



ValidationInstitute

2022 Validation Report

Review for: Virgin Pulse

Validation Achieved: Metrics

Valid through: March 2023



Company Profile



Category:	Health Analytics
Website:	https://www.virginpulse.com/
Public or Private:	Private
Year Established:	2009
CEO:	Chris Michalak
Company contact:	optimizedhealth@welltok.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

Validation Institute reviewed Predilytics' Analytic Design Plan (ADP) for a health plan, which outlined:

- the objectives of the Medication Adherence project,
- the method for achieving those objectives, and
- the statistical and quantitative metrics that are used to document model validation

Validation Institute reviewed Predilytics' program evaluation which described how the models were used in a health plan's operational call center to improve medication adherence for their members.

Method / Calculation / Examples

Predilytics' evaluation of the predictive models and the operational recommendations reflect a well-grounded understanding of how predictive models perform and accurate assessment of the value of the insights created by these models to inform resource deployment within healthcare operations.

Within that program evaluation, Predilytics used additional statistical analysis to isolate the incremental performance of the predictive model above and beyond call center efficiency gains. Overstatement of attribution is commonplace in predictive modeling in population health, but the model was very carefully designed not to overstate attribution of the Predilytics' intervention to the outcomes. The one aspect of this study in which overstatement might have been taking place is that the customer service representatives making the outbound calls got better at calling members over the course of the study. As a result, calls towards the end of the period were more successful. Predilytics pointed out this potential confounder to the validator and estimated the impact of it, rather than wait for the validator to point this out to them.



Findings & Validation

Validation Institute is able to provide validation for Predilytics, as they are well above the standard of using a methodology that is equivalent to or better than the most valid standard commonly used in their segment of the industry.





Validation and Credibility Guarantee

Virgin Pulse's Predilytics' Analytic Design Plan achieved validation for Metrics. Validation Institute is willing to provide up to a \$10,000 guarantee as part of their Credibility Guarantee Program. To learn more, visit

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

Level 1 – Savings

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

Level 2 – Outcomes

Product/solution has measurably moved the needle on an outcome (risk, hba1c, events, employee retention, etc.) of importance.

Level 3 – Metrics

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

Level 4 - Contractual Integrity

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





Validation Expiration: March 2023

CERTIFICATE OF VALIDATION

Applicant:

Virgin Pulse

1515 Arapahoe St., Tower 3, Ste. 700

Denver, Colorado, 80202

Product:

Predilytics' Analytic Design Plan

Validation Achieved:

Validated for Metrics

Al Lewis
Senior Advisor
Validation Institute

Benny DiCecca
Chief Executive Officer
Validation Institute



About Validation Institute

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.