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4 facts you might not know about Optimiser

The idea of Optimiser is simple. Your clients can enjoy the benefits of a lifetime of healthy choices upfront, through our best available premium. Plus, they will have access to discounts and rewards from our range of partners through the Vitality Programme.

Discover why Optimiser could benefit more clients than you think:

1. Clients with Optimiser are more likely to stay:

They're also three times more likely to engage with their plan, which means they get more value from their cover. And, if they do engage, they're up to 46% less likely to lapse.¹

2. Clients are more likely to take out more than one product:

As clients get up to 30% off our standard premium, they often use this saving to add additional cover. In fact, they're 78% more likely to take out more than one product.¹

3. Clients can save money over time:

Even Vitality members who stay on Bronze status earn almost £200 a year, on average, in Vitality savings and rewards.¹

4. Optimiser gives your clients certainty:

Unlike plans with age-related premiums. Even if they don't engage with the Vitality Programme, their premium will only ever go up by a maximum of 2.5% a year, for example, a £45 premium would only increase to £46.12.

[Find out more on Optimiser](#)

1. Vitality Life Claims and Benefits Report, June 2024.