



VitalityHealth referral partnership for Directly Authorised firms

We are delighted to offer a referral service for your clients interested in health insurance.

The need for private medical insurance (PMI)

PMI gives your clients quick access to private facilities and treatments. This could be anything from early diagnosis of critical conditions, physiotherapy sessions, to major heart surgery or cancer treatment. PMI is designed to cover the cost of private medical treatment for acute conditions - a disease, illness or injury that is likely to respond quickly to treatment and return someone to the state of health they were in before, or lead to a full recovery. It doesn't usually cover treatment of long-term (chronic) conditions, where the main aim is to keep the symptoms under control, or pre-existing conditions that your clients may have when taking out a plan.

What are the benefits of health insurance?

- ✓ See a GP quickly
- ✓ Choice of quality hospitals
- ✓ Fast access to physio and talking therapies
- ✓ Choice of high-quality consultants
- ✓ Reassurance of an early diagnosis and avoiding waiting times
- ✓ Wider and more comprehensive access to drugs and treatment
- ✓ Access to the very best medical care, at a time and place that suits them
- ✓ Privacy

Our PMI referral service

Our service is perfect for any of your clients who are interested in PMI. One of our fully qualified advisers can take your client through our award-winning private healthcare, and how it can support them and provide peace of mind knowing they can get fast access to high-quality treatment when they need it.



Why VitalityHealth?

At Vitality, we aim to be the best at everything we do, with 5 Star Defaqto-rated health insurance. We take a holistic approach to health insurance - from prevention, early diagnosis and access to advice and care, to comprehensive cover and recovery. Through the Vitality Programme we also encourage your clients to lead healthier lives and reward them for doing so with a range of discounts and rewards.



5 reasons why customers choose VitalityHealth



Digital care access

When your clients seek care – we empower them to access the support and treatment they need through a range of primary and digital care services, like VitalityGP.

[Learn more](#)



Full Cover Promise

We pay recognised consultants' and anaesthetists' fees in full for eligible in-patient and daypatient treatment.

[Learn more](#)



Advanced Cancer Cover

If your client is diagnosed with cancer, we'll provide full cover for the latest cancer treatments and technologies. This includes access to screenings and preventative treatment as well as personalised support and guidance from our specialist team at every stage of your client's treatment journey.

[Learn more](#)



Mental health support

Our end-to-end approach to mental health supports your client - with prevention and maintenance to early intervention, and comprehensive treatment for more severe conditions.

[Learn more](#)



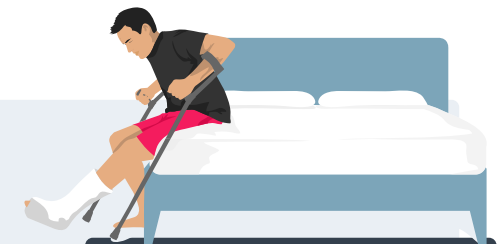
The Vitality Programme

We encourage your clients to take preventative steps and lead healthier lives, with rewards along the way from day one.

[Learn more](#)

Referring your clients in 5 simple steps

- 1 Establish the need, collect the customers contact details and consent to be contacted
- 2 Click [here](#)
- 3 Type in your Vitality agency code to validate your referral form
- 4 One of our Healthcare Consultants will make contact to offer free advice and provide a quotation
- 5 You will then be notified when that client goes ahead with the plan



You need to be a Directly Authorised firm and an agency with Vitality in order to refer

Pink.

Vitality Pink.

When your clients hold eligible Health and Life insurance plans, they become Vitality Pink members and can enjoy an exclusive set of benefits and boosted rewards. This includes a boosted cashback on healthy food at Waitrose & Partners, boosted cashback on the Vitality American Express® Credit Card and our unique Cancer Booster Benefit that provides your clients with an additional income of £1,500 per calendar month, plus the value of their Vitality insurance premiums each month that they are undergoing cancer treatment for up to six months per condition.



Rewarding for you and your clients

When your client signs up, referral commission will be earned.

30%

For Personal Healthcare

30%* initial referral commission is earned over one year

10%

For Business Healthcare

10%* initial referral commission is earned over one year

Product	Average premium*	Commission
Personal Healthcare	£1,262 API	£568
Business Healthcare	£5,740 API	£574

*All commission levels are calculated on net premiums after the deduction of IPT.

For more information please contact your Lead Referral Manager on 0808 149 6365. Lines are open Monday to Friday 09:00-17:00.