

APPENDIX A

The Vitality programme is a global behaviour-change platform that underpins insurance and corporate wellness products. It leverages technology and behavioural science to encourage and reward healthy lifestyle behaviours^{4-6,20} including verified physical activity, healthy food purchases, screening for lifestyle risk factors and cancer, vaccination and other prevention activities.

The focus of this study is the corporate wellness programme, funded by the employer, that Vitality offers in the United States of America. It typically operates on a 12-month cycle in which members participate in programme activities, earn points (Vitality Points) through engaging in healthy activities, increase their Vitality Status, and earn rewards. The user journey for new members is captured in figure 5 below.

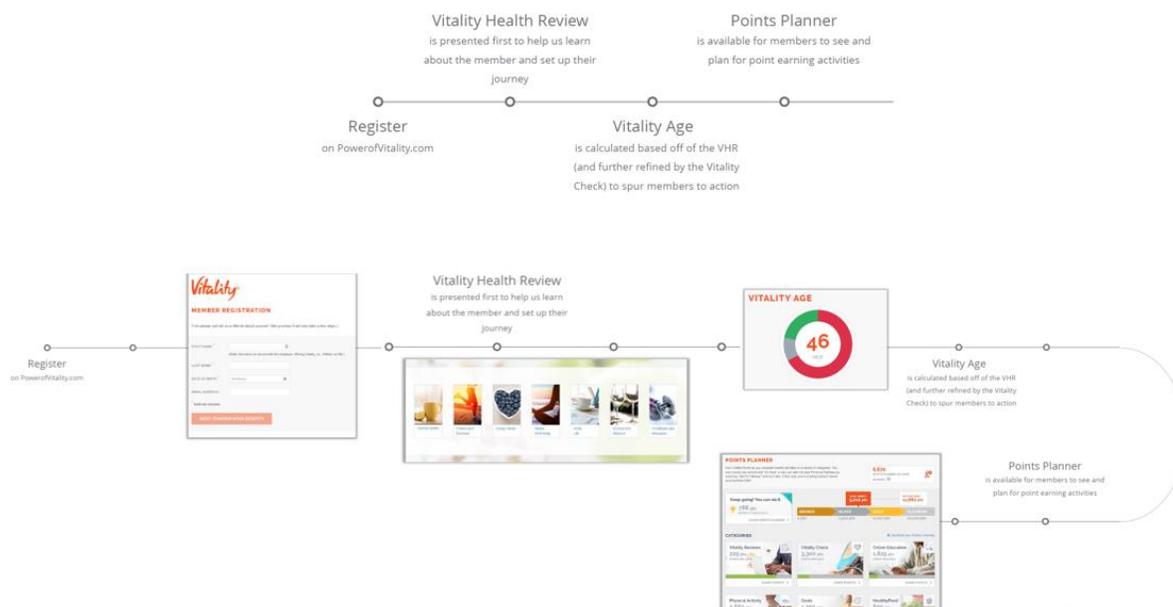


Figure 5. Overview of Vitality Member Journey.

Figure 6 below outlines the median time taken for members to engage with various Vitality programme parameters, which are separate from the health-promoting behaviours reported in the study in figure 3.

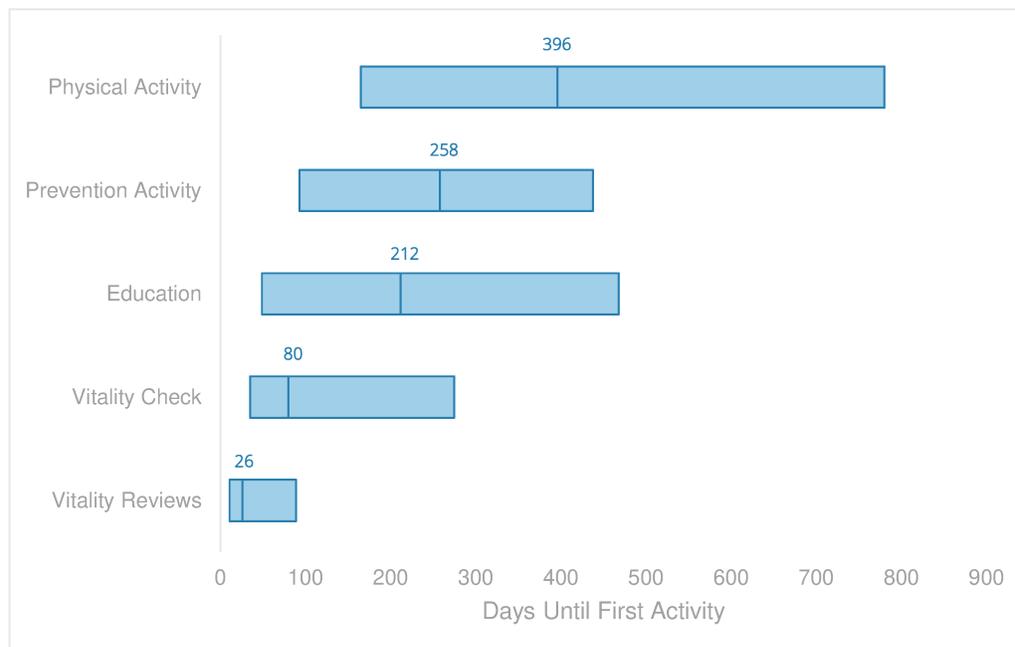


Figure 6. Days taken until engagement with Vitality activity *measures are in median (interquartile range) days

More detail is provided on the various Vitality activities below.

Vitality Reviews

- The **Vitality Health Review (VHR)** takes members through an overall survey of their health and major risk factors.
- The **Physical Activity Review (PAR)** leads members through a more in-depth survey of their exercise behaviours and suggests ways for them to get more active.
- The **Mental Well-being Reviews (MWBRs)** consist of three separate reviews, namely: *What is My Psychological Well-being?*, *Identify My Stressors*, and *Identify My Social Support Network*. Together, these build an overall mental well-being profile assessed on a scale from low to high

risk. Individuals are provided with additional educational content based on their risk profile. In addition, the Kessler Stress Score is assessed as part of the Vitality Health Review and provides a screening tool for mental wellbeing (see Appendix B).

Online Education

- **Nutrition Courses** offers a 12-week course on the following topics:
 - Attain and Maintain a Varied Diet
 - Eating to Boost Energy Levels
 - Eating for Weight Management
 - Healthy Eating in a Modern World
 - Achieve a Healthy Balanced Diet
 - Demystifying Fats, Sugar, and Salt
- **Action Sets** are interactive tools that provide information on the day-to-day management of a member's health.
- **Decision Points** help members weight the pros and cons of a health decision.
- **Health FYI** focuses on various health-related topics in once monthly webcasts.
- **Interactive Tools** offer a resource for members to learn about various aspects of their health.

APPENDIX B

This section details the questions used to derive measures included in the study analysis, taken from the Vitality Health Review.

- **Physical Activity**

- On average, how many days a week do you exercise? [0-7].

Members are also told that “Exercise is planned, structured, repetitive and purposeful physical activity. The objective is usually the improvement or maintenance of one or more components of physical activity.”

- On days when you do exercise, on average how many minutes do you spend doing so? [Numerical Response].
- How intense are these exercise sessions? [Low, Medium, High].

Members are told that low intensity is defined as “If you can sing several lines of a song without breathing hard”; medium intensity is defined as “If you can have a conversation and breathe comfortable”; high intensity is defined as “If you have to take a breath between every other word you say”.]

- **Sedentary Time**

- On an average day, how much time do you spend watching TV? [Hours, Minutes].
- On an average day, how much time do you spend sitting in front of a computer? [Hours, Minutes]
- On an average day, how much time do you spend in meetings, gatherings, or on the phone? [Hours, Minutes]

- **Alcohol**

- Do you drink alcohol? [Yes, No]
- If Yes:

- On average, how many alcoholic drinks do you have per week? [Numerical Response].

Members are also notified what a drink equals i.e. a 12oz beer can, a 6oz glass of wine, a small glass of sherry (2oz), a shot of liquor (1oz), a small glass of liquor (1oz).

- **Fruit and Vegetables**

- How many servings of vegetables and fruit do you eat per day? [Numerical Response].

Members are also notified that a serving of fruit equals half a cup or a medium fruit, while a serving of vegetables equals half a cup of cooked vegetables or a cup of raw vegetables or salad.

- **Sleep**

- On average, how many hours of sleep do you get daily, including naps? [Numerical Response].

- **Kessler Stress Score²¹**

- Questions from the Kessler psychological distress scale [1-50].

Scores under 20 are likely to be well; scores 20-24 are likely to have a mild mental disorder; scores 25-29 are likely to have moderate mental disorder; scores 30 and over are likely to have a severe mental disorder.