

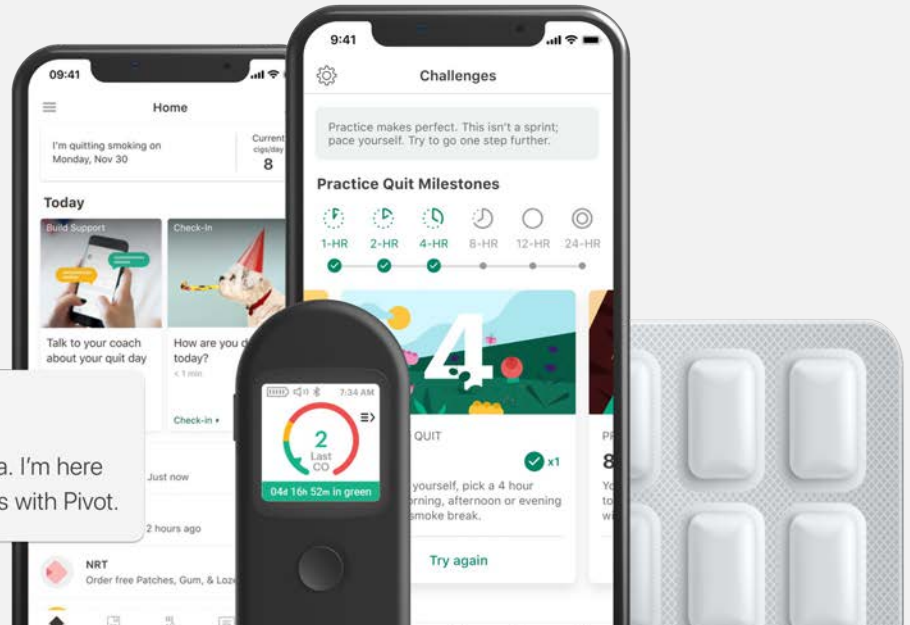
Virgin Pulse and Pivot Help Members Quit Tobacco with an Exciting and Modern Approach.



FEATURES



Hi I'm your coach, Laura. I'm here to help you find success with Pivot.



The Burden of Tobacco

Nearly 1 in 6 adults in the U.S. still smoke cigarettes, costing employers \$3,900 in excess healthcare cost and \$5,000 in productivity loss per year compared to non-smokers. (CDC and Berman et al. 2011)

Why so expensive? Smoking affects nearly every tissue in the body, but remains hidden behind healthcare expenditure line items like cardiovascular disease, diabetes, and cancer. Smoking causes all three diseases, and more! Productivity costs come from smoke breaks, higher absenteeism, and presenteeism.

Beyond the office, smoking impacts the family with increased asthma attacks and ear, nose, and throat issues from secondhand smoke; higher likelihood of smoking among children; and \$2,635 on average per year spent on cigarettes for a pack-a-day habit—money that many households can't spare.

Virgin Pulse and Pivot

Virgin Pulse and Pivot have come together to offer members an exciting and effective way to quit tobacco. Virgin Pulse's industry engagement platform improves member health outcomes by unifying and simplifying access to a personalized ecosystem of digital tools, live services, and partners — like Pivot — that support lifestyle improvements and chronic condition management.

Each Pivot user receives the FDA-cleared Pivot Breath Sensor that is clinically-proven to increase motivation, the personalized Pivot mobile app, free nicotine replacement therapy, a dedicated coach who interacts via in-app texting, and access to a supportive secure in-app peer community.

Clients can customize Pivot's program options and bill Pivot as a medical claim to support members seeking to quit cigarettes, vaping, and all other forms of tobacco.

Virgin Pulse drives Pivot visibility and utilization by rewarding members for participating in Pivot activities that translate to Virgin Pulse rewards, incentivizing continued engagement.

Add Pivot to your Homebase Health® to Reinvigorate your Tobacco Cessation Participation and Success.

35%

Quit Rate

Heavy tobacco users
2/3 not ready to quit
35% quit at 7-mo (30d-PPA)

5-10X

Engagement

vs. other tobacco cessation programs on the market

Up to 95%

User Satisfaction Rate

Best-in-class results



Who Uses Tobacco?

When it comes to nicotine addiction, everyone's needs are different. That's why Pivot's solution uses machine-learning and hyper-personalized coaching to adapt and tailor the experience to meet the individual needs of your members, whether they use cigarettes, smokeless tobacco, e-cigarettes, or other vaping devices.

- **The Pivot SmartSensor:** Game-changing FDA-cleared Breath Sensor is clinically proven to increase member motivation through real-time feedback on smoking intensity and progress tracking.
- **Mobile App:** Personalized and engaging interface helps people at any level of readiness to quit.
- **Nicotine Replacement Therapy (NRT*):** Patches, gum, and lozenges proven to decrease cravings are included at no charge, ordered directly in the app.
- **Human Coaching and User Community:** Dedicated 1:1 coaching from tobacco cessation experts, delivered via in-app messaging, along with peer-to-peer support from fellow members for motivation and encouragement.

"My quit was all about the sensor. I wanted to see that green value. It put me in control of things. I was in charge. It completely reversed the cigarette controlling me"

Becky, age 45

"I used to smoke because I was stressed out. But I'm less stressed since I quit. It's easier for me to focus. My whole life experience has been improved. I absolutely would recommend Pivot. And I have."

James, age 38

"My coach is amazing too!!! She has been there to reassure me, to cheer me on, and to check in on my progress. I'm so glad I was allowed to join this program!"

Erin, age 40

Ready to take your employee wellbeing efforts to the next level?

Talk to an expert at [Virgin Pulse](#) to get started.

Learn more at virginpulse.com | Find us on [Facebook](#) | [Twitter](#) | [LinkedIn](#)

*The Pivot Breath Sensor and nicotine replacement therapy are only available to those who smoke combustible cigarettes.

