



BUILDING ON SUCCESS – TAKING WHAT VITALITY DOES BEST TO THE NEXT LEVEL IN 2012

Vitality has had great success in encouraging participation in healthy activities and helping people make positive behavioural changes. This success has been internationally recognised and has grown Vitality into the largest science-based wellness programme in the world.

Building on this foundation of success, Vitality offers you some new exciting benefits in 2012 and will refine ways to encourage and reward your healthy behaviour. From January 2012 you can save 25% on HealthyFood™ at Pick n Pay, HealthyCare™ at Clicks and HealthyGear™ products at adidas and Totalsports.

Introducing HealthyCare™ in partnership with Clicks

HealthyCare™ makes personal and family care easier and more affordable with cash back from 10% and up to 25% on the HealthyCare™ range at Clicks. You'll get greater savings on products in the HealthyCare™ range as this cash back is added to the current Clicks Cash-back Rewards of 5% to 15%, depending on your Vitality status.

Activate the HealthyCare™ benefit for more rewards at Clicks

<p>1. Activate the HealthyCare™ benefit on www.discovery.co.za to get a Vitality Clicks ClubCard and 10% cash back on HealthyCare™ products at Clicks.</p>	<p>2. Complete a Vitality Check at a pharmacy in the Vitality Wellness Network to get 25% cash back.</p>	<p>3. Swipe your Vitality Clicks ClubCard at over 400 Clicks stores. You will be able to identify and of the HealthyCare™ products HealthyCare™ catalogue on our website or in Clicks.</p>	<p>4. Enjoy greater cash back rewards at Clicks as you improve your Vitality status and take care of yourself.</p>
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A Vitality Check increases health awareness and HealthyCare™ rewards

Increase your HealthyCare™ cash back from 10% to 25% with a Vitality Check – four quick tests to know your risk for chronic conditions – at Clicks or other pharmacies in the Vitality Wellness Network. Discovery Health pays for one Vitality Check a year and you'll earn Vitality points that will be boosted if your results are in the healthy range.

HealthyCare™ products

Working with Clicks, Vitality has identified products that promote health, general wellbeing and treatment of common ailments. It makes high-quality personal and family care more accessible and includes dental care, first aid, exercise equipment, eye care, self care, foot care, sun care, products to stop smoking and nutritional supplements.

Introducing HealthyGear™ in partnership with Adidas and Totalsports

The HealthyGear™ benefit makes taking part in physical activity more accessible with savings across the entire Adidas range of products from training, tennis, running, rugby, soccer to outdoor gear and more. You'll get savings from 10% and up to 25% on high-quality active gear and sports equipment at Adidas and Totalsports stores.

How to activate the HealthyGear™ benefit

<p>1. Activate the HealthyGear™ benefit on www.discovery.co.za to get a HealthyGear™ card and 10% cash back at Adidas stores.</p>	<p>2. Complete an Online Fitness Assessment or a Vitality Fitness Assessment at a biokineticist in the Vitality Wellness Network to get 25% cash back.</p>	<p>3. Swipe your HealthyGear™ card at any adidas store or use your Visa DiscoveryCard to buy adidas gear at any Totalsports.</p>	<p>4. Enjoy greater cash back rewards with your DiscoveryCard at Totalsports.</p>
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To increase the HealthyGear™ cash back from 10% to 25%, learn more about your fitness level and how to improve it. You can either do an Online Fitness Assessment (1 000 Vitality points) or you can complete a Vitality Fitness Assessment at a biokineticist in the Vitality Wellness Network (3 000 Vitality points and up to 15 000 booster points depending on fitness level).

Research proves that increased physical activity lowers healthcare costs

To encourage all Vitality members to improve their health through regular physical activity, we will be increasing the minimum number of gym visits from **24 visits to 36 visits** in a rolling 12-month period to get the maximum saving.

From 1 April 2012, and every month after that, you will need to have at least 36 gym visits recorded in the previous 12-month period. This means that, on average, members will have to visit the gym at least three times in every month of the previous 12 months. If you do not make the required number of visits, it will change the monthly gym membership saving from 80% to 50%. The savings will be increased once you reach 36 visits in a rolling 12-month period. Please visit www.discovery.co.za for more information about the gym visits and savings you get.

Greater incentives for improved health and fitness results in 2012

It's proven that positive behaviour change is more likely to happen when you set goals that you can work towards and achieve. From 2012 Vitality is increasing the number of points you can earn when you take active steps to improve your health and achieve specific health goals.

- **Vitality Check: set your target on results in the healthy ranges**

From 2012, you'll earn 2 500 Vitality points for knowing your health with a Vitality Check. You can boost the 2 500 points to up to 14 000 points if your results for these four quick tests are in the healthy ranges. Here's how it will work:

Points for each test	Total points for results in the healthy ranges
Cholesterol: 500 points	Boost the 500 points to 3 000 points
Blood pressure: 500 points	Boost the 500 points to 3 000 points
Blood glucose: 500 points	Boost the 500 points to 3 000 points
Weight assessment: 1 000 points	Boost the 1 000 points to 5 000 points

The rate for a having Vitality Check in 2012 is R125. If you have a Discovery Health Plan, this amount is still paid for from your Screening and Prevention Benefit once a year.

- **Vitality Fitness Assessment: the fitter you are, the better your points**

You will earn 3 000 Vitality points for doing a Vitality Fitness Assessment at a biokineticist in the Vitality Wellness Network – click [here](#) for the list. Depending on your fitness level when you have the assessment, you can boost the 3 000 Vitality points to up to 15 000. Your fitness level will boost your Vitality points as follows:

Points for the assessment	Total points depending on your clients' fitness level
Earn 3 000 points	Fitness level 2: Boost the 3 000 points to 7 500 points
	Fitness level 3: Boost the 3 000 points to 10 000 points
	Fitness level 4: Boost the 3 000 points to 13 000 points
	Fitness level 5: Boost the 3 000 points to 15 000 points

Try to do a Vitality Fitness Assessment twice a year, five or more months apart, to monitor your fitness levels and earn thousands of Vitality points.

The rate for a having Vitality Fitness Assessment in 2012 is R185.

The rate for having a Vitality Nutrition Assessment in 2012 is R275.

Staying connected in 2012

It's easier to get and stay healthy when you have support. In 2012, Vitality will start the next phase in its wellness revolution – using the power of social networks to help you on your journey to wellness.

There will also be some changes to points earning activities in 2012, as well as additional new ways to earn points through our online social offering.

What will be falling away?

Points earning activities that are being removed in 2012 include the online meal plans and being able to assess your nutrition online, as well as points for using a Virgin Life Care Health Zone at Virgin Active gyms.

How you can earn points with new activities

Instead, you'll now get up to **5 000 points** when you and your friends and family use the online tools to understand your nutrition and health goals by challenging each other, asking the experts, mapping routes, counting calories and much more.

Physical Activity Monitors

In 2012 the current points earning activities will be enhanced with additional functionality and partnerships that will allow you to record physical activity outside the gym environment and earn Vitality points. We will be removing the points for registering devices such as a Polar Heart Rate Monitor as the new offering aims to include a variety of mobile devices (such as Adidas MiCoach) so that you have greater opportunities to earn points for the activities you do.

Rewards for healthy women

From 2012, women who are 40 years and older will get Vitality points for having an annual mammogram. Clinical research in the area of preventive screening grows continually and recent guidelines show mammography should be started later in life. While academic institutions still have differing guidelines, most agree that mammography screening is not necessary before the age of 40. Women over 40 will get 2 500 Vitality points for having a mammogram once a year.

Click here to find out more about the [Vitality partners and the points](#) you can earn.

www.discovery.co.za