



Five ways to ensure clients get more from their plan this summer

On top of the obvious benefits of having cover in place for a rainy day, there are a range of benefits available for clients to enjoy when the sun is shining too, writes Greg Levine.

Whether it's taking advantage of warmer weather to get active or saving money on a much-needed holiday, there is lots available through health and protection plans this summer.

Clients understanding the value of the cover is vital. But offering them something they want right now only helps them feel they are truly getting their money's worth. Not only can they save on things they'd rather not give up, but such incentives can also be effective in helping them to stay healthy too¹.

[Read the article](#)

¹Members who participate in the Vitality Programme are on average 20% more likely to improve their health across seven key lifestyle factors (physical activity, sleep, healthy eating, alcohol intake, smoking, BMI and mental health) year on year, Vitality data 2020