



Manulife *Vitality* by the numbers

We're passionate about helping Canadians live longer, healthier lives. And we know you want to do the same for your clients. That's why there's Manulife *Vitality* – a program that rewards members for the little things they do to stay healthy.

And it works! Members are happy and healthy. But don't just take our word for it — see for yourself.



Members are hooked on health

Registered Manulife *Vitality* members are motivated to make healthy choices:

97% complete their Vitality Health Review™

81% of members claim their wearable device

79% connect their wearable to track activity




Program Member data as at March 31, 2020

“

Since signing up for Manulife *Vitality*, I find my health and motivation has become so much better. I'm being held accountable to actively move and I have a way of tracking what I've actually done.”

Jennifer Cranson,
Manulife *Vitality* member

 See what other members are saying.



On average, Manulife *Vitality* members complete **27 health-improvement activities** every month, including:



20
pts

Completing a physical activity such as walking **10,000 steps**



20
pts

Setting a new goal, like a better night's sleep, and checking in on progress



50
pts

Finishing a **mental well-being review**



200
pts

Going for a **dental check**



200
pts

Getting a **flu shot**

Program Member data as at March 31, 2020



Manulife *Vitality* members are getting healthier

Little changes lead to big improvements. And members are seeing results. In just one year here's how members transformed their health risks from an unhealthy to a healthy range:

Body Mass Index

12% improved to a healthy range¹

Blood Pressure

32% improved to a healthy range²

Cholesterol

21% improved to a healthy range³

Glucose

35% improved to a healthy range⁴

Program Member data as at December 31, 2019.



On the up and up



80% of members are satisfied with the Manulife *Vitality* program – a measure that continues to climb each year.⁵




65% of members are more likely to recommend the program to others in 2019, versus 2018.⁵

“

Manulife *Vitality* has made me more excited to talk about insurance with clients and prospects. Seeing the clients getting excited has made me more excited to introduce Manulife.”

Dustin Ralph,
Manulife *Vitality* Advisor



 [See what other advisors are saying.](#)

Members aren't the only ones who benefit from the program. Healthy clients are happy clients. And happy clients are great for your business. So go ahead and recommend Manulife *Vitality* with confidence, knowing that your clients will live healthy, earn rewards, and save money... and they'll thank you for helping them get started.

To learn more, contact your Manulife sales representative.

¹ BMI in-range value: <25 ² Blood pressure in-range value: <120 ³ Cholesterol in-range value: <5.2 ⁴ Glucose in-range value: <5.6 ⁵ Manulife *Vitality* member survey conducted via Confront, 2020

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 and Vitality Health Review are trademarks of Vitality Group International, Inc., and are used by The Manufacturers Life Insurance Company and its affiliates 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.