

For intermediary use only, not for use with customers

# MyHealthCounts

Aviva's online health and wellbeing tool helping customers with Healthier Solutions policies to look after their health.

Retirement  
Investments  
Insurance  
Health



**MyHealthCounts** helps your clients to understand their health and the lifestyle choices that impact it. It's easy to follow and can help your clients achieve up to 15% discount off their renewal premium too.

By using MyHealthCounts, your clients will be able to better understand their current state of health and how they can improve it.

Your clients will be required to complete a short health questionnaire and based on this we will recommend a 12-week programme that offers personalised advice, and provides useful hints and tips on how to manage and improve their health.

Here's how it works:

- Once your clients buy a Healthier Solutions policy, they can register for MyHealthCounts by going to [myhealthcounts.co.uk](https://myhealthcounts.co.uk).
- After registering, your clients will be required to complete an online health questionnaire telling us about their health and lifestyle choices. Based on this

information we'll calculate their Q score - showing how healthy they are compared to 100 people who are all the same age, race and gender.

- MyHealthCounts will then recommend a 12-week health programmes most suited to improving your client's health (ranging from physical activity to giving up smoking). It will also include personalised advice and suggestions on how they can improve their health.

By improving their Q score and ultimately their health, your clients could receive a discount of up to 15% on their renewal premium.

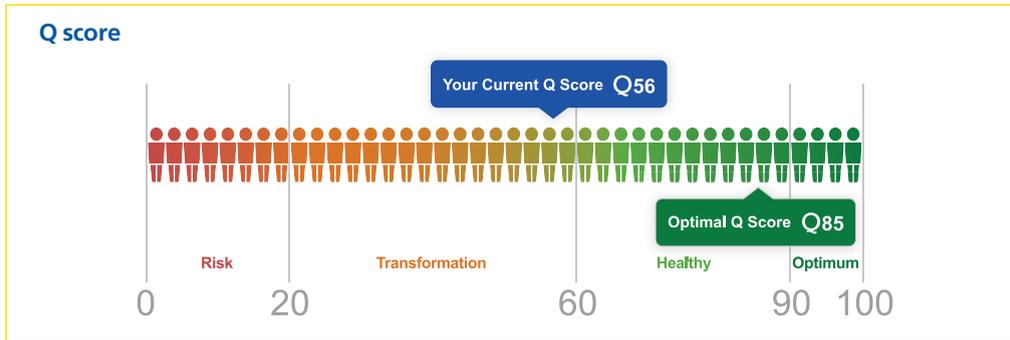
All Healthier Solutions customers also have access to Aviva Advantages, which provides health and wellbeing offers throughout the year.

Your client's **MyHealthCounts** discount is completely separate to their no claim discount, enabling them to save money off their premium, even if they make a claim.



# What is a Q score?

The **Q score** is the rating we give each member who uses MyHealthCounts. Imagine a queue of 100 people who are exactly the same age, gender and race as your client. The first person in the queue needs medical attention straight away, and the person at number 100 is enjoying optimum health. Your client's Q score will tell them where abouts in the queue they'd stand today according to their current health and lifestyle choices.



<b>Q score</b>	0-40	41-50	51-60	61-70	70-80	81-100
<b>Premium Discount</b>	0%	5%	7.5%	10%	12.5%	15%

**Your client's Q score** is based on the personal health information and lifestyle choices as entered in the health questionnaire. Therefore the more accurate the information they input, the more accurate your client's Q score will be.

If your clients don't know some or all of their true health measurements, they can find out by booking a pharmacy health check at a discounted rate through Aviva, using a national network of pharmacies.

Any **MyHealthCounts** discount achieved is applied when your client renews their policy.

## MyHealthCounts constantly focuses your mind and helps make these changes permanent



Simon from Bristol shares his experience of MyHealthCounts.

*“ MyHealthCounts was easy to navigate; it quickly got me on the scales, finding a measuring tape and soon confronting, with motivating encouragement, some home truths.*

*The Q Score form triggered an e-mail invitation to undergo a biometrics health test at a local pharmacy which turned out to be an easy and friendly encounter. I took the MyHealthCounts*

*results to my doctor and chatted them over with him. The doctor recommended a diet of low fat, low salt and low sugar and daily exercise.*

*Thanks to MyHealthCounts I have lost over 2 stone, embraced a change in my diet and I aim to walk 10,000 brisk footsteps every day. The only downside has been the cost of taking in suits and trousers. Many thanks Aviva. ”*

# Questions and answers

**Q. When can my client register for MyHealthCounts?**

**A.** Once your client becomes a Healthier Solutions customer, they will be sent information about how to join MyHealthCounts.

**Q. Does my client have to take part in MyHealthCounts?**

**A.** No, it's entirely optional. Of course we hope your client will give it a try as we are very excited to be able to offer them a medically approved way to understand more about their health, and it's completely free. Once your client has signed up and got their Q Score, it's entirely up to them as to whether they choose to do their own thing, or follow one of our 12-week programmes covering:

- Physical activity
- Diet
- Weight loss
- Alcohol
- Smoking

**Q. Is MyHealthCounts free to join?**

**A.** Yes

**Q. What is the pharmacy health check?**

**A.** If your client doesn't know all their health measurements, they can book a pharmacy health check. They will have to pay for this, but at a discounted rate as part of MyHealthCounts. The pharmacy will update your client's Q score automatically.

**Q. If my client makes a claim, will they still get a MyHealthCounts discount?**

**A.** Yes, MyHealthCounts is completely separate from the no claim discount (NCD). So if anyone covered on your client's policy makes a claim, their policy will drop down the NCD scale at renewal – unless they have protected their NCD. However, your client could still earn a MyHealthCounts discount which could help them reduce their premium.

**Q. Will the medical information provided by my client be used to assess any claim?**

**A.** No, we will not use your client's data to assess any claim they are currently making, or may make in the future.

**Q. How will you use the data my client provides?**

**A.** We will only use your client's MyHealthCounts data to calculate their discount. We will not use your client's data to underwrite their policy.



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