



**Validation**Institute

# 2023 Validation Report

**Review For: Virgin Pulse - VP Activate  
for Medication Adherence**

**Validation Achieved: Outcomes**

**Valid through: May 2024**

# Company Profile

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<b>Category:</b>	<b>Digital Health Platform</b>
<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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Members of Virgin Pulse clients that utilize the Virgin Pulse VP Activate solution have higher medication adherence rates than similar members who do not use the solution. The program focused on members taking medications for diabetes, hypertension, and hyperlipidemia (cholesterol).



# Method / Calculation / Examples

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The analysis applied the definitions and standards of the Medicare Part D Star measures (CMS, 2019):

- Medication adherence for Diabetes
- Medication adherence for Hypertension
- Medication adherence for Cholesterol

These standards determined how adherence was measured for each drug and how members were selected to be included in the analysis. The rest of this methods section describes how members and a comparison group were selected.

Members who were deemed to be at high-risk for not following their drug regimen (non-adherence) by the Virgin Pulse medication adherence predictive models were called by the Virgin Pulse VP Activate program via Interactive Voice Recognition (IVR) technology. Note: the validity of the analysis determining members' risk is not the focus of this review. See Table 1 for count of members.

Participating members were then matched using Propensity Score Matching (PSM) to a comparison group on several factors including:

- Age and gender
- Number of medication therapies
- Score on the risk analysis model for non-adherence
- Number of medication adherence programs that had reached the member

# Method / Calculation / Examples

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The last criteria was selected because more than one medication adherence program was available to members. For each criterion, the match between the intervention and comparison groups was evaluated; this step confirms that the two groups were (statistically) similar and could be compared to one another.

The medication adherence rate was calculated for each medication type and both the intervention and comparison groups. The adherence rate takes the number of members who meet the Star Ratings standard (CMS, 2019) for complying with their medication regimen as a numerator; the denominator is all members in the group (intervention or comparison). The medication adherence rates were compared.

Table 1: Count of intervention and matched comparison groups

Medication Type	Intervention (N)	Matched Comparison Group (N)
Diabetes	58,552	31,679
Hypertension	142,356	75,932
Hyperlipidemia	158,833	85,424

# Findings & Validation

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Table 2 shows the results for each medication type. In all three medication types, the percentage of the intervention group who were adherent (following their medication regimen) was higher than the matched comparison group. Because the intervention and the matched groups were matched on their non-adherence risk (scores on risk analysis), the pre-intervention adherence rate is assumed to be similar.

Table 2: Comparison of medication adherence rates

Medication Type	Intervention Adherence Rate	Matched Comparison Group Adherence Rate	Improvement (Intervention – Comparison)
Diabetes	78.8%	76.7%	2.1%
Hypertension	80.7%	79.1%	1.6%
Hyperlipidemia	80.3%	79.3%	1.0%

## Limitations

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Since participation in the Virgin Pulse intervention was voluntary, there may be an unmeasured factor that made the intervention group's adherence higher than similar matched members.

## Work Cited

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CMS. (2019). Medicare 2020 Part C and D Star Ratings Technical Notes. Center for Medicare and Medicaid Services.



# Validation and Credibility Guarantee

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**Virgin Pulse's VP Activate for Medication Adherence** achieved validation for **Outcomes**. 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 2024**

# CERTIFICATE OF VALIDATION

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**Applicant:**

**Virgin Pulse**

1515 Arapahoe St., Tower 3, Ste. 700  
Denver, Colorado, 80202

**Product:**

VP Activate for - Medication Adherence

**Claim**

Members of Virgin Pulse clients that utilize the Virgin Pulse VP Activate solution have higher medication adherence rates than similar members who do not use the solution.

**Validation Achieved:**

**Validated for Outcomes**

**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.