

Vitality: The British insurer that believes prevention is better than claim

Vitality is a UK based company guided by a core purpose of making people healthier. Vitality is the leader in improving health to unlock outcomes that matter. By blending industry-leading smart tech, data, incentives, and behavioral science, Vitality inspires healthy changes in individuals and organizations.

Vitality began its relationship with Wysa by identifying 60,000 members who had been screened as high risk. The members were offered anonymous access to Wysa Premium for a year to improve their mental wellbeing.

“Reframing my sad thoughts then doing the positivity exercise is really reassuring. If I feel lonely I do that and it helps a lot”

a Vitality User

The advertisement features a woman in a pink jacket and black leggings sitting on the ground, wearing headphones and looking at her smartphone. The background is a simple landscape with trees and a blue sky. The Wysa logo is visible in the top right corner of the ad. The text reads: "Get 12 months complimentary mental health support with Wysa." Below this is a red button that says "Register now".

Get 12 months complimentary mental health support with Wysa.

Register now

Wysa

Hello Magnus,

Meet **Wysa**, the digital mental health platform that provides support based on your personal needs.

Wysa provides personalised tools and techniques, handpicked by experts and backed by science, to help you better look after your mental health.

What's included:

- A tailored mental health support programme
- A pocket therapist, available via the 24/7 Wysa AI (Artificial Intelligence) coach
- Self care tools

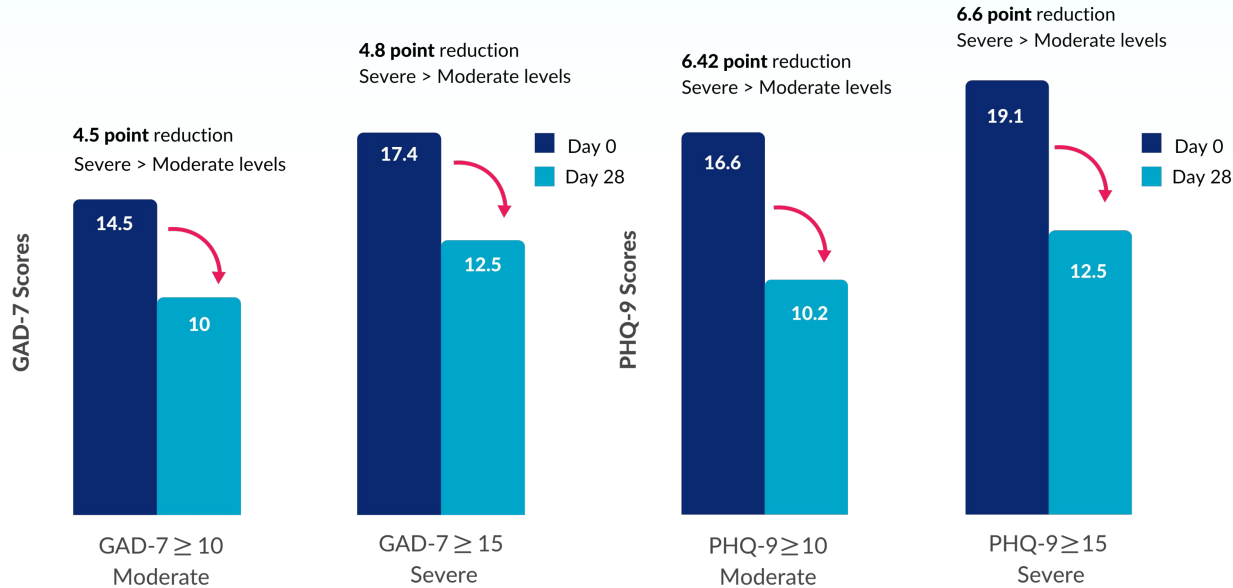
The smartphone screen shows the Wysa app interface with a grid of colorful tiles for different features: "Support Self-esteem", "Exercise Wellness Park", "Goal Challenges", "Productivity Pack", "Mindfulness", "Meditation", "Sleep Stories", and "Meditation Coach".

81%
conversion rate from initiation to onboarding

88%
Users returned for 2+ sessions with Wysa

83%
Found Wysa useful

Symptoms of depression and anxiety improved significantly after using Wysa



Improvements in symptoms of anxiety after 28 days

Improvements in symptoms of depression after 28 days

"The impact of digital self-help for members we identified as higher need is significant. The results demonstrate the potential as a preventive tool as well as providing on-demand support for those who need it."

Dr Katie Tryon
Director of Health Strategy
Vitality