

# Vitality rewards members for getting healthy

# Meet the Pillays

Deepak is a 38-year-old accountant and Aria is a 37-year-old physiotherapist. They have two kids, Rakesh who has just turned 7 and Aanya who is 5.



# Complete health checks and assessments

In order to ensure the early detection of health risks, it is important for members to complete various health checks and assessments. These differ based on age and gender



### 5 000 pts

Deepak and Aria start by finding out their Vitality Age



#### 35 000 pts

They then complete their Vitality Health Checks. All of Aria's results are in a healthy range. Deepak has high blood pressure but all his other results are in range



#### 2 000 pts

Rakesh and Aanya go for a Kids Vitality Health Check and complete their Kids Vitality Health Review



#### 4 000 pts

The whole family has a dental health check



#### 71 500 pts

The family reaches Silver status



### 10 000 pts

Deepak and Aria go for a Vitality Fitness Assessment and both reach level 4 fitness



#### 2 000 pts

Aanya goes for an optometry visit; and Rakesh completes a primary EyeGym course



#### 6 000 pts

Deepak goes for an HIV test and a flu vaccination



#### 7 500 pts

Aria goes for an HIV test and a Pap smear



The family leads a healthy and active lifestyle, this improves and maintains their good health and lowers any potential risk of disease



#### 6 300 pts

Deepak takes Rakesh with him to a parkrun almost every week



#### 10 400 pts

Deepak also goes to gym twice a week



#### 20 800 pts

Aria keeps fit by going on one 30 minute run per week at 80% of her age related maximum heart rate and doing 10 000 steps one other day of the week



#### 6 000 pts

The family choose to eat HealthyFood and earn points throughout the year



Given their health claims, card spend and Vitality points, they get

34 500 Discovery Miles



Deepak and Aria watch movies at discounted prices and the kids watch for free before 7pm



#### 30% base discount

Deepak books a family holiday to Durban with kulula.com flights, Europcar car hire and accommodation at the African Pride Hotel



## 20 160 pts

They use their Discovery Card frequently and spend on average R21 000 a month, this earns them Miles and Boosted Miles



The family reaches Gold status

