

VitalityLife Claims and Shared Value Report 2025

Vitality's commitment is to making your clients healthier and enhancing and protecting their lives. Through broader cover to stronger engagement and better long-term client outcomes, their ambition is to redefine life insurance.

Their latest annual report highlights the tangible impact they're making. Over the past year, Vitality paid out £142m in total claims and £99m was saved by members through the Vitality Programme in 2024¹ - demonstrating real, immediate value for their members.

But Vitality offers more than just insurance. By encouraging sustainable lifestyle changes and rewarding healthy habits, they're helping people live up to five years longer – proving that there's more value in insurance than just at the point of claim.

[Read the full report](#)

¹ Representative across both VitalityHealth and VitalityLife