

The **value** of the **Vitality Health Check**



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

What is the aim: To educate clients on the importance of preventative screening, specifically the Vitality Health Check

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

What is a Vitality Health Check (VHC), why is it important and how does it work? We answer all these questions for you about the cornerstone of the Vitality programme: a simple set of preventive tests called a VHC that can add healthy years to your life.

Firstly; the **WHY**.



Non-communicable diseases – or diseases linked to lifestyle – are on the rise. These diseases can largely be prevented if healthier habits are adopted.

A study shows that **4 lifestyle behaviours** lead to **4 lifestyle diseases** that account for **60% of deaths** worldwide. By focusing on managing these 4 behaviours, you can make a measurable difference in your lifespan (how long you live) and healthspan (the number of these years spent in good health).

4 behaviours
Physical inactivity, poor diet,
tobacco use, excessive alcohol intake



4 chronic diseases
Respiratory disease, diabetes,
cancer, cardiovascular disease



60% of deaths
Mortality worldwide

Quicker detection = better outcomes

Getting regular screenings is one of the most important things you can do for your health, knowing that **early detection of disease can save lives**.

Next; the **WHAT**.



Following this advice, Vitality has packaged a **set of simple and convenient tests** called the Vitality Health Check, or VHC for short. A VHC typically includes:

✓ **Body mass index (BMI)** ✓ **Blood pressure** ✓ **Blood glucose** ✓ **Cholesterol** ✓ **Smoking status**

By doing one simple Vitality Health Check each year, you are in a **better position to manage the risk of lifestyle diseases**. If your results are outside of what's classified as a 'healthy' range, through consultation with a doctor, a plan of action can be initiated that best manages the risk and leads to an improved healthspan.

So, **WHERE**.



Scan the QR code (*illustrative only*) to download a **list of accredited Vitality wellness partners** that you can go to for your VHC.

Lastly; **REWARDS**



By completing a VHC, you can better understand how your health is tracking and what you need to do to improve it. You'll also **earn Vitality points for completing a VHC, and may even get additional points based on how many of your results are in-range** versus how many of them indicate an elevated risk of a lifestyle-related disease.



Every hour, 1 000 health assessments are done by Vitality members around the world. We're proud of so many people **actively seeking to improve their health** – now let's add YOU to this tally, too.