

## Vitality case studies



### Background Information

Name:	Phillipa Roe
Marital status:	Single
Age:	25
PruHealth plan type:	Comprehensive Plan
Excess amount:	£0
Hospital network:	London Hospital Network

*Phillipa Roe lives in London close to a range of PruHealth partner gyms. Phillipa joins PruHealth in January after making a new year's resolution to exercise more and quit smoking to improve her health. During the course of the year she goes to the gym on a regular basis and takes active steps to manage her health.*

### How Does Phillipa Improve Her Status Level Throughout The Year?

Quarter One	Points
■ Activates PruHealth Member Zone online	50
■ Completes a Personal Health Review	100
■ Works out at least once a week at Cannons Health Clubs	120
■ Quits smoking with Allen Carr's Easyway to Stop Smoking	150
■ Completes a stress assessment in the Stress Centre	50
■ Creates a healthy meal plan in the Nutrition Centre on the Member Zone	50
■ Reads 3 articles on the Member Zone	30
<b>Total Vitality points</b>	<b>550</b>
<b>VITALITY STATUS</b>	<b>BRONZE</b>
Quarter Two	Points
■ Has a free fitness assessment at Cannons	300
■ Registers with Fitbug and reaches target steps once a week	120
■ Works out at least once a week at Cannons	120
■ Reads 3 articles on the Member Zone	30
<b>Total Vitality points required for Silver status</b>	<b>1,000</b>
<b>Total Vitality points earned by Phillipa</b>	<b>1,120</b>
<b>VITALITY STATUS</b>	<b>SILVER</b>

Quarter Three	Points
■ Has a basic health screen with PruHealth screening partner	200
■ Works out at least once a week at Cannons	120
■ Reads 3 articles on the Member Zone	30
■ Reaches target Fitbug steps at least once a week	120
<b>Total Vitality points required for Gold status</b>	<b>1,500</b>
<b>Total Vitality points earned by Phillipa</b>	<b>1,590</b>
<b>VITALITY STATUS</b>	<b>GOLD</b>
Quarter Four	Points
■ Has another fitness assessment	300
■ Maintains fitness rating	200
■ Improves BMI band	100
■ Works out at least once a week at Cannons*	100
■ Completes another stress assessment	50
<b>Total Vitality points required for Platinum status</b>	<b>2,000</b>
<b>Total Vitality points earned by Phillipa</b>	<b>2,340</b>
<b>VITALITY STATUS</b>	<b>PLATINUM</b>

### POINTS CARRIED OVER TO YEAR 2 = 234

10% of her total Vitality points at the end of the year will be carried over when she renews.

\*As Phillipa has reached the category limit for exercise her exercise points will be capped at 1,500 points

## What is a PHF?

The PHF, the first of its kind in the UK, is a benefit that helps pay for certain additional services that are not usually covered by private medical insurance. You have access to a fund of money to spend on certain health services throughout the year.

This fund of money is topped up every year when you complete a Personal Health Review in our Member Zone.

### How do I find out how much my PHF has been topped up by?

The amount of PHF you receive will depend on

- type of cover you have (single or family)
- your total claims amount paid
- your Vitality status at the end of the scheme year

To see how much your PHF will increase by on renewal, please refer to your Schedule of Benefits.

## What treatment can I pay for with my PHF?

Your employer has chosen some great extra private healthcare services for your PHF. You can check what these are by referring to your Schedule of Benefits.

**PRU HEALTH**  
It pays to be healthy

[www.pruhealth.co.uk](http://www.pruhealth.co.uk)