINA & Other Applicable Regulation Compliance	★	★
Goals for Lifestyle Risks – Physical Activity and Nutrition	★	★
Goals and Points for Improving Biometric Outcomes		★
Access for both employees and spouses/domestic partners		★
Gym Workouts to Upload via Portal or Mobile App	★	★
Fitness Device Integration and Tracking	★	★
Vitality Challenges Platform	★	★
Vitality Champ Program	★	★
Employer’s Onsite Activities – Award Vitality Points	★	★
Vitality Today Mobile App	★	★
Disease Management and Maternity Management Points		★
Vitality HealthyFood™		★
Health Content and Articles	★	★
Basic Vitality Contribution Manager™	★	★
Full Vitality Contribution Manager (incl. Outcome-based Structures)		★
Vitality Mall	★	★
Vitality Squares™	★	★
Device Subsidy Program		★



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