



# Why sell private medical insurance?

Meet your client's healthcare needs and grow your business.





1:10

## People value good health

**Only 1 in 10 of the UK population benefit from private medical insurance\*. However, more people are considering taking out PMI to protect their health.**

Private medical insurance - or PMI - is a great way to help protect good health. It gives clients fast, stress-free access to high-quality medical facilities and the very latest treatments - such as specialist procedures or cancer care - at a time and place that suits them.

Increasingly, PMI covers more than just private hospital treatment. It's being extended to provide fast access to more common care needs such as GP consultations, physiotherapy, and cognitive behavioural therapy.

Vitality goes even further. We've pioneered a health insurance product which rewards people for healthy behaviour. This means they can benefit from significant value from their health insurance even if they don't need to claim. For you as an adviser, you have an even greater opportunity to promote the potential benefits of PMI to your clients.

\*Laing Buisson, Health Cover UK Market Report, 17th ed, June 2022.

# Let's compare PMI with other protection cover

This table shows how different health and protection products would work in a typical patient journey - from seeing a GP through to diagnosis, treatment and recovery.

	Symptoms	Investigations	Diagnosis	Treatment	Terminal illness
Private Medical Insurance	●	●	●	●	○ Depending upon condition
Critical Illness Cover	-	-	○ Depending upon condition and/or severity	○ Depending upon condition and/or severity	○ Depending upon condition and/or severity
Income Protection Cover	-	-	○ Depending upon time off work	○ Depending upon time off work	○ Depending upon time off work
Life Cover	-	-	-	-	○ Typically, where death is expected within 12 months
	Patient referred by GP to consultant showing symptoms of illness	Consultant refers patient for tests to help diagnosis	Following the results of the tests a diagnosis is made	A course of surgery/ treatment is recommended	Treatment is unsuccessful resulting in palliative care

● Typically covered      ○ Limits may apply



## The key benefits of PMI



### See a GP quickly

On average your clients could face a 9-day wait to see an NHS GP.\* We offer Vitality GP to all our members as standard, so they can access one-on-one virtual consultations within 48 hours.



### Fast access to physio and talking therapies

All Vitality members have access to physio and talking therapies treatment. Plus, they can refer themselves, so don't need to see a GP before requesting this treatment.



### Early diagnosis

With waiting times being a prime source of anxiety in many health events, private healthcare offers your clients the reassurance of an early diagnosis.



### Better access

PMI removes the uncertainty of NHS waiting lists, by allowing your clients' access to the very best in medical care, at a time and place that suits them.



### Choice of quality hospitals

PMI offers easy access to hundreds of private hospitals in the UK - all with extremely high standards of hygiene and patient care. So your clients have the freedom to choose where and when they are treated.



### Choice of high-quality consultants

For extra peace of mind, all Vitality members have access to Vitality's Premier Consultants. We work with the highest performing consultants to deliver better treatment outcomes for your clients and give them greater confidence when choosing a consultant.



### Drugs and treatment

PMI can provide access to a wider range of drugs and treatment, including those which might not yet be approved for use or paid for by the NHS.



### Privacy

Private healthcare provides your clients with comfort and privacy at a time they need it the most.



### Plus...

All our health insurance plans are underpinned by the Vitality Programme. It's shown to help clients live longer in good health, and delivers significant value. VitalityHealth members, who make the most of the programme, save on average 22% on their premiums.<sup>1</sup>

\*Pulse snapshot survey, September 2021

<sup>1</sup>Internal Vitality data. This data is irrespective of Vitality status and has been based on Individual Direct members, covering the period January 2022 - June 2022.

## Who buys PMI?

Until recently, clients in the 45 to 60 age group were most likely to take out PMI. However, growing concerns about the NHS and the increased range of benefits available are driving popularity among younger clients, and others who hadn't previously considered it a priority.

Selling health insurance could be a great opportunity to grow your business. We make it easier to get started with a large range of tools and support available to you.

There are generally three types of PMI plans - comprehensive, mid-range or low-cost.

	Comprehensive	Mid range	Low cost
In-patient treatment	●	●	●
Out-patient treatment	●	○	-
Other (e.g. Mental Health Cover)	●	○	-

● Typically covered    ○ Limits may apply

### Clients can reduce or control their premiums by:

- Choosing an excess
- Choosing a suitable hospital list or directional care option
- Choosing appropriate cover options



### Finding your clients the right level of cover.

Before recommending a PMI plan, it's a good idea to get answers to the following questions:

- Does your client want their PMI to cover diagnostic tests such as x-rays and blood tests as an out-patient, or just hospital treatment?
- Do they want a choice of hospitals, or are they happy to limit themselves to a network of providers?
- How much can your client afford and want to spend on PMI?

### The cost of private treatment

Clients may consider paying for private treatment themselves if they want to be seen quickly. However, do they know how much it really costs? It's worth making your clients aware of this.

Here are the typical costs of common private medical procedures:

The average cost of a breast cancer claim can cost as much as

**£40,000**

The average cost of prostate cancer can cost

**£26,500**

A hip replacement can cost as much as

**£12,000**

The costs of common procedures will vary between different hospitals and will also vary depending on the clinical nature of each case. Therefore, PMI is designed to be an affordable way of getting fast, on-demand access to all these services and treatments, without having to directly meet the cost of tests, drugs and procedures. Source: Vitality Health Claims data 2022

## 5 reasons to choose health insurance from Vitality

1

### Full Cover Promise

We want your clients to have the peace of mind that they are covered in full. As part of our Core Cover, we promise to pay recognised consultants' and anaesthetists' fees in full for in-patient and day-patient treatment. This means that your clients will never be faced with a shortfall, provided their treatment is eligible.

2

### Digital Care Access

When your clients are seeking care, we empower them to access the support and treatment they need through a range of primary and digital care services. Vitality GP provides access to virtual GP consultations, as well as prescriptions and diagnostics. They can also self-refer online or by phone into face-to-face or remote physiotherapy or mental wellbeing treatments like Cognitive Behavioural Therapy. They can request care and manage their claims through the online Care Hub, putting them in control of their treatment journey.

3

### Advanced Cancer Cover and screenings

All VitalityHealth Personal Healthcare and Business Healthcare plans include Advanced Cancer Cover. This provides comprehensive cover for the treatment of the cancer, including full cover for biological and targeted therapies, as well as discounts on targeted cancer screenings and risk assessments for bowel and cervical cancer.

4

### Mental health support

We offer a comprehensive approach - providing support regardless of your clients mental health. As part of Core Cover, your clients can get a 12-month subscription to leading mindfulness app, Headspace, as well as eight Talking Therapies sessions. We're the only leading health insurer that doesn't exclude any conditions or apply underwriting to Talking Therapies, ensuring that all members have access to crucial support. Plus, our Mental Health Cover option provides additional comprehensive cover for out-patient, in-patient and day-patient treatment.

5

### Vitality Programme

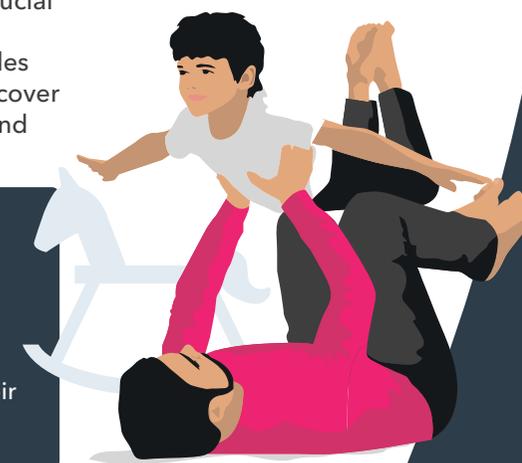
All members get access to the Vitality Programme. It's evidenced to drive improvements in long-term health - engaged members could benefit from an extra 1.5 years life expectancy due to their healthier lifestyle choices<sup>1</sup>. We give your clients the tools to understand their health and engage in healthy behaviour, and the incentive to do so with compelling discounts and rewards.

### Plus...



### Clear, easy-to-understand renewal pricing

We use our simple and unique ABC formula - **Age, Base inflation of medical costs and Claims** - for our Personal Healthcare renewal prices. Your clients just add the three elements together to work out their price change. ABC renewal pricing also gives your clients more control over future premiums, by rewarding them for healthy habits. So the higher their Vitality status, the lower their renewal price increase, whether they make a claim or not.

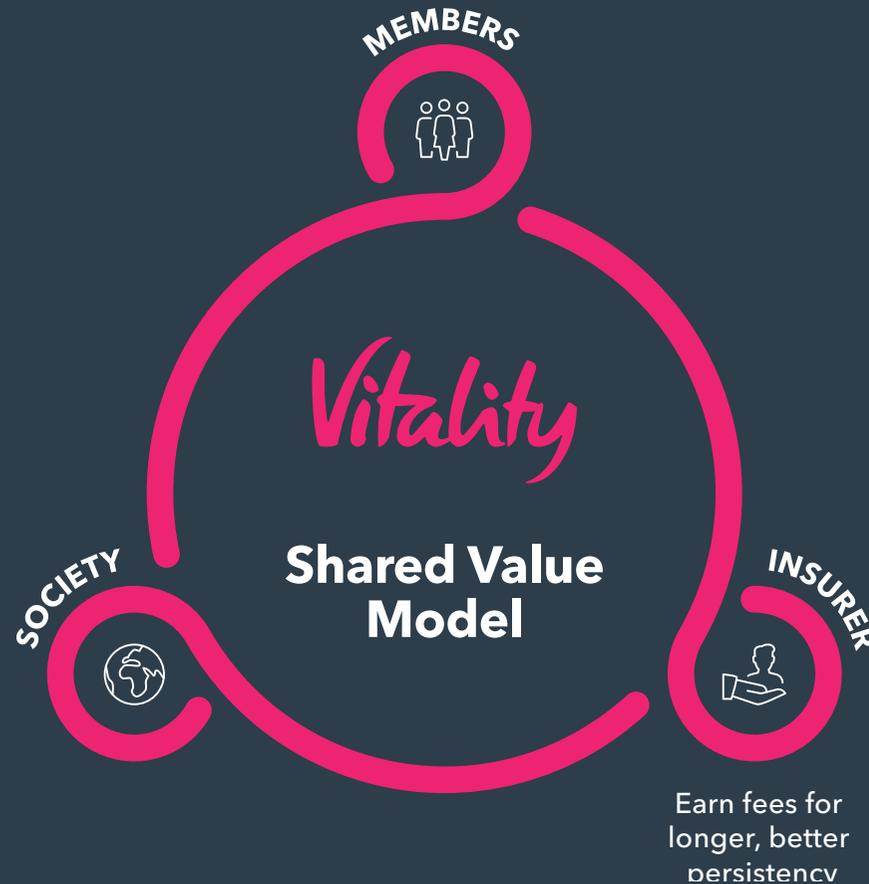


# About VitalityHealth

VitalityHealth is part of the Discovery Group, founded in 1992 and now operating in 40 markets worldwide. VitalityHealth's core purpose is to enhance and protect members lives, which is why we make it easier and more affordable for members to get healthier as well as providing members with quality care.

VitalityHealth is different to other insurers, as we realise that health risk is closely linked to people's lifestyle behaviour. This underpins our Shared Value Insurance Model. By incentivising and encouraging our members to be healthier, they benefit from improved health and wellbeing. VitalityHealth benefit from insurance savings from healthy members who are less likely to claim. And advisers benefit too - clients who make the most of the benefits tend to stay longer and are more likely to recommend us to friends and family.

These savings allow us to offer comprehensive cover with richer benefits, more valuable behavioural incentives, and more sophisticated pricing and underwriting. This approach benefits all stakeholders - you, your client, us and society as a whole.





## **Talk to us.**

To find out more about how our PMI can help your clients and your business, call your Vitality Representative, or visit [adviser.vitality.co.uk](https://adviser.vitality.co.uk).