

The healthier you get, the more you get rewarded



Who is this guide for: Advisers to provide as a resource directly to their clients

What is the aim: To educate clients on the Vitality programme, how it works, and the numerous benefits it offers

Note: Let us know if you'd like to localise any of this content for your market

At Vitality, our priority is to help you **live a healthier, happier life** – starting with small, easy-to-action steps that become life-long healthy habits. We do this in fun and rewarding ways because we know that change can sometimes be hard. That's why our global programme is **designed to make behavioural change as easy as possible** – and we've combined behavioural insights, decades of data and actuarial analytics to help us achieve this.

This **science-based programme** helps you keep track of your progress towards a healthier lifestyle and **rewards you with the best benefits in insurance when you make better choices.**

Engage in Vitality and also **enjoy reductions, cashback and other savings mechanisms to your insurance premium.**

Here's a
breakdown
of how
Vitality works:

1

Know
your
health

2

Improve
your
health

3

Enjoy
the
rewards

You **earn Vitality points every time you take a step toward knowing or improving your health.** This includes eating healthier foods, doing regular health checks and getting more physically active.

The design of the programme is personalised so that your **weekly and monthly health goals are tailored and targeted to your unique lives.** And, **as you earn points, you move up in Vitality status** which means **bigger, better rewards** – and better overall health.

1 Know your health

Health checks and assessments help you to identify risks early and our programme offers expert advice on the changes you can make to reduce or manage these risks.

2 Improve your health

Next, you get access to a host of tools and resources to help you adopt healthier habits with behavioural nudges like goal streaks and health metric tracking to keep you committed.

The healthier you get = The higher your Vitality status = The greater the rewards

3 Enjoy the rewards

And now the best part: rewards. We know how powerful incentives are in encouraging and sustaining behavioural change, so we offer great rewards and big savings to recognise and reward you for making healthier choices. You also benefit from reductions, cashback or other savings mechanisms to your insurance premium.

We've partnered with the best brands to offer you the best in benefits.



Vitality members live longer, healthier, more rewarding lives

With over 25 years of experience, our research shows that **Vitality members live longer, healthier lives.** Across all ages, our most engaged members have experienced lower health risks thanks to the healthy behaviours they adopt through the programme. This leads to a **significant increase in their lifespan – but also healthspan**, which is the number of years lived in good health, free from the burden of age-related disease.

Get **Vitality.** Get **healthy.** Get **rewarded.**