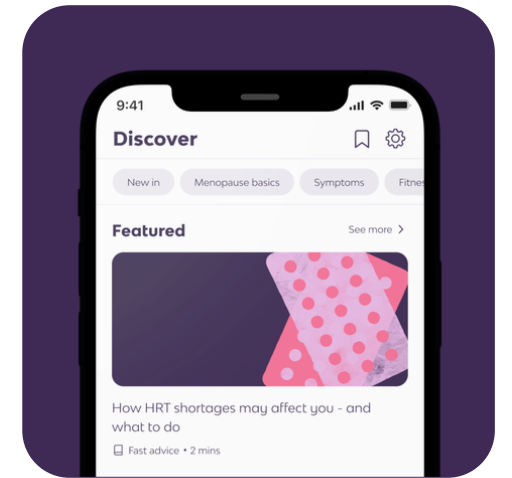


One year of menopause support for Vitality members



**Vitality launched Peppy in time for
International Women's Day on
8th March 2021**

**They became the first UK health insurer
to offer menopause support as
standard to all members**

"We came to know about Peppy in two ways. It was great timing that personally, I was looking at what was out there to support my menopause journey, as my Dr Google searches had proven to be very confusing.

At that same time, many of our members and clients, especially in the corporate arena were asking what support was available under the PMI plans that we offer and we started to look for experts in this field to partner with.

Happily both paths led to Peppy and we quickly established them as the leader and a like-minded partner to work with Vitality in this critical space. We always look to find new and innovative ways to help and support our members and Peppy fit the bill perfectly!"

Pippa Andrews, Director at Vitality

Launching Peppy to Vitality members – and keeping the menopause conversation going

Partnership launch campaign



Launch announcement

Virtual announcement from Vitality to members on Vitality member zone



PR and social

A press release launching the partnership and an announcement on Peppy and Vitality social channels



Member email

Solus email inviting members to download Peppy



Content

Created for Vitality member zone on Peppy and how to download. Video content sharing users' Peppy stories

Launching Peppy to Vitality members – and keeping the menopause conversation going

Ongoing communications



Events

Activity around World Menopause Day to drive engagement including a webinar and sharing member stories on YouTube. Also created a webinar and YouTube video on weight management for menopause.



Member emails

Signposting to Peppy and partner articles.

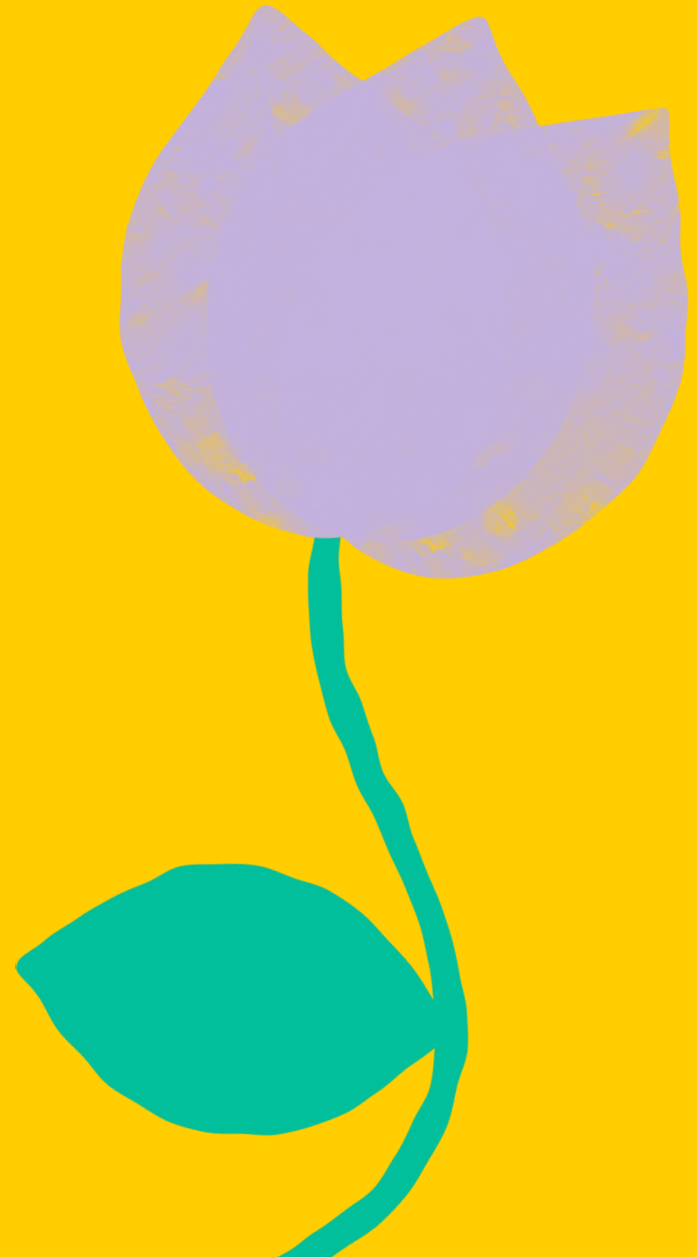


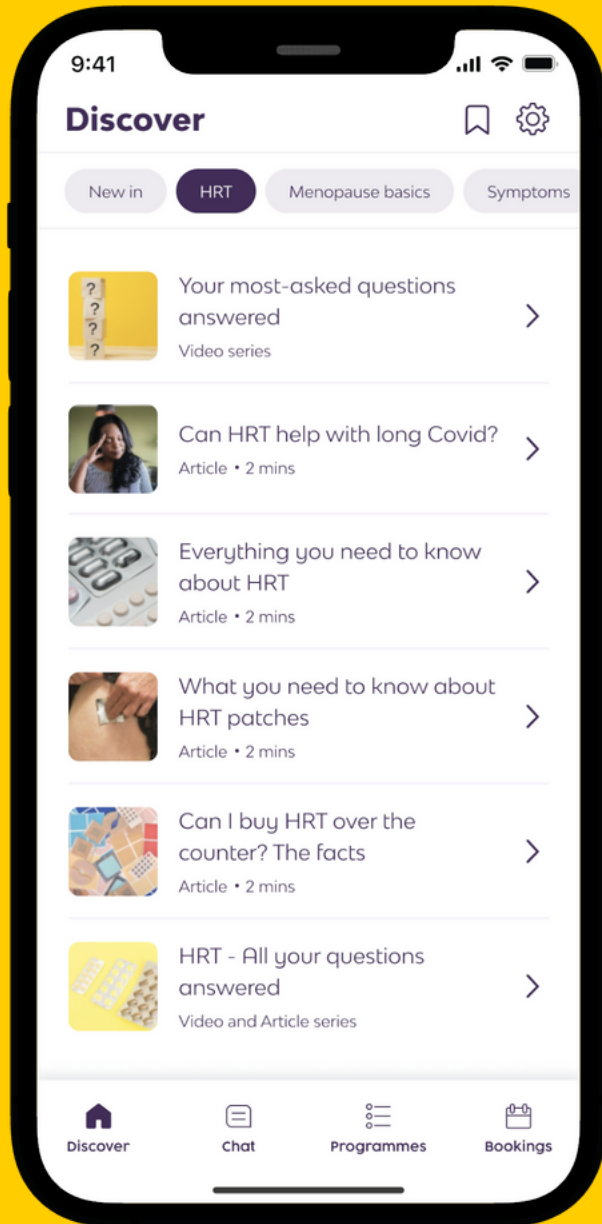
Content

Series of articles for Vitality's blog and magazine on topics such as the impact of menopause on mental health and weight management.

Peppy menopause support

For all Vitality Health members
and Vitality employees





Peppy Menopause:

One-to-one expert support



One-to-one chat
with an expert



One-to-one
virtual consultations

Peer-to-peer support



Events with
expert speakers



Group chat
and support

Expert created content



Mental
wellbeing support



Videos, articles
and audios

**After just
one month**

**By the end of
the first year**

(vs. 750 annual target)

160%
of annual
employee user
target was
achieved

666%
of the employee
user target had
been reached

**Dramatic improvement
in symptoms**

**On average, after
3 months of using
Peppy via Vitality,
the severity of
employees'
menopause
symptoms
reduces by 30%***

Before Peppy

Average employees'
menopause symptoms fall
into the category of 'severe'

After Peppy

Average employees'
menopause symptoms fall into
the category of 'moderate'

Results were measured using the Menopause Rating Scale (MRS), a formally validated, internationally-recognised scale used to assess symptoms of menopause

*March 2022 - % difference in MRS score at registration vs 90 days

Feedback from Vitality members

"What has helped me the most has been being able to chat to a Peppy menopause practitioner.

It has been an invaluable resource, I really don't know what I would've done without it."

I'm incredibly grateful that Vitality went ahead and offered Peppy...it's what will make me stay with Vitality going forward

"The support I have received has not only made me feel less isolated, but has empowered me to take control of my health with a positive conclusion."

"I have genuinely been grateful for the support I have received...

I feel that I have the resources and support to help me manage my symptoms, make better choices for my health and get the most out of the next stage of my life."

NPS score of 70

as of September 2022



An award winning partnership

Vitality

 **Peppy**



In 2021, Vitality won the Cover Magazine 'Outstanding Healthcare Collaboration' award for offering menopause support through Peppy



In 2022, Vitality won the Cover Magazine 'Outstanding Added Value Service' award for offering menopause support through Peppy

**Significant impact on
Vitality's employer brand**




**80% of Vitality's
employee users**
felt more positive about
their employer (Vitality)
after receiving Peppy's
menopause support



"We are delighted that so many of our members have been able to access support from Peppy in the first year of our partnership.

We're proud to offer a service which makes such a difference to our members' menopause experience."

Dr Anushka Patchava,
Deputy Chief Medical Officer at Vitality

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 peppy.health
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Book a call:
www.peppy.health

