



**Validation**Institute

# 2022 Validation Report

**Review for: Virgin Pulse - VP Engage**

**Validation Achieved: Savings**

**Valid through May 2023**

# Company Profile

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<b>Category:</b>	Digital Health Platform
<b>Website:</b>	<a href="https://www.virginpulse.com/">https://www.virginpulse.com/</a>
<b>Public or Private:</b>	Private
<b>Year Established:</b>	2009
<b>CEO:</b>	Chris Michalak
<b>Company contact:</b>	support@virginpulse.com

## Description:

**Virgin Pulse** is the leading digital-first health and wellbeing company that empowers organizations across the globe to activate populations, improve health outcomes, and reduce spend in an era of accelerating cost and complexity. **Virgin Pulse's** Homebase for Health® connects data, people and technology to deliver high tech, human touch experiences that engage and reward individual journeys. **Virgin Pulse** impacts over 100 million people across 190 countries by helping Fortune 500, national health plans and many other organizations change lives – and businesses – for good.

# Claim Assertion for Validation

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Users of VP Engage, Virgin Pulse's online wellness program, had lower per member per month total medical costs than similar members who did not use the program.

Note: This review does not address whether the plan or purchaser saves money in total. See Limitations section for details.

# Method / Calculation / Examples

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To be included in the analysis, members had to

- Be covered by the Medicare Advantage plan for 48 months, spanning the pre- and post-intervention periods.
- Be at least age 65 in the baseline year.
- Have less than \$56,000 in benefits (allowed amount) in each of the four 12-month periods.

A member was deemed a program user if he or she actively used the VP Engage program in the post intervention period. Users were then matched using Propensity Score Matching (PSM) to similar members on the following traits:

- Cost and use of medical services in the pre-intervention period
- Age and gender
- Number of chronic conditions
- Type of chronic conditions (e.g., diabetes, hypertension, etc.)
- Insurance type (HMO or PPO)

The matched members did not have internet access during the post intervention period. A total of 1,212 users were matched to 1,212 non-users.

The per member per month medical costs were calculated for each group. The frequency of emergency room visits was also calculated by taking the count of visits as a ratio to the count of member months.

In order to evaluate the outcome, the PSM was combined with Interrupted Time Series (ITS) analysis in order to estimate both the level and trend outcomes.

# Findings & Validation

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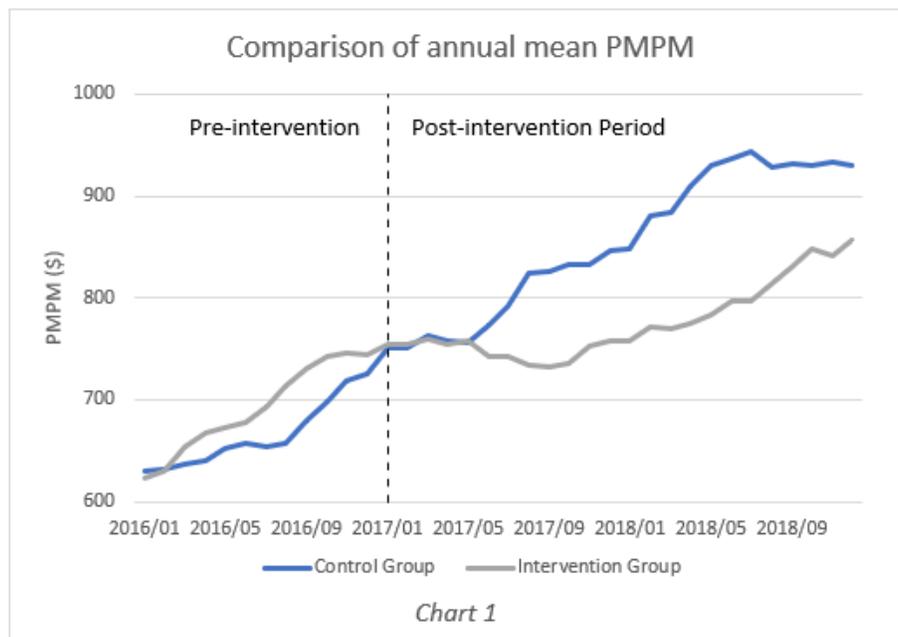


Chart 1 shows the intervention and matched comparison groups per member per month costs in the pre- and post-intervention periods. In the pre-intervention periods, the two groups' costs were similar (not significantly different statistically). By December of 2017, the intervention group's PMPM was \$22 lower and by the end of 2018, its PMPM was \$86 lower than the matched group's. The differences at the end of year one and at the end of year two were significant statistically; this means that the differences were larger than would be expected to happen by chance.

# Findings & Validation

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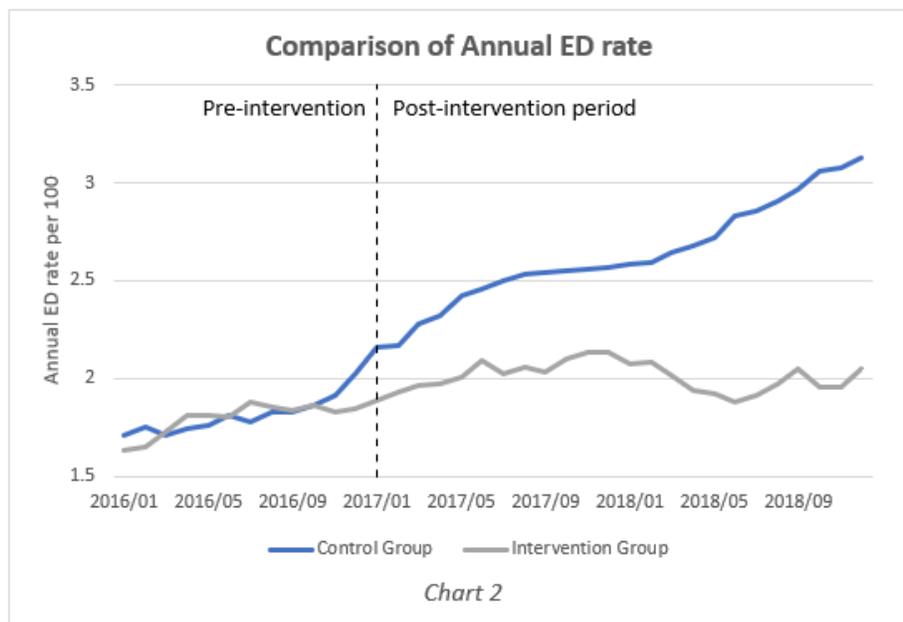


Chart 2 shows the emergency room visits per 100 members for both groups. Similar to the PMPM changes, the intervention group's Emergency Room Visit rate was significantly lower at the end of year one and at the end of year two of the intervention.

# Limitations

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Members enrolled voluntarily in the VP Engage program and may be different from non-users in ways that cannot be measured. These unmeasured factors may partly explain users' favorable results. See [How to tell if your vendor's claims are valid: Part Two](#) for a discussion of self-selection bias.

Users attribute to less than 1 percent of members who had 48 months of continuous coverage (the criteria for including members in the analysis).

More member enrollment may bring about measurable savings for the plan as a whole. However, the analysis does not address the intervention's impact on plan or purchaser's per member per month medical costs.

# Validation and Credibility Guarantee

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**Virgin Pulse's VP Engage** achieved validation for Savings. Validation Institute is willing to provide up to a \$25,000 guarantee as part of their Credibility Guarantee Program. To learn more, visit

<https://validationinstitute.com/credibility-guarantee/>

## Savings

Can reduce health care spending per case/participant or for the plan/purchaser overall.

## Outcomes

Product/solution has measurably improved an outcome (risk, hba1c, events, employee retention, etc.) of importance.

## Metrics

Credible sources and valid assumptions create a reasonable estimate of a program's impact.

## Contractual Integrity

Vendor is willing to put a part of their fees "at risk" as a guarantee.



**Validation Expiration: May 2023**

# CERTIFICATE OF VALIDATION

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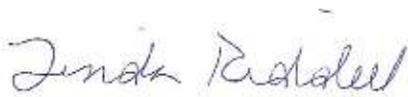
**Applicant:** **Virgin Pulse**  
1515 Arapahoe St., Tower 3, Ste. 700  
Denver, Colorado, 80202

**Product:** VP Engage

**Claim:** VP Engage users have lower per member per month medical costs than similar non-users. Users also have fewer Emergency Room visits per 1,000 members.

**Validation Achieved:** **Validated for Savings**

**Validation Award Date:** July 2021



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**Linda Riddell**  
**VP, Population Health Scientist**  
**Validation Institute**



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**Benny DiCecca**  
**Chief Executive Officer**  
**Validation Institute**



# About Validation Institute

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**Validation Institute** is a professional community that advocates for organizations and approaches that deliver better health value - stronger health outcomes at lower cost. We connect, train, and certify health care purchasers, and we validate and connect providers delivering superior results. Founded in 2014, the mission of the organization has consistently been to help provide transparency to buyers of health care.

## Validation Review Process

Validation Institute has a team of epidemiologists and statisticians who review each program. The team focuses on three components:

- Evidence from published literature that a similar intervention had similar results.
- The reliability and credibility of the data sources.
- The rigor of the approach to calculating results.

To achieve validation, the program has to satisfy each of these components. VI's team then summarizes the review into a report which is publicly available. Details of VI's review are available with the program's permission.