

Promotions

Feature Guide





Promotions Feature Guide

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 Feature consists of 2 components: Promotion card and Promotion article.

The high-level My Health mobile experience is defined below:



1. For You Activities Tab – Promotion cards

Members will see up to three available Promotion cards at the top of their For You Activities tab. There are 16 available promotions as part of MVP. Each card consists of a hero image and a title. The content for these cards is configured in Liferay. The order is defined by a static schedule. Below are the 16 available promotion titles:

- Vitality supports a healthy you!
- When You Get Active, You Get Rewarded
- The Higher Your Status, the Greater Your Rewards
- Why Should I Know My Numbers?
- Link Your Device and Maximize Your Rewards
- Exercise to Boost Your Mental Fitness
- Focus on This for Better Focus
- Eat for Your Heart Health
- You Can Enjoy Eating Vegetables!
- Become a Savvy Salad-maker
- Satisfying Your Savory Craving Without the Salt
- Handwashing is For Everyone
- Look No Further for a Good Night's Sleep
- Savor Each Bite
- Piggy Banks Aren't Just for Kids



End Your Workday Right with These Tips

2. Promotion Article

When a member taps the Promotion card, they will see the corresponding promotion article. The article page consists of: a hero image, title, and body. All content and images are configured in Liferay.