

Press Release

18 April 2016

VITALITYLIFE FIRST INSURER TO INTRODUCE FINGER-PRICK BLOOD TESTING

VitalityLife is improving the way protection applicants undergo blood testing by introducing ‘finger-prick testing’ to the UK Life Insurance market.

Finger-prick testing means that when blood samples are required during underwriting, they are obtained via a simple finger-prick test rather than by hypodermic syringe. The test is held at a place convenient for the client, such as their home. The benefits to customers of finger-prick testing are:

- Improved customer experience because there are no big needles.
- Test results are available within seconds. Previously the samples would have to be sent to a lab, which would take 4-5 days to produce results.
- No risk of ‘spoilt samples’. This is a common problem for life insurers when a blood sample is delayed reaching the laboratory and often means a re-test is needed.

Darren Lee, Director of Underwriting & Claims at VitalityLife, said: “We believe we are the first life insurer in the UK to introduce this type of blood testing. The next stage in our mission to improve the customer experience around medical underwriting is in the automation of underwriting decisions where a screening examination has been undertaken. Our aim is for the underwriting decision to be available within seconds of the nurse submitting the client’s results and we are on course to launch this next phase later this year.”

-ends-

For more information, please contact:

Dan McMillan
Head of PR, Vitality
dan.mcmillan@vitality.co.uk
07824 604 926

Matthew Morris
Carr Consulting & Communications
matthew@carrcandc.co.uk
07717 420693

Vitality – changing health and life insurance for good

Vitality is the insurance business that helps people understand how they can improve their own personal health. Vitality makes it cheaper and easier for its members to get healthy and gives them rewards to keep them motivated, through a range of discounts and incentives.

Vitality Ambassadors Jessica Ennis-Hill, Lord Sebastian Coe and Jonny Wilkinson are role models who embody the values of Vitality. They are all using their passion for living a healthy lifestyle to motivate others to make positive changes. Taking small steps today can dramatically improve wellbeing over the long-term, regardless of your current state of health.

VitalityLife is one of the fastest growing life insurers in the UK. It is unique to the current UK protection market and its suite of products includes Life Cover, Income Protection Cover, Serious Illness Cover, Business Protection and other additional products. By recognising people's efforts to look after themselves, VitalityLife is able to offer a more comprehensive set of benefits than traditional insurers at a very competitive price. For more information visit vitalitylife.co.uk