

## For clients with existing health concerns

### What?

- A healthy-living rewards program

### Who?

- Anyone committed to making small changes toward a healthier lifestyle.
- Clients who are motivated by rewards and insurance savings.

### How?

- Let clients know they don't have to be an athlete to benefit from the program.
- Show clients how easy it can be to earn points and rewards.

## Taking steps to manage their health

When you think Manulife *Vitality*, you might think of young, athletic clients as the most natural fit — the people who get up at 5 a.m. every day to go for a run or hit the gym. But the Manulife *Vitality* program serves a much broader client base.

Consider your clients who are already managing a health concern, like diabetes, high cholesterol or obesity. These individuals just might be ideal candidates. Here's why:



Even with a health risk and substandard rating, your clients qualify for Vitality Points™ right out of the gate. In addition, many rated clients may already be taking steps to manage their health that can give them a head start in the program. Manulife *Vitality* could be the motivation they need to continue making healthy changes, little by little.



Earning Vitality Points is simple! And your clients don't need to become athletes to do so. Everyday healthy actions all count towards their progress:





- get a flu shot
- take online health courses
- get an annual health check-up

In fact, your clients' journey to Gold Vitality Status™ is more achievable than you might think.

## See how easy it is to reach Gold!

Activity	Points
Vitality Health Review™ (VHR) — online assessment	500
Welcome Bonus for completing first-time VHR within 90 days of enrolling	1,500
Vitality Check™ (free health screening with ExamOne®)	Up to 4,500
Non-smoker declaration	1,000
Walking:	
5,000 steps	10
10,000 steps	20
15,000 steps	30
Annual flu shot	200
Dentist visit	200
Online nutrition course	75
<b>Total Points</b>	<b>8,035</b>

## Vitality Status Levels

Bronze 0 points	Silver 3,500 points	Gold 7,000 points	Platinum 10,000 points
			

## Get the conversation started

Even clients with existing health concerns can save on earn rewards for managing their health, little by little. Manulife *Vitality* helps clients understand their health and motivates them to keep reaching their goals. And you can help them get started. Visit [Advisor Portal](#) for more information, tools and resources.



## To learn more, contact your Manulife Sales Representative

Eligibility for rewards may change over time and is not guaranteed over the full life of the insurance policy. Insurance products are issued by The Manufacturers Life Insurance Company. The Vitality Group Inc., in association with The Manufacturers Life Insurance Company, provides the Manulife *Vitality* program. The Manulife *Vitality* program is available with select policies. *Vitality* is a trademark of Vitality Group International Inc. and is used by The Manufacturers Life Insurance Company and its affiliates under license. Vitality Points, Vitality Status, Vitality Health Review and Vitality Check are trademarks of Vitality Group International, Inc. and are used by The Manufacturers Life Insurance Company and its affiliates under license. ExamOne is a registered trademark of Quest Diagnostics.

Manulife, Manulife & Stylized M Design, Stylized M Design are trademarks of The Manufacturers Life Insurance Company and are used by it, and by its affiliates under license. © 2022 The Manufacturers Life Insurance Company (Manulife). All rights reserved. For more product information, visit Advisor Portal.

**Subject line:** Get insurance AND rewards. Get Manulife *Vitality*

Insurance should be about more than just protecting your loved ones; it's about living your life the way you like it. So why not get more out of your insurance while you're around to enjoy it?

Manulife *Vitality* is insurance that motivates you to make healthy choices, earn super-cool rewards AND save on how much you pay in premiums.

### **What kind of rewards? Glad you asked!**

As a Manulife *Vitality* member you can track everyday activities like reading health articles online, going for regular checkups and exercising to earn Vitality Points™. The more points you earn the greater the potential for rewards, including:

- **Apple Watch** from just \$0\* or the latest wearable technology from **Garmin** – the choice is yours!
- **Expedia** – Save up to 50% on two hotel bookings of unlimited nights on the first \$1,000 of your booking and up to \$1,000 per program year.
- **Amazon.ca Gift Cards** – Yours to win weekly and monthly!
- **ExamOne®** wellness screening and personalized report so you can track your progress each year
- **GoodLife Fitness®** Canada wide discounted memberships
- **HelloFresh** – Unlock up to \$144 in annual savings on HelloFresh meal kits!
- **Amazon Prime®** – Enjoy a one-year Amazon Prime membership when you reach Platinum Status and complete your Vitality Health Review™ three years in a row\*\*.

That's a hearty list of rewards. But the most valuable will be becoming the healthiest version of yourself and feeling great. Life (insurance) doesn't get much better than that!

So why not get the term insurance protection you need and start living your healthiest life all at once? Manulife *Vitality* is available through a range of term insurance options sure to fit all of your family's changing needs.

**So, what are you waiting for? Let's connect to chat about how you can start living your longest, healthiest life with Manulife *Vitality*!**

\* Initial payment does not include applicable taxes or upgrades which may include cellular models. Tax on initial payment is based on retail value of Apple Watch. Apple Watch requires an iPhone 6 or later with iOS 14 or later. Wireless service plan required for cellular service. Apple Watch and iPhone service provider must be the same.

\*\* You must redeem your Amazon Prime Membership Code and agree to the Amazon Prime Terms and Conditions to qualify for Amazon Prime membership. Your Amazon Prime membership automatically renews for the membership fee in effect at the time of renewal plus applicable taxes. You may cancel at any time by visiting Your Account and adjusting your membership settings. Valid credit card required at time of registration if Amazon does not have one on file. Amazon Prime Membership Codes cannot be transferred or resold. For more information about Amazon Prime, visit [amazon.com/prime](https://amazon.com/prime).

Vitality is the provider of Manulife *Vitality*, offered in connection with the Manulife life insurance policy. Insurance products are issued by The Manufacturers Life Insurance Company. Family Term is a trademark of and is offered through Manulife (The Manufacturers Life Insurance Company). The Vitality Group Inc., in association with The Manufacturers Life Insurance Company, provides the Manulife *Vitality* program. The Manulife *Vitality* program is available with select policies. Vitality, Vitality Points, Vitality Health Review and Vitality Status are trademarks of Vitality Group International, Inc., and is used by The Manufacturers Life Insurance Company and its affiliates. Points levels for each Vitality Status and activity are subject to change. Apple is not a participant in or sponsor of this promotion. Apple Watch is a registered trademark of Apple Inc. Expedia and the Airplane Logo are either registered trademarks or trademarks of Expedia, Inc. in the United States and/or other countries. All other trademarks are the property of their respective owners. Garmin® is a trademark of Garmin Ltd. or its subsidiaries. Amazon.ca is not a sponsor of this promotion. All Amazon®,™ & © are IP of Amazon.com, Inc. or its affiliates. ExamOne® is a registered trademark of Quest Diagnostics. GoodLife Fitness® and GoodLife Fitness are trademarks or registered trademarks and are used under license. Manulife, Manulife & Stylized M Design, and Stylized M Design are trademarks of The Manufacturers Life Insurance Company and are used by it, and by its affiliates under license. The HELLOFRESH trademark and family of associated marks are owned by affiliates of HelloFresh Canada Inc. and used under license.