



PROMOTIONS

APRIL 2020

Vitality®

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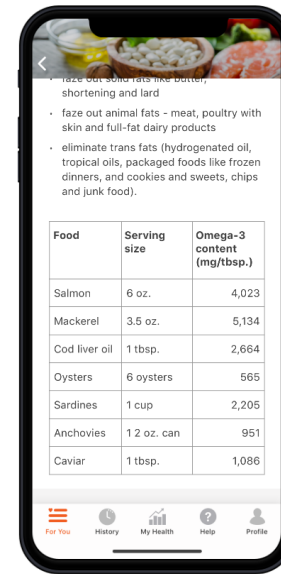
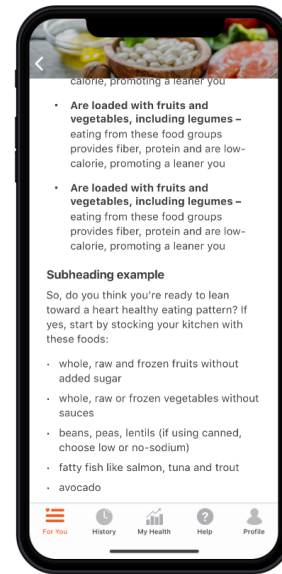
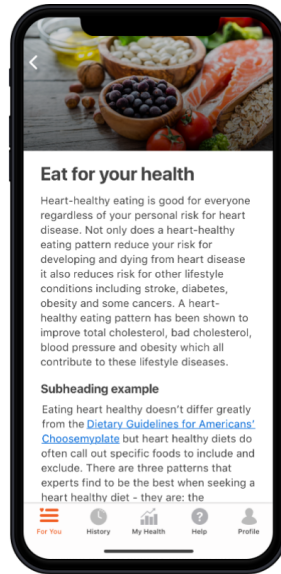
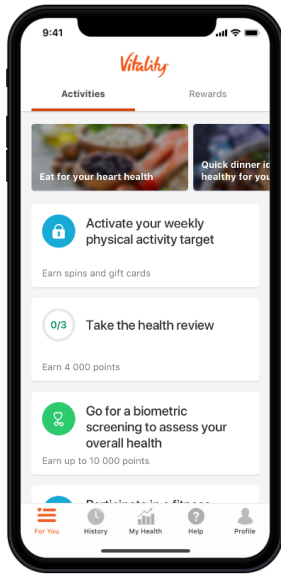
Vitality is guided by a core purpose is to make people healthier and to enhance and protect their lives.

The Promotions feature is key to fulfilling this purpose by presenting members visiting the app with content that guides them in how to engage in the program and learn more about important health topics.

Promotions inform the member throughout their wellness journey and position Vitality as a trusted advisor providing access to reliable information. Promotions content is resident on the For You screen in an easy-to-digest, blog style format.

The initial implementation of the Promotions give the member a sense of variety and depth of content with a rotation of a fixed set of promotions over a scheduled timeframe.

Markets can configure Promotions which will be assigned to a multiple-week rotation schedule based on the implementation timeline.



JOURNEY OVERVIEW

2-3 Promotion cards will appear at the top of the Activities tab of the For You screen.

Promotions rotate on a weekly schedule.

The member journey is as follows:

- Member will be able to see at most three promotions at the top of their Activity tab on the For You screen
- When a member taps into a promotion card, they will be brought to a streamlined blog-style article with information backed by medical science.
- If there is a problem calling this information, an error page will be shown.

CONTENT OVERVIEW

There are 16 standard offer promotions available, with a recommended 12-week rotation such that the member has a sense of variety of content while this feature is limited to a scheduled rotation capability.

The rotation schedule can be modified according to market needs (i.e., if not flu season during the scheduled implementation).

SCHEDULE (NOT FLU SEASON)

o MVP: Same content is shown to all users

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	Position 1 for scheduled period	Position 2 for scheduled period	Position 3 for scheduled period
From Sunday to Saturday	Topic	Topic	Topic
WEEK 1	Vitality supports a Healthy You!	Explain the benefit of earning Vitality Points and Status in earning greater Rewards	Engage in physical activity to get rewarded
WEEK 2	Explain the benefit of earning Vitality Points and Status in earning greater Rewards	Engage in physical activity to get rewarded	Link a device or app to maximize your rewards
WEEK 3	Engage in physical activity to get rewarded	Link a device or app to maximize your rewards	Explain the benefit of earning Vitality Points and Status in earning greater Rewards
WEEK 4	Link a device or app to maximize your rewards	Engage in physical activity to get rewarded	Vegetables
WEEK 5	Snacking	Know your numbers. Why should I get a Vitality Health Check?	Meditation
WEEK 6	Know your numbers. Why should I get a Vitality Health Check?	Explain the benefit of earning Vitality Points and Status in earning greater Rewards	Mindful eating
WEEK 7	Exercise to manage stress	Vegetables	Snacking
WEEK 8	Explain the benefit of earning Vitality Points and Status in earning greater Rewards	Bedroom sleep hygiene	Heart health
WEEK 9	Bedroom sleep hygiene	Snacking	Know your numbers. Why should I get a Vitality Health Check?
WEEK 10	Vegetables	Exercise to manage stress	Bedroom sleep hygiene
WEEK 11	Meditation	Heart health	Exercise to manage stress
WEEK 12	Snacking	Time management	Cooking skills

Vitality Focus Area(s)	Promotion Name
Onboarding	Vitality supports a healthy you!
Onboarding	When You Get Active, You Get Rewarded
Points, Status, Rewards	The Higher Your Status, the Greater Your Rewards
Biometric Screening	Why Should I Know My Numbers?
Devices and Apps	Link Your Device and Maximize Your Rewards
Manage Stress	Exercise to Boost Your Mental Fitness
Manage Stress	Focus on This for Better Focus
Eat Healthy Fats and Oils	Eat for Your Heart Health
Eat Fruits and Vegetables	You Can Enjoy Eating Vegetables!
Eat Fruits and Vegetables	Become a Savvy Salad-maker
Eat Less Salt	Satisfying Your Savory Craving Without the Salt
Prevention: Flu	Handwashing is For Everyone
Sleep Better	Look No Further for a Good Night's Sleep
Manage Weight	Savor Each Bite
Budgeting	Piggy Banks Aren't Just for Kids
Work-life balance	End Your Workday Right with These Tips

When editing and creating Promotions content, the app supports the following formatting:

- Paragraphs and headers
- Bold, italics, underline
- Bullets and numbering
- Hyperlinks that link out to a browser (deep linking into other parts of the app is not supported)
- Simple tables

Business rules

The Promotions feature is only available through the Vitality Mobile App (iOS and Android) and will not be available on the VMP.

The Promotions feature should be able to be switched on or off at the following levels:

- Tenant
- Vitality product

Promotions content configured at the tenant level will be available to all members in that tenant. If the Promotions feature is enabled at the product level, the individual Promotions content may vary between Vitality products.

A member is eligible to see Promotions provided they are an active Vitality policy holder and the Promotions product feature is applicable for that member. There are no other eligibility rules that control the availability of Promotions.

Multiple Promotions are configured for a market and rotated in on a recommended weekly schedule. Each Promotion is displayed to the member during a specified time period (recommended weekly), as defined by a configurable start and end date.

Promotions are displayed to the member in a specific ranking order/position on the For You screen during the designated timeframe, as defined by a configurable rank of 1, 2 and 3.

A maximum of 3 and a minimum of 2 Promotions are displayed on the app at one time, based on scheduling and ranking parameters. If a market configured less than 2 promotions, the Promotions section on For You will be hidden.

Configuration Options

There are 16 Promotions from which to choose as part of the standard offer. Markets may choose to configure all 16, but to provide depth and variety of content, it is recommended that an implementation should have no fewer than 10 promotions.

The intention is that 3 Promotions are visible to the member during a certain timeframe and after that period is over, a new set of 3 is presented. The recommendation is that the timeframe is 1 week.

Markets must configure the dates of the timeframe for each set of 3 Promotions in accordance with the market implementation timeline.

Example: Based on market implementation date of 1 September 2020, rotation schedule would look like this for first 3 weeks: WEEK 1: 1 Sep – 6 Sep; WEEK 2: 7 Sep – 13 Sep; WEEK 3: 14 Sep – 20 Sep.

For each set of 3 Promotions, markets must choose which position the Promotion will be in when it is displayed to the member on the app. It is recommended to choose 3 Promotions per timeframe, but 2 can be configured at a minimum per timeframe.

Example: 1 Sep – 6 Position 1 = Promotion A; Position 2 = Promotion B; Position 3 = Promotion C.

A market can choose to configure their own Promotions in addition to or in lieu of, the standard ones. In that case, the market will need to provide or procure a homescreen card image, hero image, title and body copy for each new Promotion.

Information regarding how users interact with Promotions will be available via Google Analytics.

Metrics that will be tracked include:

- Time spent on the specific promotion page
- Click through rates on embedded links
- Scroll depth

Prototypes

IOS: <https://vitalitygroup.invisionapp.com/share/ZCT4P53A2DX#/screens>

Android: <https://vitalitygroup.invisionapp.com/share/36T72SCYDRQ#/screens>

Recording on process to take Promotions

<https://web.microsoftstream.com/video/acf64350-9d22-4c2c-ab4f-e2e6a0a2f484>.

Content Capture

[Liferay Content Capture Guide](#)

Config Tool

<https://discovery365.sharepoint.com/:u:/r/sites/vqi/bus/v1a/cfg/Config%201.5.zip?csf=1&web=1&e=udyLOh>

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