

wysa

**The British insurer  
that believes  
prevention is  
better than claim**

Wysa & Vitality Partnership





# Background

Vitality is a UK-based company guided by a core purpose of making people healthier. Vitality is the leader in improving health to unlock outcomes that matter with more than 1.7 million members. By blending industry-leading smart tech, data, incentives, and behavioral science,

Vitality inspires healthy changes in individuals and organizations. Vitality offers an incentive-based behavior change program to encourage the members to be healthier, which includes physical and mental wellbeing, called “The Vitality Program”.

“A lot of what we do is for the individual members, helping them focus on their holistic wellbeing. Our insurance policies include psychological therapies and support, taking away all the underwriting limitations on talking therapies. Really, anyone can get access to the talking therapies!”

**Dr. Katie Tryon**  
**Director of Health Strategy**  
**Vitality**



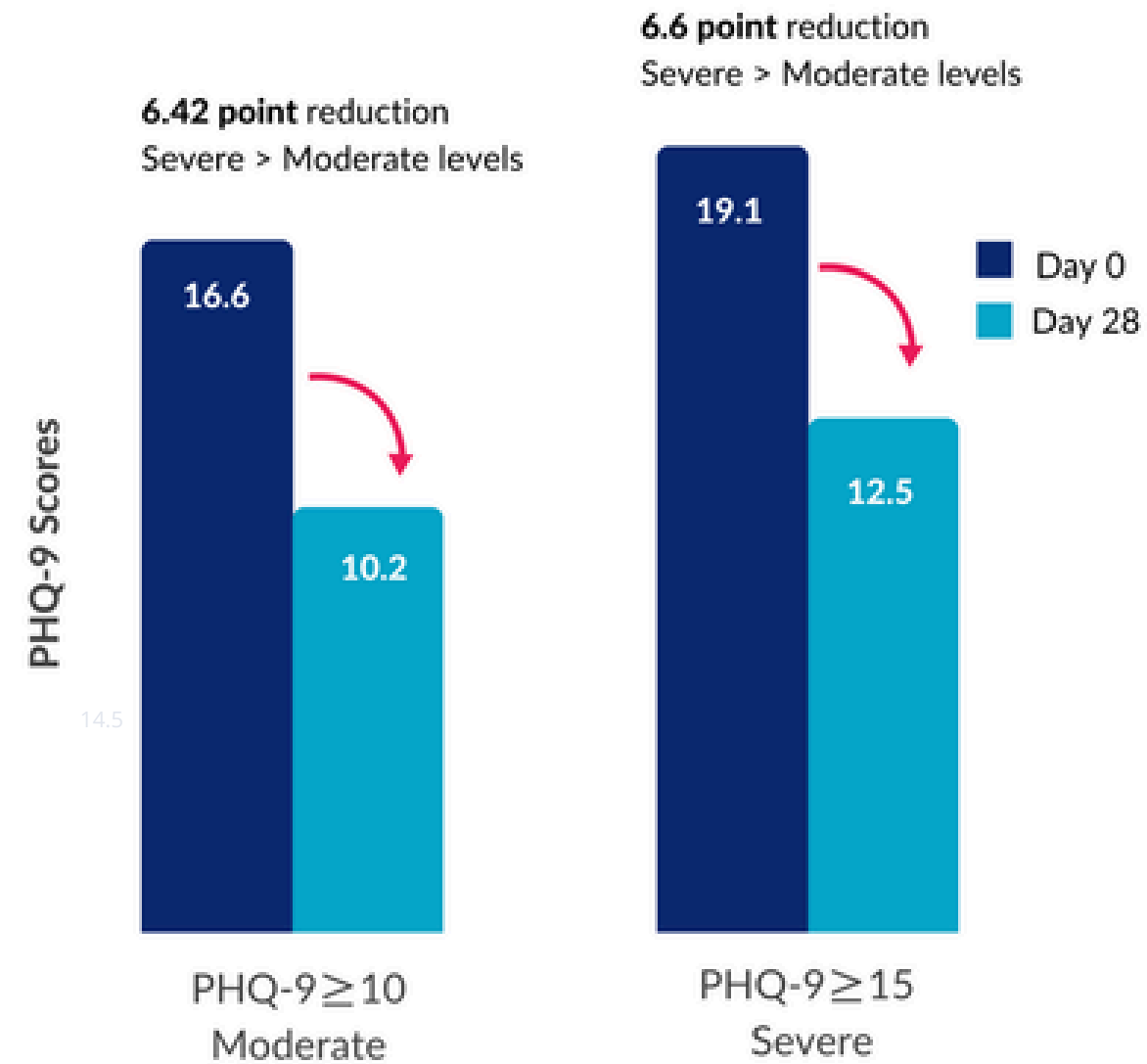
# Addressing challenges head-on

Vitality began its relationship with Wysa by identifying 60,000 members who had been screened as high-risk. The members were offered anonymous access to Wysa Premium for a year to improve their mental wellbeing.

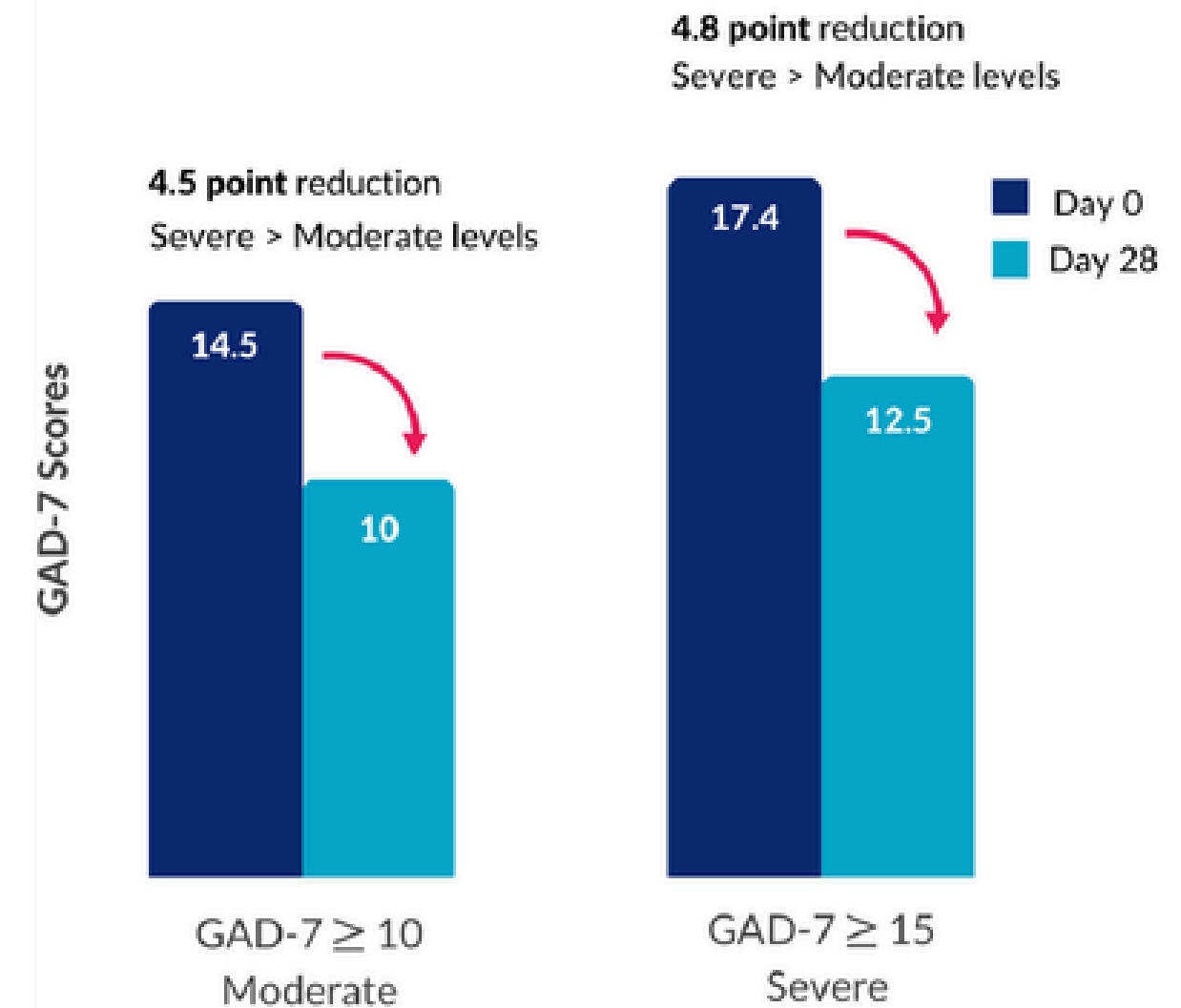
“Our partnership with Wysa is around how to reduce the stigma for those who are not so severe that they need psychiatric assistance or talking therapies but somewhere before that. A lot of other services offer long courses but Wysa offers in-the-moment support.”

**Dr. Katie Tryon**  
**Director of Health Strategy**  
**Vitality**

# Clinically significant improvements in mood and anxiety symptoms from AI alone

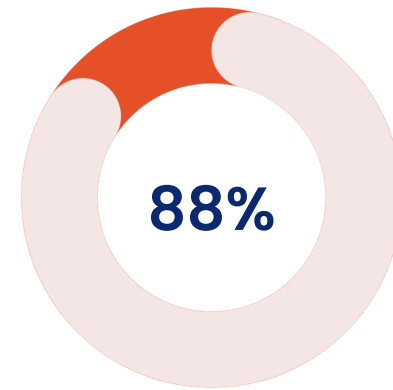


Improvements in **symptoms of depression** after 28 days

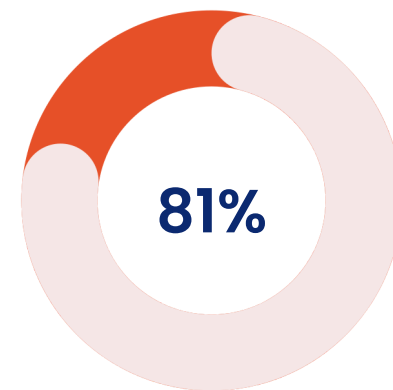


Improvements in **symptoms of anxiety** after 28 days

**150K+**  
**successful**  
**chatbot**  
**interactions**



Users returned for  
2+ sessions with Wysa



Conversion rate from  
initiation to onboarding

**83%**

Found Wysa useful



### **What the policyholders are saying**

“Reframing my sad thoughts then doing the positivity exercise is really reassuring. If I feel lonely I do that and it helps a lot.”

“I was feeling upset by past trauma and making the safety plan helped me feel safe and relax.”

“Knowing that I’ve taken the first step to feeling more positive has already made me feel more positive.”

# On-demand support for all

“

“The impact of digital self-help for members we identified as higher need is significant. The results demonstrate the potential as a preventive tool as well as providing on-demand support for those who need it.”

**Dr Katie Tryon**  
Director of Health Strategy  
Vitality

