



# Grow your Business

**AIA Vitality is so much more than a program. It's about providing value. Demonstrating that you care. Positioning your financial advice as proactive and client-focused.**

As part of the world's largest health and wellness program, AIA Vitality uses the latest research in behavioural economics and health incentives to encourage your clients to take the first steps towards healthy living.

When your clients take out AIA Priority Protection and join the AIA Vitality program, they earn points for the efforts they make to improve their health, such as completing an online health assessment, tracking their nutrition or counting their daily steps. Rewards are provided in the form of life insurance premium discounts, as well as cashback on shopping, entertainment and travel.

## Unhealthy living affects many Australians

In Australia, 85% of all deaths are caused by non-communicable diseases (NCDs)<sup>1</sup>.

These largely preventable lifestyle-associated conditions are driven by risk factors like unhealthy eating, lack of exercise, smoking and excessive alcohol consumption.

These risk factors lead to key metabolic changes – obesity, raised blood pressure, elevated cholesterol and impaired

glucose metabolism – that underlie cardiovascular disease, several cancers, diabetes and certain chronic lung diseases.

- Around 60% of Australian adults are overweight, with over 25% classified as obese<sup>2</sup>.
- 2 out of 3 Australians are sedentary or have low levels of physical activity<sup>3</sup>.
- Less than 4% of Australians meet the recommended number of daily serves of vegetables and legumes/beans<sup>4</sup>.

We know that people who are engaged in AIA Vitality, live longer than those who don't.

Research of 900,000 AIA Vitality members, performed in partnership with academics from Harvard Medical School, found engaged members experienced reduced healthcare costs, lower hospital admissions, increased productivity at work and improved mortality rates compared to all other groups<sup>5</sup>.

We know that AIA Vitality members in Australia are 30% less likely to lapse their policy than non-AIA Vitality members.

<sup>1</sup> Australian Institute of Health and Welfare. <http://www.aihw.gov.au/australias-health/2014/ill-health/>

<sup>2</sup> Australian Bureau of Statistics. <http://www.abs.gov.au/ausstats/abs@.nsf/Lookup/by%20Subject/4338.0~2011-13~Main%20Features~Overweight%20and%20obesity~10007> and National Health and Medical Research Council <https://www.nhmrc.gov.au/health-topics/obesity-and-overweight>

<sup>3</sup> Australian Bureau of Statistics. <http://www.abs.gov.au/ausstats/abs@.nsf/Lookup/by%20Subject/4338.0~2011-13~Main%20Features~Exercise~11>

<sup>4</sup> Australian Bureau of Statistics. <http://www.abs.gov.au/ausstats/abs@.nsf/Lookup/4364.0.55.012main+features12011-12>

<sup>5</sup> Clinical Trials.gov. <https://clinicaltrials.gov/ct2/show/NCT01652950>

# Q&A

## Questions Financial Advisers ask about AIA Vitality

### Q. AIA Vitality seems complicated; how do I explain it in a simple way to clients?

At first glance, the program may appear complicated, but it's actually pretty straightforward.

Your clients will automatically receive a discount on their first year's premium when they join AIA Vitality. They continue to benefit from discounts on their premiums as they engage in AIA Vitality each year - premiums are adjusted annually on the policy anniversary depending on what efforts they have made to improve their health and fitness. The more engaged they are in the program, the greater the discount applied to the premium.

As well as premium savings, they can enjoy ongoing rewards and discounts from an expanding group of partner businesses, including entertainment, flights and fitness apparel.

### Q. I'm too busy to get my head around the details of AIA Vitality, what help can you give me?

We know how busy you are and that's why we have developed several useful resources for explaining how AIA Vitality works:

- Fact Find
- Positioning Guide
- Sample Statement of Advice wording
- FAQs
- Terms and Conditions

- Program brochure
- Premium Adjustment Rules
- Premium Discounts Explained
- Process Guide for Clients

- Member Fast Start Guide to Earning Points
- Device Guide
- Gym Guide
- Benefits and Rewards Guide

- Email templates
- Calendar template with key dates and ideas

We also have an AIA Vitality coach who will work with you to imbed the program into your business.

### Q. How do clients earn points with AIA Vitality?

To earn AIA Vitality Points they must simply demonstrate they are making healthy changes, such as by completing an online health review or mental wellbeing assessment, tracking their nutrition, going to the gym, counting their steps, buying healthy food etc.

The emphasis is on encouraging small, gradual change, with health improvements that are achievable and easy to stick with long term.

AIA Vitality Points add up to help them achieve their AIA Vitality Status (Platinum, Gold, Silver, Bronze). The more AIA Vitality Points they earn, the higher their AIA Vitality Status and the greater the rewards they can enjoy.

To demonstrate how points can be earned, we have developed a Fast Start Guide and a Points Calculator. These can be found on our Business Growth Hub.

### Q. Do my clients lose their discounts if they don't keep up their healthy lifestyle?

They will eventually lose their discount if they don't keep up a healthy lifestyle, but this does not happen quickly. AIA Vitality has been designed by health practitioners and academics as an incentive based program to encourage people to take the first step towards healthy living and to make these lifestyle changes permanent. It uses online and smartphone tools that make working out, eating healthier and tracking progress easy and enjoyable.

An example – if your income protection policy client is on the lowest AIA Vitality Status (Bronze) and each year they do not do anything and remain on Bronze Status, their discount will reduce each year and after 3 years they will return to their base premium rate.

### Q. What are the typical discounts my clients could receive off their premiums?

For lump sum policies, the up-front premium discount is 12.5%. For income protection policies, it is 7.5%.

This discount can flex up and down each year depending on their AIA Vitality Status at the end of their policy anniversary. If your client achieves the top health status (Platinum), they can enjoy savings of up to 20% off their premium per benefit.

### Q. Is there a membership fee for AIA Vitality?

Clients pay a \$120 membership fee per annum, however, this can be quickly offset by the premium discount they receive for signing up – 12.5% for lump sum and 7.5% for income protection policies.

As they earn AIA Vitality Points, they make further financial savings like movie and Boost juice vouchers, shopping rewards and flight cashback.

**AIA Vitality is part of the world's largest science-backed health and wellness program and the winner of two prestigious innovation awards.**

**It has helped millions of people around the globe make real and lasting health and wellness improvements.**