

Press Release

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VitalityLife announces enhancements to its Serious Illness Cover product

VitalityLife today announces three new and innovative enhancements to its award-winning Serious Illness Cover product that the firm believes will lead to more claims and, therefore, more pay outs for customers.

The enhancements are:

1. Cancer Relapse Benefit

This new offering is unique in the market and means Vitality will pay out an extra 50% of the sum assured on the recurrence of cancer - either a relapse of the original cancer at the same or lower severity or a new primary cancer - after a one year period of remission.

This type of benefit is increasingly important as one in two of the UK population will now develop cancer at some point in their lives^[1], while cancer survival rates are improving due to earlier diagnosis and medical advances. In fact, cancer survival has doubled in the last 40 years^[2] although the likelihood of a cancer relapse is increasing - one in six people diagnosed with cancer today have had it previously.^[3] This benefit will ensure members receive extra financial support in the event of further diagnosis.

2. Multiple claims for heart attack and stroke

Customers will be able to claim for multiple heart attacks and strokes at the same or lower severity as long as the subsequent episode occurs at least 30 days after the first event. Currently the policy pays out for multiple heart attacks and strokes that are new or more severe events, so the new enhancement means more customers will be able to claim.

3. New conditions and definition enhancements

VitalityLife has introduced cover for two new conditions: borderline ovarian cancer and permanent defibrillator insertion due to cardiac arrest. It has also enhanced definitions for three other conditions: primary pulmonary hypertension, multiple sclerosis and motor neurone disease. Together with the above enhancements, it means members are now up to three times more likely to receive a payout from Serious Illness Cover over a typical critical illness cover policy.

Emma Thomson, LifeSearch Life Office Relationship Director, said: “The improvements to VitalityLife’s Serious Illness Cover are good news for customers who suffer any relapse or recurrence of three of the main reasons for a claim, namely heart attack, cancer or stroke. They are welcome enhancements that should mean more customers can claim and receive a pay out to help them during a tough time in their life.”

Deepak Jobanputra, VitalityLife Deputy CEO, said: “Our Serious Illness Cover product covers customers for nearly four times as many conditions as a standard Critical Illness product, so we already pay out in many more scenarios than other insurers. However, we want to make sure as many people as possible can claim, which is why we have enhanced our product further.

“Our Serious Illness Cover product has a 5-star Defaqto rating and has the unique combination of claims being based on the severity of an illness alongside our Vitality healthy living programme, which means clients can access benefits and engage with Vitality even if they never need to claim on their policy.”

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Notes to editors:

[1] www.cancerresearchuk.org/about-us/cancer-news/press-release/201502-04-1-in-2-people-in-the-uk-will-get-cancer

[2] www.cancerresearchuk.org/health-professional/cancer-statistics/survival

[3] www.rd.com/health/conditions/how-to-beat-cancer-twice/

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, Jonny Wilkinson, Joe Root and Maro Itoje 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 www.vitalitylife.co.uk

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