



HEALTHY IS HARD

but it doesn't have to be



WE KNOW THE PROBLEM

Healthcare costs are rising exponentially

Modifiable health risks are linked to more than

\$730 billion in US Healthcare Costs*



an amount greater than the GDP of 174 countries and equivalent of to that of Switzerland



Top 5 modifiable health risk costs: (\$ Billions)



High BMI (\$238.5)



High systolic blood pressure (\$179.9)



High fasting plasma glucose (\$171.9)

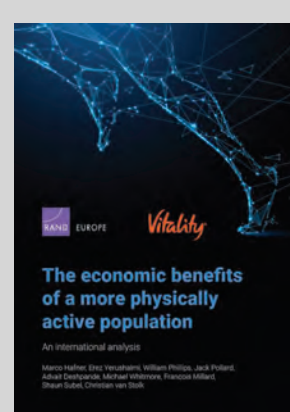


Dietary risks (\$142.6)



Tobacco smoke (\$130)

Source: Vitality Lancet Study



THE BIG PICTURE

If the inactive **WALKED** just **20 MINUTES A DAY** it would add

+\$220BN

in global gross domestic product

+2.5 YEARS

in life expectancy

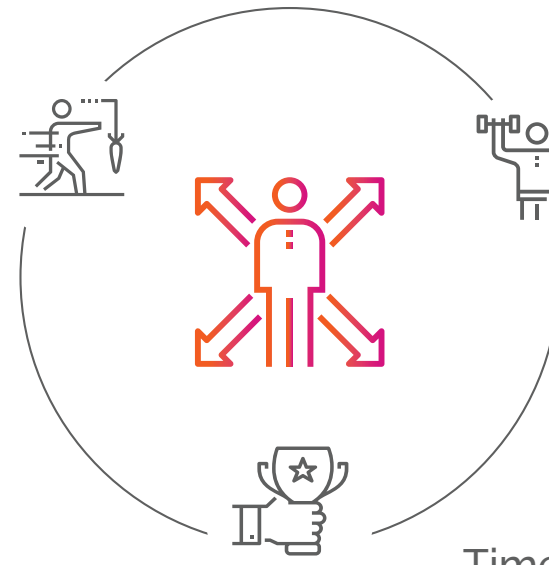
+5 DAYS

of productive days a year

WE KNOW HOW TO IMPACT HEALTH

By encouraging healthy lifestyle habits that address modifiable health risks.

CUE
Nudging members to keep goals top-of-mind



ROUTINE
Engaging in bite-size health goals

REWARD
Timely rewards for achieving goals

VITALITY'S IMPACT IMPROVING MODIFIABLE HEALTH RISKS*



Fruits and Vegetables

7.2%



Physical Activity

20.0%



Stress

9.4%



Tobacco Use

26.1%



Alcohol Consumption

12.0%

PERCENT REDUCTION IN RISK

Source: all members in Vitality's book of business

BUT WE CAN DO BETTER

We need interventions in place to adapt to our challenging world



48.8%

Population will have a chronic condition by 2025

52%

of employers cite the differing wants and needs of a multi-generation workforce as a key challenge

8,000

Digital health start-ups around the world as of August 2020

Source: RAND Corporation

COVID-19

has heightened our need to **FOCUS ON HEALTH** more than ever

12x

Higher deaths for COVID-19 patients with reported underlying conditions

Source: CDC

VITALITY'S IMPACT

Vitality has seen lower COVID-19 health risk for engaged chronic members*

100%



Not on Vitality

83%



Low Engaged

59%



Engaged

47%



Non Chronic

Source: Discovery SA COVID-19 Resilience Index

THAT'S WHY VITALITY IS ALWAYS INNOVATING ...

INTRODUCING GATEWAY FLEX

A solution that:

classpass

fitbit premium

INDIVIDUAL
EMPLOYEE
NEEDS

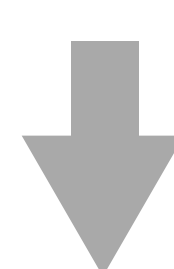
FITT·Finder™

HealthFitness.
A Trustmark Company



Wellbeats

MoveSpring



DECREASES
EMPLOYER
COSTS



INCREASES
MEMBER
CHOICE

We are looking forward to partnering with you in 2021 to tackle these challenges

LET'S TALK

Contact:

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