



Live up to 5 years longer with Vitality¹

As well as offering the highest levels of protection, Vitality also gives your clients the tools to live a longer and healthier life through the Vitality Programme – the world's largest behaviour change programme linked to insurance.

It's designed to specifically drive engagement and encourage positive lifestyle choices with the specific aim of improving the health of their members. Vitality achieves this in three simple steps:

Helping clients understand their health – by completing a quick online Health Profile, setting goals and providing tips to achieve them

Getting healthier – clients can track their healthy habits to earn Vitality points, contributing to their Vitality status

Receiving rewards – earning Vitality points allows clients to unlock rewards from a range of partners

The study behind the claim

Over seven years, Vitality tracked the activity from over 465,000 Vitality members and discovered that members that got active – and stayed active – reduced their risk of death by up to 57% in comparison to members who didn't track activity. This is the same as increasing their life expectancy by up to five years.¹

To find out more information, head to adviser.vitality.co.uk

¹ Based on members who move from 0 to 21+ activity points a week throughout their lifetime, applied to standard UK mortality rates.