Vitality GENISTAR
Financial Freedom For All

JANUARY 2025 | ISSUE 4

THE NEED FOR INCOME PROTECTION

Our Income Protection proposition has 4 key areas that makes it stand out from the rest of the market as they are unique only to us.

These areas help your client feel relaxed and not worry about how to meet their monthly spendings such as rent, gas, mortgage, mobile phone contracts, food etc, when their normal income is interrupted. Your client's policy will pay a set amount each month to help cover these costs, removing the stress and allowing them to concentrate on recovering.

These key areas are:

- **Recovery Benefit**: Vitality is all about getting people back to their normal life, as swiftly as possible. A side from Cancer in 2023, our biggest claim on IP was clients being signed off work due musculoskeletal and mental health conditions. Vitality offers to aid speedy recovery with unlimited physio and / or counselling services to your clients and you as the business writer can rest assure that your client will be taken care of, even if they have a deferred period on their plan, they can utilise this while the claim is being processed.
- **The Vitality Income Boost**: The first 6 months are always the hardest to navigate financially when you are signed off from work for medical reasons and the last thing you need to think about is the extra costs you may incur with hospital visits, extra childcare fees, housekeeping support etc. Since Vitality's aim is to get people back to their normal lives as quickly as possible, we will give your client up to 20% of their monthly benefit back as a boost for the first 6 months. However, this income boost is very much lead by the fact that your client is engaging in the Vitality programme because at Vitality everything we do is driven by our core purpose – to make people healthier and to enhance and protect their lives.
- **Financial Guarantee:** As with all IP policies the sum assured may not be the sum received at the point of claim, especially if you had to reduce income, hours at work before taking time of sick. The Earnings Guarantee means members who take out a Vitality Income Protection policy can guarantee their monthly benefit of up to £8,000pm. This means at the point of claim current salary won't be considered when working out the maximum benefit payable.
- **The Enhanced Guaranteed Insurability Options:** This is another unique benefit offered by Vitality as it allows clients to make changes to the IP when they change occupation, retirement age, amend their mortgage/rental agreement, can do so without any further underwriting. The benefit to your client is that regardless of any medical disclosures that might have happened since the plan was started, we won't be asking any further questions. (Subject to T's and C's)

DID YOU KNOW?

- In the past month Vitality has paid Genistar clients:
  - £262,617.04 life claims
  - £98,793.56 serious illness claims
  - Vitality has authorized 8 income protection claims.

- Claims are taking on average 22 weeks to process.

OPTIMISER

Did You Know:

- Optimised members are 60% more likely to engage in the vitality programme, if they are aware of the value and benefit to their health.
- Optimiser gives members the power to control their premium.



UPDATES

- **Vitality Program: Launch and adoption of new rewards and partners:** Watch this space for updates on the Vitality Program!!!

- **Forward Thinking Webinar:** Britian's Healthiest Workspace: This will take place on the 16th of January 2025. Link below for access: https://vitality.bigmarker.com/vitality-uk/Beyond-wellbeing-Cutting-through-the-workplace-productivity-crisis?bm_email=&show_live_page=true

- **Making The Most of Vitality**: This is designed to support you in your conversations with clients as well as to give an overview of what clients can get out of their plans. Kindly keep an eye out on Telegram for 2025 dates and feel free to invite your clients to these sessions.

- **Drop-In Clinics**: They are mapped out to enhance the quality of support you render to as many families as you can, covering various topics such as The Need for Income Protection, Serious Illness Cover, The value of Indexation, Optimiser and Engagement.

  This will now be hosted fortnightly via zoom and 2025 dates will be made available to you by the FSC.

INDEXATION

The value of cover at the time a claim is made is something to think about and Vitality has taken that burden away from clients by ensuring that they get the real value of their cover through indexation.

Did You Know:

- With Vitality Indexation, your clients cover increases each year with no further medical underwriting. And this helps to beat inflation, keep up with the cost of living and protect the value of your cover.
- If your client choose indexation, they get an upfront discount on their premium, which also makes their cover more affordable.
- And when it comes to higher levels of inflation, Vitality is the only Insurer that offers lower premium increases, and your client has the flexibility to decline these premium increases.