

# Vitality Market 2017- Design Competition Strategies by Identifying Who-Stands-Where in the Market

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## SUMMARY

WiseGuyReports published new report, titled "Insurance Company Profile: Vitality".

"Insurance Company Profile: Vitality", company profile provides a comprehensive review of Vitality and its UK business. This includes its structure, its performance in both the commercial and personal lines markets, as well as its marketing and distribution strategy.

Owned by Discovery Holdings, Vitality is a health and life insurer that has approached the UK market in an innovative way by utilizing wearable tech to offer policies to those consumers adopting a healthy lifestyle. Launched in 2015, the Vitality brands offer rewards to customers for meeting their individual health goals. This profile explores Vitality's approach and offers a review of the company, its business structure and strategy, its financial performance, and a SWOT analysis.

## Key Questions Answered

- What are Vitality's key differentiators?
- What are Vitality's strengths and weaknesses?
- What opportunities and challenges does the company face going forward?

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## Scope

- Discovery joined the UK market in 2007, in a joint venture with PruHealth and PruProject. In 2015 Discovery bought 100% of the shares and became VitalityHealth and VitalityLife. Collectively, VitalityHealth and VitalityLife cover close to 1 million lives.
- Vitality's success in using wearable technology to create sophisticated pricing structures based on a policy holder's wellbeing is likely to pave the way for much greater use of wearable technology in the health insurance industry.

## Key points to buy

- Learn about Vitality's organizational structure and its core business segments.



- Gain insight into the strengths, weaknesses, opportunities, and threats Vitality faces going forward.
- Understand the group's strategy.

## Table of Contents

### Operations

Discovery Holdings: A Global Overview

Corporate Structure

Historic Milestones

What does Discovery do today?

Vitality Life

Vitality Health

### Strategy

Vitality Rewards

Partnerships

Sponsorships

Advertising Expenditure

Future Strategy

Performance

Overview

Vitality Health

SWOT Analysis

Strengths

Weaknesses

Opportunities

Threats

..CONTINUED

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Wise Guy Reports is part of the Wise Guy Research Consultants Pvt. Ltd. and offers premium progressive statistical surveying, market research reports, analysis & forecast data for industries and governments around the globe.

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