



TERME SELCE

Virgin Pulse GO

Virgin Pulse GO is a wellbeing event that supports organisations in kickstarting employee health and wellbeing and creating a culture of health. Our turnkey and holistic wellbeing solution harnesses the power of social networks and friendly, team-based competition to build healthy habits and drive collaboration.



Virgin Pulse GO is a holistic and personalised wellbeing solution that addresses whole person wellbeing and can be rolled out in days.

- Integrated health assessment with personalised health tips
- Digital coaching Journeys® on a broad range of topics including nutrition, sleep, physical activity, financial wellbeing, mental wellbeing and tobacco cessation
- Socials features to build camaraderie, community and collaboration
- Expansive individual and peer-to-peer challenge library
- Available in 20 different languages
- Multichannel communication tools to support each stage of the programme
- Integration with various activity trackers and health applications
- Robust reporting and programme metrics
- Compliant with all international data security and privacy best practices
- Backed by Virgin Pulse's Science Advisory Board

95%

Virgin Pulse client retention rate

87%

Of members say Virgin Pulse changed their lives

How it works

Virgin Pulse GO combines gamification and personalisation in mobile-first platform to deliver health and wellbeing through an irresistible employee experience.



Company Challenge

GO is company-wide event that brings employees together through a team-based challenge that drives collaboration, organisational alignment, and new healthy habits. It rallies your organisation and helps to build a culture of health.



Expansive Challenge Library

In addition to a robust holistic wellbeing programme, your employees have access to an expansive library of individual and peer-to-peer challenges to strengthen healthy behaviours.



Measure Up

Employees develop awareness of their health through our integrated health assessment. Grounded in science, it helps employees paint a picture of how their current health and lifestyle choices measure up and offers tips based on their results. Insights from the assessment are also used to drive program recommendations, giving each member a unique health and wellbeing experience.



Personalised Experience

Virgin Pulse recognises that each employee is unique and is on their own unique path to wellbeing. Whether it is selecting their interests and journeys, creating their own challenges or choosing their device, GO lets employees create their own unique path to health and wellbeing.



Holistic Health and Wellbeing

GO encourages more than just physical activity in your employees. Employees have access to Journeys, digital coaching on a variety of lifestyle and health topics, promoting positive behaviour change by engaging the member in small steps-based healthy habit formation. They can personalise their experience by choosing what Journey they want to take and what areas of wellbeing they want to focus on.



Multi-Channel Communications

Our effective suite of self-service multi-channel communication tools help create excitement and intrigue, drive enrolment and ongoing member engagement.



Measuring the Results

Rich reports with measurable outcomes and a credible set of metrics that give you demonstrable proof of the value and impact of your investment in your workforce. You'll gain a baseline understanding of the health profile of your people and see the changes that occur over time.

Global Experience

With our global presence and expertise, we ensure that no matter where your employees are located, they get the same life-changing experience.

190+

Members in 190 countries and overseas territories

13

Offices in 13 locations around the world

20

Programmes available in 20 languages

5M

Total lives changed by Virgin Pulse

**Ready to create a happier, healthier, more productive workforce?
Talk to an expert at Virgin Pulse to get started.**

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