



# Engaging Your Vitality Clients Throughout Their Lifetime



We've got you covered!

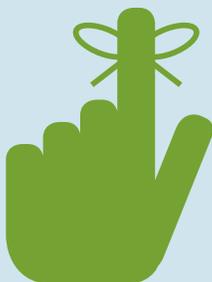
# With Your Clients Every Step of the Way

You've worked hard to prospect and sell new cases. Now, let John Hancock and Vitality help your clients take advantage of the program's benefits and keep them motivated, engaged and living healthy throughout the life of their policy.

## It's Easy for Your Clients to Get Started

Soon after the sale, you'll receive the client's policy along with a Vitality Registration Packet that outlines the three easy steps clients need to get started:

- 1** Visit **[www.JohnHancockVitality.com](http://www.JohnHancockVitality.com)** and register for the program
- 2** Complete the **Vitality Health Review (VHR)**
- 3** **Select their fitness device** — one of several ways to start earning credit for their healthy choices



### **REMEMBER:**

Ask your clients for their email addresses and phone numbers at the time of the application.

# Leave the Rest to Us

Your John Hancock Vitality clients will receive regular updates when they've completed a goal, earned Vitality Points, or just need a little extra encouragement to get to the next status level. Here is a description of some of the important communications we send to support your clients in their pursuit of living longer, healthier lives. A more detailed timeline is listed on the following page.

## General Program Communications



### **Live More Member Magazine (semi-annual)**

Offers articles and strategies to keep members motivated throughout the year.



### **Monthly E-Newsletter**

Offers recipes, tips, and encouragement.



### **Seasonal Campaign**

Seasonal-themed communications will inspire members to remain committed to their healthy lifestyle.



### **Monthly HealthyFood Email Recipe**

Provides a healthy and nourishing recipe to your client's each month.

## Customized Policy & Program Information



### **John Hancock Vitality Member Website**

Members can login and receive:

- Status updates
- Customized health tips and goals
- Wellness education



### **Customized Encouragement and Reminder Emails**

Emails are sent throughout the year to motivate clients to take that extra step.



### **LifeTrack Annual Report**

Clients who elect LifeTrack will receive an update on their policy status once per year.



### **John Hancock Vitality Mobile App**

The John Hancock Vitality mobile app keeps members engaged from anywhere.

- Track workouts and submit completed activities for Vitality Points
- Spin the Vitality Wheel for the chance to earn prizes\*
- Access to our newsfeed with fun activities, recipes, and health tips

\*May not be available on all products.

# Connecting With Your Clients

When it comes to living a longer, healthier life, John Hancock and Vitality will support your clients every step of the way. We'll send regular points and status updates, congratulate them when they complete a goal, and offer encouragement when they need it most. That way, you can focus on building stronger, long-lasting relationships.

Below is an example of the monthly communications clients may receive throughout the year. Timing may differ based on when the policy is issued, client preferences, and LifeTrack elections.



John Hancock Vitality members typically average **44 activities per month** as they earn points and enjoy rewards, premium savings and access to health and wellness tips and resources.

**MONTH 7**



**You've Earned Vitality Points Email**

Weekly email summary of points earned.

**MONTH 8**

**120**

**The Year is Almost Up Email**  
Sent 120 days prior to policy anniversary.

**MONTH 9**

**90**

**The Year is Almost Up Email**  
Sent 90 days prior to policy anniversary.



**Get Active Seasonal Email**

**MONTH 10**



**LifeTrack: Still Time to Save Email**

**60**

**The Year is Almost Up Email**  
Sent 60 days prior to policy anniversary

**MONTH 11**

**30**

**The Year is Almost Up Email**  
Sent 30 days prior to policy anniversary.

**MONTH 12**



**Premium Bill**  
Mailed 28 days prior to policy anniversary.

**LifeTrack Annual Report & Annual Statement**  
Mailed at end of year.



**Live More Magazine, Winter 2017/2018**



## What Current Members Are Saying

It's been a wonderful, **motivational experience** so far. I've lost about 10 pounds.

It's the ultimate challenge. I'm constantly wanting to **get more points**.

It was nice to see that John Hancock is partnering with Vitality to give people **incentive to make positive changes** in their health.

I am **very excited** about the Vitality Program. It's simple and **I look forward to using it** for a very long time.

**50%** of people are more motivated to purchase life insurance after reading a description of John Hancock Vitality.<sup>2</sup>

**Customers are recommending John Hancock Vitality 2x as often** as people who own traditional life insurance policies.<sup>1</sup>

More than **8 OUT OF 10** people say they would prefer a policy like John Hancock Vitality over traditional life insurance.<sup>2</sup>



**John Hancock Vitality members** take an average of 9,323 steps per day, compared to 5,000 steps for the average American.<sup>3</sup>

## Client Resources



### **John Hancock Vitality Member Website** **[www.JohnHancockVitality.com](http://www.JohnHancockVitality.com)**

Ensure your clients login and register to receive all the benefits of the program.



### **John Hancock Vitality Mobile App**

To download, clients can visit the Apple App Store or Google Play and search "John Hancock Vitality."



### **Vitality Member Support**

Clients can call John Hancock Vitality Support at **1-888-333-2659, option 1;** or email **[support@jhvitality.com](mailto:support@jhvitality.com)**.

## Advisor Assistance



Advisors can call John Hancock Sales Support at **1-888-266-7498, option 2,** or go to **[www.JHRedefiningLife.com](http://www.JHRedefiningLife.com)** for marketing materials and information on John Hancock Life Insurance with Vitality.



1. John Hancock's Net Promoter Score Data, reported from Clarabridge April 2017.

2. Consumer survey conducted by John Hancock Insurance from 7/17/17 to 8/11/17.

3. BusinessInsider.com, Here's how much the average American walks every day, July 2015, accessed from: <http://www.businessinsider.com/heres-how-much-the-average-americanwalks-every-day-2015-7>.

**For agent use only. Not for use with the public.**

"Vitality" refers collectively to the benefits provided by John Hancock's Healthy Engagement feature. The Vitality Group is the company that John Hancock has partnered with to administer these benefits.

Insurance policies and/or associated riders and features may not be available in all states.

Insurance products are issued by John Hancock Life Insurance Company (U.S.A.), Boston, MA 02210 (not licensed in New York) and John Hancock Life Insurance Company of New York, Valhalla, NY 10595.

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