

Vitality

Protection must evolve to meet changing customer needs

With the ongoing economic challenges highlighting the need for better financial resilience, it's never been more important for advisers to be discussing protection insurance with their clients. The advent of the new Consumer Duty regulations also mean that protection products must evolve to meet changing consumer needs and deliver good outcomes, writes Justin Taurog, Managing Director VitalityLife.

Our latest annual claim statistics demonstrate that we're there for your clients when they need it the most, paying out £96m worth of claims in 2022 alone - 99.7% of [Life Cover](#) claims, 92.5% of [Serious Illness Cover](#) claims and 97.7% of all [Income Protection](#) claims – as explored in our latest Life Claims and Benefits Report.

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