

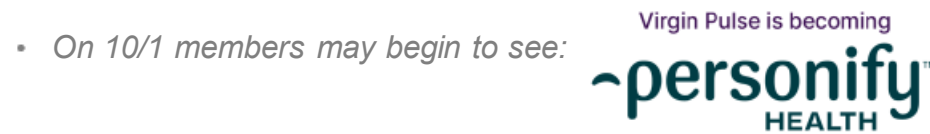
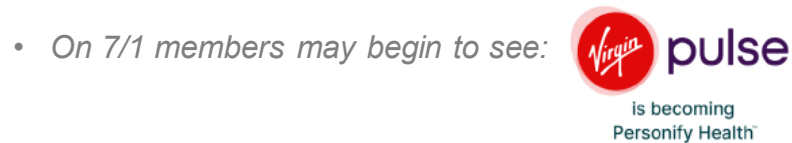
Virgin Pulse Is Getting A New Name!

Virgin Pulse will be transitioning to a new name and brand over the coming months and will become Personify Health™ beginning January 1, 2025



• July 1, 2024 –

- Special Edition Broker email introducing the 2025 Large Group updates as well as Large Group Product Guide and marketing materials will be refreshed and will include this following message whenever Virgin Pulse is mentioned:
 - “Virgin Pulse will be transitioning to the Personify Health™ name and brand over the coming months. Members will continue to use and engage with the Virgin Pulse solutions throughout 2024.”
- Transitional logos will appear in the app store and member communications to signal that the name will change. When members search for Virgin Pulse in the app store, the application will appear as usual.



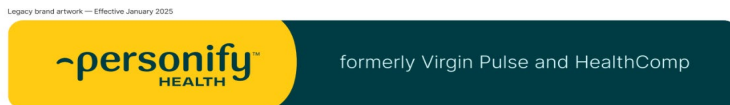
• Early December –

- Virgin Pulse will send email to registered members: “Virgin Pulse is becoming Personify Health” outlining what will be different at the beginning of the year (logos, colors, name, URLs, email domains); What’s staying the same (Username/Passwords, your favorite tools and resources, your progress, etc.)

• Late December –

- Virgin Pulse will send reminders of upcoming changes (In-App, push, Announcement Card with link to Zendesk article)

• Early January –



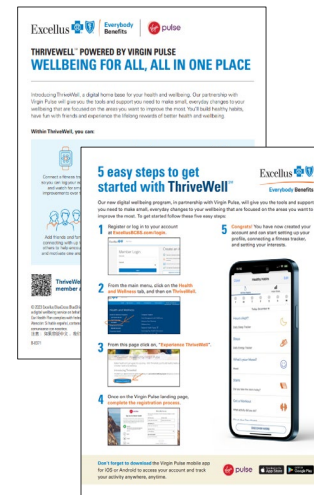
- Personify Health will send an email from new domain. “Virgin Pulse is now Personify Health”, with reminder to update member bookmarks, check/update your app, etc.)
 - Registered members will not need to download another App. Virgin Pulse app will update to Personify Health on 1/1/25.
- The Health Plan (Excellus and Univera) will begin using the Personify Health branded materials.

Wellbeing for all, all in one place.

ThriveWell is a digital home base dedicated to engaging teams in health and wellbeing. Our partnership with Virgin Pulse gives employees the tools to make small, everyday changes to their wellbeing that are focused on the areas they want to improve the most. They'll build healthy habits, have fun with friends, and experience the lifelong rewards of better health and wellbeing.



ThriveWellSM
**Large Group
Employer Brochure**
(B-8370)



Member Materials:

- [Overview Member Flyer](#) (B-8371)
- [Overview Member Flyer](#) (Spanish)
- [Member Quick Start Guide](#) (B-8515)
- [Member Guide](#) (B-8351)
- [Member Guide](#) (Spanish)
- [Claiming Rewards](#) (B-8542)



Certified Partner Resources

With ThriveWell, you have options to customize the experience to the needs of your employees through several of Virgin Pulse's certified partners.



Mental Health



- [Headspace*](#) (B-8366)
- [Headspace Overview Video](#)



- [Koa Health](#) (B-8347)
- [Koa Health Overview Video](#)



Fitness



- [Gympass](#) (B-8346)
- [Gympass Overview Video](#)



- [Wellbeats](#) (B-8350)
- [Wellbeats Overview Video](#)



Nutrition & Weight Management



- [Monj](#) (B-8348)
- [Monj Overview Video](#)



- [Noom](#) (B-8349)
- [Noom Overview Video](#)

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