Frequently Asked Questions – Virgin Pulse
Updated 1/11/2019

WOW! Related Program Questions:

Q. Why is the WOW! Program partnering with Virgin Pulse?
   A. MaineHealth is approaching employee wellness in a new way to offer the greatest benefit to all employees. Virgin Pulse offers an exciting opportunity to enhance what we can offer to employees, increase our connection as a community, and utilize technology to help employees easily manage their health. We will continue to monitor this approach, and seek employee feedback on wellness opportunities.

Q. What about the annual health screening and Health Risk Assessment?
   A. Employees enrolled in the MaineHealth health plan and their covered spouses/partners are no longer required to complete a health screening. An online health risk assessment will still be available through Virgin Pulse; however, completion of this assessment is now voluntary and only available to MaineHealth employees.

Q. Are the tobacco screening requirements changing?
   A. No, at this time all newly enrolled employees will be required to screen within 60 days of their enrollment in the health plan. There will be no annual screenings tied to WOW! in 2019.

Q. Can an employee or spouse still screen to have the tobacco fee removed at any time (once per quarter)?
   Yes, this has not changed. Please call the HR Solution Center at 207-661-4000 to have a new order generated for the employee or spouse to re-screen.

Q. What about Healthy Paybacks?
   A. Healthy Paybacks are still offered through our Works on Wellness (WOW!) program for some health programs and activities that fall outside of Virgin Pulse.

   Visit the MaineHealth WOW! Webpage for additional information: https://mainehealth.org/employees/wellness/earn-rewards/wow-healthy-paybacks

Virgin Pulse Program:

Q. What information do I need to register?
   A. To verify your identity upon registration, you will need your full name, work email address and date of birth.

Q. What information do I need on hand to take the health risk assessment?
   A. Before starting the health risk assessment, gather the following information:
      ● HDL (good) cholesterol  ● LDL (bad) cholesterol  ● triglycerides level  ● total cholesterol level

      *If you don’t have some of these values handy you can answer “I don’t know”. You can also ask your health care provider or check your electronic health record.*

Q. Does a former employee still have access to Virgin Pulse?
   A. No.

Q. What is WHIL?
   A. WHIL is a Virgin Pulse program geared toward stress and mental well-being. You will find programs targeted toward mindfulness, stress management, and many more.
Q. How do I sync a device?
A. Please see the program guide located on the WOW! webpage under Virgin Pulse for a list of compatible devices such as your Fitbit or Apple watch. If you experience any difficulty syncing your device, please contact the Virgin Pulse customer service team for assistance:

- Phone 833-483-0836
- Email support@virginpulse.com
- Online Chat https://member.virginpulse.com M-F 2:00 a.m.-9:00 p.m. EST

Q. What happens if I don’t have a device?
A. While the device will allow for an automatic transfer or syncing of steps, active minutes and/or sleep. You can also manually input your steps and convert your exercise minutes to steps to collect points.

Q. Can you manually enter information for past events, such as if you miss a day of tracking steps?
A. A member can manually enter information up to 14 days after the event. If the member is new and not yet participated for 14 days, it will allow the participant to enter back to the date they joined Virgin Pulse.

Q. Can I edit the steps entered after I save it?
A. Unfortunately, you may only edit workouts by adding more. As of this moment, there is no way of reducing the amount of workout minutes or deleting workouts, even if you accidently enter more minutes than intended or if you add them to the wrong day.

Q. Can I use Virgin Pulse on my mobile devices?
A. You can access your Virgin Pulse account via the internet with a computer or mobile device. Virgin Pulse also has an app available in the App Store or Google Play for easiest use on mobile devices.

Q. What are “Challenges”?
A. “Challenges” within Virgin Pulse are health-based competitions or group programs either created by Virgin Pulse, MaineHealth, or of your own design. Challenges are meant to encourage and inspire healthy activities. Explore the “Challenge” tab within Virgin Pulse to learn more.

Q. If someone doesn’t want their activity to be public can they make their account private, such as opting out of the leaderboard?
A. A member cannot opt out of the friend’s leaderboard. The only activity viewable by their friends is their uploaded and/or converted steps. No other tracking like sleep, calories can be viewed by other members.

Q. Who can be my “friends”?
A. You can invite up to 10 friends outside of the MaineHealth system. This means that you can include your spouse, neighbors, children over the age of 16 with parental or guardian consent, etc. and they will then be able share in your milestones, as well as participate in challenges of your design. However, they will not have access to other MaineHealth programs, or be able to complete a health risk assessment. If they already have an account through their employer, they will need to use a different email to enroll and will have two separate accounts.

Q. If an individual does not accept a friend request from a MaineHealth employee, what message does the employee receive?
A. The employee will not receive a notification that a friend request was not accepted. The employee can invite the friend again in the future. You can also leave the friend request open and the individual will not be able to resend the friend request.
Q. Who should I contact if I can’t login, sync my device or need help with the platform and tools?
A. Virgin Pulse:
   - Phone: 833-483-0836
   - Email: support@virginpulse.com
   - Online Chat: https://member.virginpulse.com M-F 2:00 a.m.-9:00 p.m. EST

Q. Is the personal data I put into Virgin Pulse private and secure?
A. Virgin Pulse takes data storage and security very seriously. Your data is kept securely in the United States, which is the best-in-class data storage practice. Virgin Pulse does use cookies, which collect information about you, to enhance your experience. Your data is only used to administer the Program though, and Virgin Pulse never sells or rents your data to any outside party. The only sharing that occurs beyond Virgin Pulse is with Virgin Pulse’s partnership services or programs, should you choose to utilize those resources. Within Virgin Pulse, you will find a few links to 3rd party websites and services. Your personal identified information is not shared with MaineHealth nor the usage on your mobile device. If you share your data with these 3rd party organizations, their Terms and Conditions and Privacy Policy will apply to you. Keep in mind, you don’t have to share your Personal Information (it’s up to you). But if you choose not to, the Virgin Pulse program might not be able to offer you as many benefits. You always have the option to manage, correct, or delete your data through your settings.

Q. How many languages are available?
A. The Virgin Pulse platform is available in 18 different languages, and the website makes it easy for members to select their preferred languages with a convenient drop-down menu on the registration and within members’ profile settings.

Q. Can I change the email preferences and notifications I receive from Virgin Pulse?
A. Yes, please go to App settings on your mobile device or profile settings on the PC until you see the preferences available.

Rewards:
Q. How do I earn points?
A. You earn points for the completion of activities within Virgin Pulse. Please refer to the WOW! Webpage under the “Earn Rewards” tab and click on Virgin Pulse or refer to your Virgin Pulse account, for a full list of point earning opportunities which is viewable on the ‘how to earn page’.

Q. How are point values determined?
A. The point value for each activity is determined by the impact the activity has on your personal health. For instance, reading health tips each day is worth 20 points, compared to 45 minutes of sustained exercise which is worth 100 points. Programs that require a more substantial time commitment, i.e. National Diabetes Prevention Program or Quit for Life have higher point values. Third party vendors such as Solera, Anthem, Fitage or Whil may have a one to six month delay before points appear on your program progress page.

Q. Why is the term WOW! Rewards no longer being used?
A. We no longer use the term WOW! Rewards. However, there are rewards in the Virgin Pulse platform that be redeemed as Pulse Cash.
Q. **What is Pulse Cash?**
A. Pulse Cash is what your points become when you redeem them. Pulse Cash can be used for a variety of gift cards or products through Virgin Pulse, or deposited into your banking account. **Note: Pulse Cash is only available to benefits-eligible employees.** The option to deposit into your banking account while using the mobile app will not be available due to security reasons. Should you prefer this option, please log into a PC to utilize this option.

Q. **When are my earned points redeemable for Pulse Cash?**
A. You will see your points add up as you complete different activities. For the first period of the program (January 2019 to December 2019), points earned can be redeemed for Pulse Cash. For example, if you reach Level 3 before the end of June, you will receive $90 in Pulse Cash in July 2019. Points will then reset back to 0 in the beginning of July 2019. Points do not rollover from earning period to earning period so any points earned beyond the completed level will not roll over to the next program year. When your points can be redeemed for pulse cash you will see the word “Spend” after the word Earn. Pulse Cash can be saved from period to period or redeemed when available. Employees must be employed when points convert to rewards during the plan year.

Q. **What is a voucher?**
A. A voucher code is given to participants from participating in a MaineHealth sponsored program. This code is unique to the participant. You can redeem points earned by entering this code in the rewards tab, “my rewards.”

Q. **What about taxes?**
A. While you will see the reward amount reflected as earned income on your paystub, MaineHealth pays the FICA taxes on all Pulse Cash rewards paid to employees.

Q. **What happens if I change from a benefits-eligible employee to per diem status? Do I retain my points that I’ve earned, and are they redeemable?**
A. Any reward earned (level attainment) prior to a change in job status will remain. The rewards turn to Pulse Cash the first week of January and July.

Q. **If I change my status from per diem to benefits-eligible, when will I be eligible to earn redeemable points?**
A. You will become eligible to earn points/incentives through Virgin Pulse as soon as you are eligible for benefits.

Q. **What happens if an employee leaves MaineHealth and have Pulse Cash in their Virgin Pulse account?**
B. This account and these rewards will remain available for 30 days after an employee leaves MaineHealth. During this 30 day window, an individual will be able to redeem earned Pulse Cash, but will be unable to accrue any additional points or dollars. Please call Virgin Pulse if you have any issues redeeming these points/dollars following termination. Employees must be employed when points convert to rewards during the plan year.