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Why now is the time for next generation insurance

At a time when the UK is facing numerous social challenges, from the ongoing cost-of-living crisis to immense pressure on the NHS, there has never been a more relevant time to go above and beyond the scope of traditional insurance, writes Justin Taurog, Managing Director, VitalityLife.

Individuals and households across the country are seeing their financial resilience being tested, while the health and wellbeing of our nation is still under immense strain.

At the same time, advances in science and technology are transforming our everyday lives and driving innovation, especially within healthcare.

“We’ve seen some product development in the life insurance market in recent years, but traditional forms of protection have stood still,” - Justin Taurog, Managing Director, VitalityLife

In our recent article, Justin Taurog, Managing Director of VitalityLife explains why now is the time for next generation insurance following our recent online launch event where we announced the latest enhancements we’re making to our life insurance proposition.

Read the full article on [Vitality Insights Hub](#).

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