

Launch – Life Product Weekly News

How Vitality are taking life insurance to the next-level

Vitality are excited to announce that their new Accident and Fracture Cover, along with the latest enhancements to their Income Protection Cover, and their Advanced Funeral Pledge are now available for clients. These innovations, announced at their recent Launch 2025 event, are designed to provide comprehensive and flexible protection cover for your clients. Discover more below.

Accident and Fracture Cover has landed

The latest additions to Vitality's market-leading suite of protection products. Your clients won't just benefit from market-leading payouts of up to £10,000 for fractures, they'll also get unique cover for accidents and emergency surgery.* Plus, they'll get access to up to six physio sessions to help them recover after their claim. All in one product.

Greater support for your clients

Clients making a relevant claim can now access enhanced support with the addition of a new neurological rehabilitation pathway as part of our Recovery Benefit on Income Protection Cover. What's more, as soon as your clients start using their Recovery Benefit, we'll waive their premiums for up to three months when they are in their deferred period.

Advanced Funeral Pledge

Sometimes medical evidence is needed to assess death claims before they can be approved, causing a delay. Vitality's enhanced pledge means they'll now pay £2,000 directly to a funeral director as soon as they receive evidence of death, and this advancement will help bereaved loved ones much sooner.

For more information, head to adviser.vitality.co.uk

**Payable after an accident or emergency surgery requiring hospital admission of over 48 hours, hospital admission must be through Accident & Emergency or Urgent Care.*