

# Agenda: Thrive Summit 2023

April 11 – 13, 2023

# Tuesday • April 11, 2023

START	END	ACTIVITY
7:30 AM	3:30 PM	<b>Registration</b>
9:00 AM	12:00 PM	<b>Wellness Retreat (Open to All Attendees)</b> <ul style="list-style-type: none"><li>• Coaching Simulation Sessions</li><li>• Yoga and meditation</li><li>• Explore Salt Lake City Walkabout</li><li>• Nature hike / run</li></ul>
10:00 AM	11:30 AM	<b>Pre-Conference Workshop 1:</b> <b>Women in Leadership Workshop: Reimagining Leadership, Longevity &amp; Self Care</b> <p>Our only workshop designed just for women leaders, join author and executive coach Randi Braun for a hands-on, pre-conference workshop to address burnout, wellbeing, and strategies for empowering women's professional development. Participants will learn the Self Care Myths that hold women leaders back, and new tools to recharge both your self-care and leadership. Attendees will also receive copies of Braun's new book, <i>Something Major: The New Playbook for Women at Work</i>.</p> <b>Randi Braun, CEO, Something Major</b>
10:00 AM	11:30 AM	<b>Pre-Conference Workshop 2: Consultants</b>
10:00 AM	11:30 AM	<b>Pre-Conference Workshop 3: VP Influencers &amp; Advisors (client community)</b>
2:00 PM	3:45 PM	<b>Kick-off: Navigating for the Future (CEO Address)</b> <p>Organizations of all types – employers, health plans and health systems – are navigating turbulent waters with rising costs, growing risks and increasing expectations. Chris' CEO address will unpack the complexity of driving change at a micro and macro level, demonstrate the critical importance of having a pulse on your population and performance, and share how we make a global impact together.</p> <b>Chris Michalak, Chief Executive Officer for Virgin Pulse</b>
		<b>Drivers of Health: Yesterday, Today &amp; Tomorrow</b> <p>ZIP codes, wifi, and love have more in common than you think. All are social determinants that shape individuals' health outside of medical care. Jane will reflect on the impact of social determinants of health (SDoH) factors over the past decade – where we live, work, play, pray, learn and shop – to inform and inspire strategies for the next decade.</p> <b>Jane Sarasohn-Kahn, MA, MHA, Health Economist, Advisor, Trend Weaver THINK-Health LLC and Health Populi blog</b>
		<b>[To be announced] Whole Person Health panel session</b>

# Tuesday • April 11, 2023

START	END	ACTIVITY
4:00 PM	4:45 PM	<b>Breakout Sessions Block 1:</b> 5 simultaneous tracks  <b>Track 1: The Power of Virgin Pulse</b>  <b>Track 2: Power of Engagement</b>  <b>Track 3: Power-Up Performance</b>  <b>Track 4: Top 10</b>  <b>Track 5: Pulse Check</b>
4:45 PM	5:30 PM	<b>Breakout Sessions Block 2:</b> 5 simultaneous tracks  <b>Track 1: The Power of Virgin Pulse</b>  <b>Track 2: Power of Engagement</b>  <b>Track 3: Power-Up Performance</b>  <b>Track 4: Top 10</b>  <b>Track 5: Pulse Check</b>
5:30 PM	6:30 PM	<b>Partner Exhibit Hall</b>
6:30 PM	9:00 PM	<b>Dinner Reception</b>

# Wednesday • April 12, 2023

START	END	ACTIVITY
6:30 AM	7:30 AM	<b>Wellness Activity</b>
7:00 AM	8:30 AM	<b>Breakfast</b>
7:00 AM	8:30 AM	<b>Partner Exhibit Hall</b>
8:00 AM	6:00 PM	<b>Registration</b>
8:30 AM	11:15 AM	<b>Welcome &amp; Recap</b>
		<b>Finding Your Inner Spark</b> What do extraordinary women past and present have in common? An internal flame that burns bright, even in the darkest times. Based on the thousands of stories told by Rebel Girls, Jes will share what ignites changemakers, the power of grit and how to fuel the spark within yourself and others. <i>Jes Wolfe, Chairwoman and CEO of Rebel Girls, a New York Times bestseller, multiple Webby Awards winner and Apple Design Award winner</i>
		<b>McKinsey Insights: The New Cost Equation: Companies + Consumers</b> New research reveals that companies and consumers are on a parallel path of cost acceleration with no signs of slowing. Two McKinsey partners will explore the prioritization and growing constellation of health and wellbeing products and services as a means to course correct these negative market trends as well as high-impact interception points for both parties to benefit – and thrive. <i>Akshay Kapur and Anna Pione, McKinsey &amp; Company partners</i>
		<b>Vibing with VP</b> Changing lives for good is more than a mission statement. This interactive panel featuring our product and market leaders will shine a light on how Virgin Pulse is going both broader and deeper across health, wellbeing and navigation to support you and your populations more holistically. <i>Jeff Yoshimura, Chief Product Officer for Virgin Pulse</i> <i>Laura Walmsley, General Manager, Employer Market for Virgin Pulse</i> <i>Salem Shunnarah, General Manager, Health Plan and System Markets for Virgin Pulse</i>
		<b>Soundtrack of Silence</b> Part personal health journey; part lesson in perseverance. Matt chronicles his path toward deafness, and the emotional/physical need to capture the sounds that were slipping away: his girlfriend's voice, his favorite songs. His intimate, funny and authentic life story is optioned for a Paramount Pictures movie, starring Channing Tatum, and a memoir to be published by St. Martin's Press, an imprint of Macmillan Books. <i>Matt Hay, advocate, speaker and author</i>
10:00 AM	10:20 AM	<b>AM Break</b>
11:15 AM	12:45 PM	<b>Lunch</b>

# Wednesday • April 12, 2023

START	END	ACTIVITY
1:00 PM	2:30 PM	<b>Celebrity Keynote (TBA)</b>  <b>Virgin Pulse Clients Winners Circle</b> The 2nd Annual Thrive winners will be announced and invited to take the stage to share their stories of success. They'll spill the tea on their award-winning programs – the challenges, the opportunities and everything in between <i>Andrew Reeves, Chief Revenue Officer for Virgin Pulse</i>
3:00 PM	3:35 PM	<b>Breakout Sessions Block 1:</b> 5 simultaneous tracks  <b>Track 1: The Power of Virgin Pulse</b>  <b>Track 2: Power of Engagement</b>  <b>Track 3: Power-Up Performance</b>  <b>Track 4: Top 10</b>  <b>Track 5: Pulse Check</b>
3:45 PM	4:20 PM	<b>Breakout Sessions Block 2:</b> 5 simultaneous tracks  <b>Track 1: The Power of Virgin Pulse</b>  <b>Track 2: Power of Engagement</b>  <b>Track 3: Power-Up Performance</b>  <b>Track 4: Top 10</b>  <b>Track 5: Pulse Check</b>

# Wednesday • April 12, 2023

START	END	ACTIVITY
4:30 PM	5:05 PM	<b>Breakout Sessions Block 3:</b> 5 simultaneous tracks  <b>Track 1: The Power of Virgin Pulse</b>  <b>Track 2: Power of Engagement</b>  <b>Track 3: Power-Up Performance</b>  <b>Track 4: Top 10</b>  <b>Track 5: Pulse Check</b>
5:15 PM	6:30 PM	<b>Freestyle Activities</b>
6:30 PM	10:30 PM	<b>Offsite: 90s Music Festival</b>

# Thursday • April 13, 2023

START	END	ACTIVITY
6:30 AM	7:30 AM	Wellness Activity
7:00 AM	8:30 AM	Partner Exhibit Hall
7:30 AM	8:30 AM	Breakfast
8:00 AM	12:00 PM	Thrive Book Store
8:30 AM	9:05 AM	<b>Breakout Sessions Block1:</b> 5 simultaneous tracks <b>Track1: The Power of Virgin Pulse</b> <b>Track2: Power of Engagement</b> <b>Track3: Power-Up Performance</b> <b>Track4: Top 10</b> <b>Track5: Pulse Check</b>
9:15 AM	9:50 AM	<b>Breakout Sessions Block:</b> 5 simultaneous tracks <b>Track1: The Power of Virgin Pulse</b> <b>Track2: Power of Engagement</b> <b>Track3: Power-Up Performance</b> <b>Track4: Top 10</b> <b>Track5: Pulse Check</b>

# Thursday • April 13, 2023

START	END	ACTIVITY
10:00 AM	10:35 AM	<b>Breakout Sessions Block:</b> 5 simultaneous tracks  <b>Track 1: The Power of Virgin Pulse</b>  <b>Track 2: Power of Engagement</b>  <b>Track 3: Power-Up Performance</b>  <b>Track 4: Top 10</b>  <b>Track 5: Pulse Check</b>
10:35 AM	11:00 AM	<b>Stretch Break</b>
11:00 AM	12:30 PM	<b>Staged for Productivity</b> <p>Whether in the office, in the field or in the home, organizations are seeking to maximize productivity for their populations. This dynamic duo will demonstrate ways to enhance workspaces without breaking the bank (or breaking backs) with a future of work makeover session.</p> <p><i>Austin Coleman and Raisa Kuddus, co-hosts of HGTV's First Home Fix</i></p> <b>Coming Into the Light</b> <p>From taboo topics to raw stories, Jessica will go where many don't to help improve health equity and intentional inclusion. You'll learn that the bedrock of culturally competent care is achieved by appreciating the history and impact of stigma that LGBTQ+ people have faced and overcome.</p> <p><i>Jessica Halem, LGBTQ advisor to government agencies, CEOs and ivy league schools; 2022 HERO President's Award recipient</i></p> <b>Keynote &amp; Wrap Up:</b> <p><i>CEO, Chris Michalak, Virgin Pulse</i></p>
12:30 AM	1:00 PM	<b>PM Break (Send Off)</b>



# Breakout Track Descriptions

## Track 1: The Power of Virgin Pulse

Are you maximizing your Virgin Pulse experience? Learn more about the multiple solutions we've designed to solve pressing challenges from providing cost transparency and advocacy to communicating with diverse and disparate populations. You'll have the opportunity to go deep with our product team and leaders to get the most out of all we have to offer you and your organization.

## Track 2: Power of Engagement

Engagement can mean something different across industries, but there is one very compelling similarity: more engagement = better VOI/ROI. For Employers, small engagements can add up to big savings, for Health Plans, they enhance the member experience and quality scores, and for Health Systems, they lead to new patients and additional revenue. Hear real-world stories from Virgin Pulse clients about how powerful engagement has been for their organization and how they sustain it.

## Track 3: Power-Up Performance

To help you guide the conversation with your leadership team about how your programs are affecting your organization's bottom line, shift the focus from return-on-investment (ROI) to value-on-investment (VOI). Join this track to learn how you can prove that an investment in wellbeing is critical to your organization's success and bottom line with VOI.

## Track 4: Top10

We're rounding up the industry's top thought leaders, innovators, experts and award winners to share their success around the subjects that matter most. Aspiring to be a Best Company to Work For, a 5 Star Plan or Top 100 list? We are handing the mic to these top-ranked leaders to spill the tea and inspire new thinking. This track will help you hit those ambitious goals and set yourself apart from the competition.

## Track 5: Pulse Check

Information is power especially when it comes to understanding the challenges you're facing and the steps you can take to tackle them. Join this fireside chat-only track to hear from industry experts who will share their perspectives and expert insight into the hottest market trends, predictions and more.

# Agenda: Thrive Summit 2023

April 11 – 13, 2023



**THRIVE**  
SUMMIT 2023

**Tuesday**  
**April 11, 2023**

# Tuesday • April 11, 2023

START	END	ACTIVITY
7:30 AM	3:30 PM	<b>Registration</b>
9:00 AM	12:00 PM	<b>Wellness Retreat (Open to All Attendees)</b> <ul style="list-style-type: none"><li>• Coaching Simulation Sessions</li><li>• Yoga and meditation</li><li>• Explore Salt Lake City Walkabout</li><li>• Nature hike / run</li></ul>
10:00 AM	11:30 AM	<b>Pre-Conference Workshop 1: Women in Leadership Workshop: Re-Energize &amp; Renew</b> <p>This hands-on and engaging pre-conference workshop is designed for female leaders to address burnout, wellbeing, and strategies for empowering women's professional development.</p> <p><i>Randi Braun, CEO, Something Major</i></p>
10:00 AM	11:30 AM	<b>Pre-Conference Workshop 2: Consultants</b>
10:00 AM	11:30 AM	<b>Pre-Conference Workshop 3: VP Influencers &amp; Advisors (client community)</b>
11:30 AM	11:50 AM	<b>Mid-Day Break</b>
1:30 PM	3:45 PM	<b>Kick-off: Navigating for the Future (CEO Address)</b> <p>Organizations of all types – employers, health plans and health systems – are navigating turbulent waters with rising costs, growing risks and increasing expectations. Chris' CEO address will unpack the complexity of driving change at a micro and macro level, demonstrate the critical importance of having a pulse on your population and performance, and share how we make a global impact together.</p> <p><i>Chris Michalak, Chief Executive Officer for Virgin Pulse</i></p> <b>Drivers of Health: Yesterday, Today &amp; Tomorrow</b> <p>ZIP codes, wifi, and love have more in common than you think. All are social determinants that shape individuals' health outside of medical care. Jane will reflect on the impact of social determinants of health (SDoH) factors over the past decade – where we live, work, play, pray, learn and shop – to inform and inspire strategies for the next decade.</p> <p><i>Jane Sarasohn-Kahn, MA, MHSA, Health Economist, Advisor, Trend Weaver THINK-Health LLC and Health Populi blog</i></p>

# Tuesday • April 11, 2023

START	END	ACTIVITY
4:00 PM	4:45 PM	<b>Breakout Sessions Block 1:</b> 5 simultaneous tracks
		Track 1: The Power of Virgin Pulse
		Track 2: Power of Engagement
		Track 3: Power-Up Performance
		Track 4: Top 10
		Track 5: Pulse Check
4:45 PM	5:30 PM	<b>Breakout Sessions Block 2:</b> 5 simultaneous tracks
		Track 1: The Power of Virgin Pulse
		Track 2: Power of Engagement
		Track 3: Power-Up Performance
		Track 4: Top 10
		Track 5: Pulse Check
5:30 PM	6:30 PM	Partner Exhibit Hall
6:30 PM	9:00 PM	Dinner Reception

virgin pulse

10  
YEARS

**THRIVE**  
SUMMIT 2023

**Wednesday**  
**April 12, 2023**

# Wednesday • April 12, 2023

START	END	ACTIVITY
6:30 AM	7:30 AM	<b>Wellness Activity</b>
7:00 AM	8:30 AM	<b>Breakfast</b>
7:00 AM	8:30 AM	<b>Partner Exhibit Hall</b>
8:00 AM	6:00 PM	<b>Registration</b>
8:30 AM	11:15 PM	<b>Welcome &amp; Recap</b>  <b>Finding Your Inner Spark</b> What do extraordinary women past and present have in common? An internal flame that burns bright, even in the darkest times. Based on the thousands of stories told by Rebel Girls, Jes will share what ignites changemakers, the power of grit and how to fuel the spark within yourself and others. <i>Jes Wolfe, Chairwoman and CEO of Rebel Girls, a New York Times bestseller, multiple Webby Awards winner and Apple Design Award winner</i>  <b>McKinsey Insights: The New Cost Equation: Companies + Consumers</b> New research reveals that companies and consumers are on a parallel path of cost acceleration with no signs of slowing. Two McKinsey partners will explore the prioritization and growing constellation of health and wellbeing products and services as a means to course correct these negative market trends as well as high-impact interception points for both parties to benefit – and thrive. <i>Akshay Kapur and Anna Pione, McKinsey &amp; Company partners</i>  <b>Vibing with VP</b> Changing lives for good is more than a mission statement. This interactive panel featuring our product and market leaders will shine a light on how Virgin Pulse is going both broader and deeper across health, wellbeing and navigation to support you and your populations more holistically. <i>Jeff Yoshimura, Chief Product Officer for Virgin Pulse</i> <i>Laura Walmsley, General Manager, Employer Market for Virgin Pulse</i> <i>Salem Shunnarah, General Manager, Health Plan and System Markets for Virgin Pulse</i>  <b>Soundtrack of Silence</b> Part personal health journey; part lesson in perseverance. Matt chronicles his path toward deafness, and the emotional/physical need to capture the sounds that were slipping away: his girlfriend's voice, his favorite songs. His intimate, funny and authentic life story is optioned for a Paramount Pictures movie, starring Channing Tatum, and a memoir to be published by St. Martin's Press, an imprint of Macmillan Books. <i>Matt Hay, advocate, speaker and author</i>
10:00 AM	10:20 AM	<b>AM Break</b>
11:15 AM	12:45 PM	<b>Lunch</b>

# Wednesday • April 12, 2023

START	END	ACTIVITY
1:00 PM	2:30 PM	<b>Celebrity Keynote (TBA)</b>  <b>Virgin Pulse Clients Winners Circle</b> The 2nd Annual Thrive winners will be announced and invited to take the stage to share their stories of success. They'll spill the tea on their award-winning programs – the challenges, the opportunities and everything in between <i>Andrew Reeves, Chief Revenue Officer for Virgin Pulse</i>
3:00 PM	3:35 PM	<b>Breakout Sessions Block 1: 5 simultaneous tracks</b>
		Track 1: The Power of Virgin Pulse
		Track 2: Power of Engagement
		Track 3: Power-Up Performance
		Track 4: Top 10
		Track 5: Pulse Check
3:45 PM	4:20 PM	<b>Breakout Sessions Block 2: 5 simultaneous tracks</b>
		Track 1: The Power of Virgin Pulse
		Track 2: Power of Engagement
		Track 3: Power-Up Performance
		Track 4: Top 10
		Track 5: Pulse Check



# Wednesday • April 12, 2023

START	END	ACTIVITY
4:30 PM	5:05 PM	<b>Breakout Sessions Block 3: 5 simultaneous tracks</b>
		Track 1: The Power of Virgin Pulse
		Track 2: Power of Engagement
		Track 3: Power-Up Performance
		Track 4: Top 10
		Track 5: Pulse Check
5:15 PM	6:30 PM	<b>Freestyle Activities</b>
6:30 PM	10:30 PM	<b>Offsite: 90s Music Festival</b>

virgin pulse

10  
YEARS

**THRIVE**  
SUMMIT 2023

**Thursday**  
**April 12, 2023**

# Thursday • April 13, 2023

START	END	ACTIVITY
6:30 AM	7:30 AM	Wellness Activity
7:00 AM	8:30 AM	Partner Exhibit Hall
7:30 AM	8:30 AM	Breakfast
8:00 AM	12:00 PM	Thrive Book Store
8:30 AM	9:05 AM	<b>Breakout Sessions Block 1: 5 simultaneous tracks</b>
		Track 1: The Power of Virgin Pulse
		Track 2: Power of Engagement
		Track 3: Power-Up Performance
		Track 4: Top 10
		Track 5: Pulse Check
8:30 AM	9:05 AM	<b>Breakout Sessions Block 1: 5 simultaneous tracks</b>
		Track 1: The Power of Virgin Pulse
		Track 2: Power of Engagement
		Track 3: Power-Up Performance
		Track 4: Top 10
		Track 5: Pulse Check

# Thursday • April 13, 2023

START	END	ACTIVITY
10:35 AM	11:00 AM	<b>Stretch Break</b>
11:00 AM	12:30 PM	<b>Science Advisory Board</b>  <b>Staged for Productivity</b> Whether in the office, in the field or in the home, organizations are seeking to maximize productivity for their populations. This dynamic duo will demonstrate ways to enhance workspaces without breaking the bank (or breaking backs) with a future of work makeover session. <i>Austin Coleman and Raisa Kuddus, co-hosts of HGTV's First Home Fix</i>  <b>Coming Into the Light</b> From taboo topics to raw stories, Jessica will go where many don't to help improve health equity and intentional inclusion. You'll learn that the bedrock of culturally competent care is achieved by appreciating the history and impact of stigma that LGBTQ+ people have faced and overcome. <i>Jessica Halem, LGBTQ advisor to government agencies, CEOs and ivy league schools; 2022 HERO President's Award recipient</i>  <b>Keynote &amp; Wrap Up:</b> <i>CEO, Chris Michalak, Virgin Pulse</i>
12:30 AM	1:00 PM	<b>PM Break (Send Off)</b>