



Health Claims Insights 2024: At a glance

Beyond wellness:

Embedding prevention at every stage of the healthcare journey

28%

Highly engaged Vitality members have **28%** lower healthcare costs.¹

4.8

Highly active Vitality members live up to **4.8 years** longer.²

992bn

Vitality members tracked **992bn** steps in 2023.

Healthcare in the palm of your hand:

How demand for everyday care is transforming insurance

64%

Everyday Care represented **64%** of Vitality claims in 2023.

69%

Severe mental health claims reduced **69%** in line with increased Talking Therapy usage. (2019-2023)

31%

In-patient musculoskeletal claims dropped **31%**, in line with increased physiotherapy usage. (2019-2023)

Next-generation insurance:

Harnessing data and technology to drive better health outcomes

64%

64% of Vitality claims start online.

x2

Engagement via the Vitality app has **doubled** since 2021.

27%

Patients treated by Vitality Premier Consultants have a **27%** lower likelihood of being re-admitted to hospital after treatment.

What UK health insurance customers told us...

75%

of UK health insurance customers believe insurers should support them to improve their health outside of making a claim.³

73%

of UK health insurance customers report using their plan in the past 12 months.³

Quick and easy access to care is the top consideration for customers when choosing health insurer.³



Find out more

For more information please speak to your Vitality Business Consultant or visit the our website: adviser.vitality.co.uk.



¹Based on average claims costs for members on Platinum Vitality status, compared to Bronze. ²Based on VitalityLife Shared Value Modelling. Example of life expectancy improvements based on a 30 year old man earning a consistent number of activity points each week throughout their lifetime. ³Private Healthcare survey of 1000 UK adults, Opinium, Vitality, May 2024. All other figures, Vitality UK Claims data 2015-2024.