

Give your clients the life insurance they want

Whether it's at the grocery store or the doctor's office, today's consumers want personalized, engaging solutions that make their lives better and more convenient. That's true for life insurance, too. Fortunately, that life insurance solution already exists — John Hancock Vitality.

Offer your clients the protection of life insurance, with the added benefits of a program that helps them reach personal goals, improve their physical and mental well-being, earn savings and rewards, and most importantly, live a longer, healthier life.

What consumers are saying



They want more interaction

80% want more frequent engagement with their life insurance provider beyond sign-up and billing.



They're willing to share information for financial gain

85% would share real-time wellness data with insurance companies through wearable devices in exchange for ongoing financial benefits like a lower insurance premium or wellness rewards.



When it comes to living healthy, here's what motivates them

Nearly 90% say a lower life insurance premium would incentivize them to live healthier — and so would wellness rewards (77%), and wellness education/coaching (70%).



They want personalized solutions

2/3 would likely switch their life insurance provider to a company that could tailor coverage offerings to fit their individual insurance and wellness needs.

For more information on John Hancock Vitality, contact your **John Hancock Representative** or visit **JHSalesHub.com**.

Source for all stats: Lifehealth.com, 85% Of U.S. Adults Would Improve Health And Fitness Habits For A Lower Monthly Life Insurance Premium, https://www.lifehealth.com/85-u-s-adults-improve-health-fitness-habits-lower-monthly-life-insurance-premium/?utm_source=iContact&utm_medium=email&utm_campaign=advisor-e-newslink&utm_content=Allianz

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