

Sharing the benefits
of healthy living

Vitality

The Power of the Plan Account.

With Serious Illness Cover.

Today more people are living longer and surviving illnesses such as cancer, heart attacks and strokes. Every year the number of people surviving cancer is increasing, and over the last 40 years the cancer survival rate has doubled¹. Although people are living longer, they are living a greater proportion of their lives in poor health. As a result, many people may suffer from multiple serious illnesses over their lifetime.

How Vitality's cover works?

VitalityLife's cover has been designed to cater for multiple claim payouts with our unique Plan Account. The amount of Life Cover and Serious Illness Cover your client has and the amount of benefit they could receive are linked to their Plan Account.

THE PLAN ACCOUNT

When your client takes out a plan with us, their cover is put into a notional pot, called the Plan Account.

MAKING A CLAIM

Any claims then get paid from the Plan Account, and only when this is empty, no further claims can be paid.

MULTIPLE CLAIMS

Your clients can claim up to three times their original level of cover selected.

With VitalityLife, your clients are protected against multiple claim events where they would have otherwise been uninsured and most likely uninsurable if they had cover with another insurer.

Vitality's Serious Illness Cover has been designed unlike other typical Critical Illness Cover:

- ✔ Allows for multiple claims - both subsequent claims for other conditions that your client may develop, and progressive claims should your clients' condition worsen
- ✔ Enables your client to claim up to three times their original cover amount
- ✔ Continues to provide cover after a claim for a condition that results in a 100% payout



1 in 5

people who have had a heart attack will have a second one within five years²



1 in 4

strokes reoccur within five years³



1 in 5

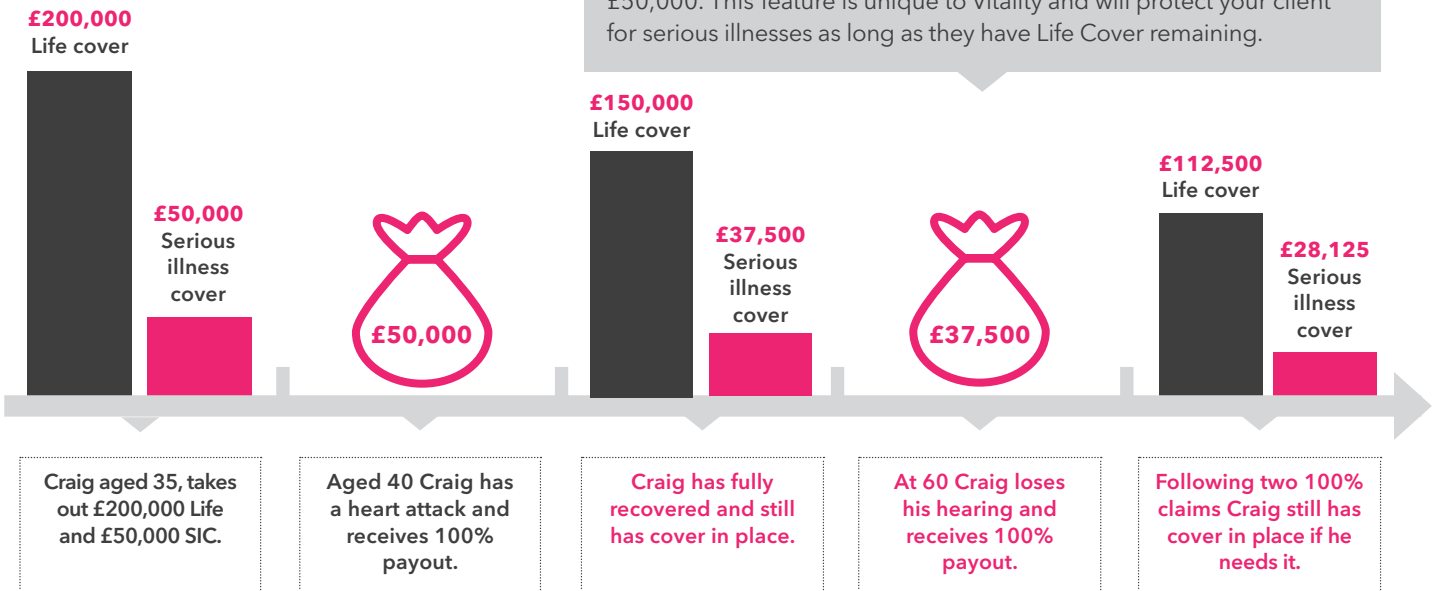
cancers are recurrences⁴

CASE STUDY - COVER FOR MULTIPLE CLAIMS WITH THE PLAN ACCOUNT



Craig has taken out £200,000 Life and £50,000 Serious Illness Cover. The plan account is equal to the amount of Life Cover selected. In this example, the Serious Illness Cover amount is 25% the Life Cover amount.

Craig has claimed £87,500 yet he still has £28,125 Serious Illness Cover if he needs it. Overall, Craig could claim up to £150,000 of Serious Illness Cover - that's three times his original sum assured of £50,000. This feature is unique to Vitality and will protect your client for serious illnesses as long as they have Life Cover remaining.



CRITICAL ILLNESS PLAN PAYS OUT

CRITICAL ILLNESS COVER

UNINSURED AND UNINSURABLE?



VITALITY PAYS OUT



VITALITY PAYS OUT

SERIOUS ILLNESS COVER

Serious Illness Cover can pay up to 3 times the original level of selected cover

Protected Life Cover.

Protected Life Cover is an optional benefit that ensures any payments made from the plan account for Serious Illness Cover would not affect the amount available for a future Life Cover claim.

In the example, if Craig had selected Protected Life Cover, his Serious Illness Cover would function in the same way but he would have £200,000 Life Cover remaining at the end of the plan when he passes away. Meaning, Craig could claim £350,000 i.e. £200,000 on Life Cover and £150,000 on Serious Illness Cover.

Source

1. <https://www.cancerresearchuk.org/health-professional/cancer-statistics/survival>, accessed June 2019
2. British Heart Foundation, Jan 2022
3. State of the Nation Stroke statistics, February 2018
4. Cancer Research UK, 2017

Find out more.

For more information please speak to your adviser or visit our website vitality.co.uk/life-insurance