

2021 AT A GLANCE

KEY INSIGHTS.

Sharing the benefits
of healthy living



Prevention
is better
than claim.

88%
of the UK's
preventable disease
burden is behavioural¹.

Claims costs up to
46% lower
for members who
are highly engaged
in the Vitality
Programme.

Even incremental
levels of
engagement
with the Vitality
Programme
are linked to
a reduction in
healthcare costs.



Engagement with digital
healthcare journeys is at
record levels.

**Over
100,000**
digital consultations
conducted in 2021.

Use of primary
care services
has grown
exponentially.



43%
of Vitality's
claims activity
is for primary
care.

Vitality GP
usage up
70%
from 2019 to 2021.

Approximately
80%
of Talking Therapy
consultations are
now digital.

60%
of physiotherapy
care is via a digital
triage journey.

1. Global Burden of Disease database; Williamson, E., Walker, A. J., Bhaskaran, K. J., Bacon, S., Bates, C., Morton, C. E., ... & Cockburn, J. (2020)

The UK is facing a growing mental health challenge.

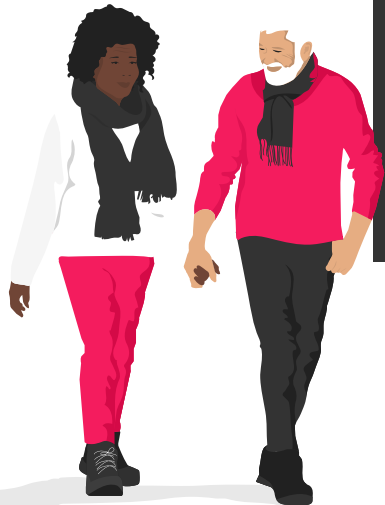
Five-fold increase

in Talking Therapy usage per-member from 2015 to 2021.

In 2021, Talking Therapies accounted for **over 80%** of all Vitality mental health care.

99%

of members undergoing Talking Therapies require no further treatment for at least 3 months.



Find out more.

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

Cancer care is advancing.

Advanced chemotherapy treatments are increasing at **3x the rate of traditional treatments.**

More people are opting for **home-based cancer treatment.**

Physical activity increases the likelihood of cancer survival - **by 53% for prostate cancer and by 43% for breast cancer.**



The demand for physiotherapy is increasing.

26% increase in physiotherapy claimants in 2021.

87% of members demonstrating improved clinical outcomes following treatment.



Consultant-led pathways are driving the market forward.

80% of members make a selection from the list of appropriate consultants presented, rather than searching for another consultant by name.