

PruHealth partners with eBay first online partnership to reward shoppers for being healthy

PRU HEALTH
It pays to be healthy

Released on: November 15, 2007, 4:31 am

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Industry: [Healthcare](#)

Press Release Summary: PruHealth announce their partnership with eBay, the UK's largest online marketplace, to reward customers for buying items from the 'sporting goods' category

Press Release Body: **PruHealth**, the innovative private medical insurer, have announced that it has partnered with eBay the UK's largest online marketplace which could see **PruHealth** customers rewarded for buying items from the 'sporting goods' category on the eBay website.

This innovative partnership is the first of its kind for any health insurer and financial services company in the UK. [PruHealth](#) and eBay have linked up to provide **PruHealth** customers who are already interested in buying sporting goods and equipment with the opportunity to be rewarded for these online purchases. eBay are also keen to make their sporty customers aware of the affordable private [medical insurance](#) available through PruHealth. Furthermore, this partnership extends to cover the Vitality component of [PruProtect](#), the new consumer engaged life and serious illness insurance product which launched in September.

How the deal works: PruHealth and PruProtect customers simply need to register their unique eBay ID on PruHealth's member zone to start earning points for their purchases. PruHealth and PruProtect Members could be awarded 40 Vitality points when they buy eligible sporting goods listed on eBay that cost £5 or more. Points are allocated per purchase, so they will receive 40 Vitality points per eligible purchase whether they spend £5 or £500 up to a maximum of 120 points per year on an individual policy and 240 points per year on a family policy.

PruHealth Vitality Points are collected over the course of a year and can then give reductions on the policyholder's health [insurance premiums](#) upon renewal the following year assuming no claims have been made. For corporate members, Vitality points can also count towards cashback or their Personal Health Fund upon renewal of the policy.

eBay joins PruHealth's existing Vitality partners which include Boots, Sainsbury's, Virgin Active, Cannons, LA Fitness, Nuffield Proactive Health and Allen Carr's Easyway to Stop Smoking. Vitality gives people the opportunity to be rewarded with lower premiums or employee rewards upon renewal, depending on the claims they have made, for making positive lifestyle changes or simply maintaining a healthy lifestyle, in conjunction with PruHealth and PruProtect's Vitality Programme which can help towards managing the cost of future premiums.

PruHealth now covers over 130,000 lives. Since its launch in 2004 it has strived to make private medical insurance affordable and desirable for everyone. Its philosophy is to encourage and make it easier for people to lead healthier, fitter lives - because there is a direct link between exercise and state of health - and to reward them for doing so.

Shaun Matisonn, PruHealth Chief Executive, said: "We are delighted to have teamed up with eBay in such an innovative online deal. Partnering with such a well known and visited website means we have access to a wide customer base. This also means we are once again rewarding our members for doing what they are already doing. Both companies are committed to offering customers access to private medical insurance and to the Vitality scheme where points could turn into reduced premiums the following year. We believe this further demonstrates our intention to improve health in the UK."

Pat Connolly, Head of Strategic Partnerships at eBay said: "We are always looking to offer more benefits to our community to enhance their online shopping experience, and this partnership will encourage customers who are already focussing on health and sports to consider their [health insurance](#) and how they could be rewarded further for purchasing sporting goods."

The information contained in Prudential UK's press releases is intended solely for journalists and should not be used by consumers to make financial decisions. Full consumer product information can be found at www.pruhealth.co.uk.

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About

PruHealth

PruHealth was launched in October 2004 as a joint venture between **Prudential and Discovery Holdings** from South Africa. Since launch, **PruHealth** has grown quickly. It now covers over 130,000 lives and in a sample of its individual customers, one third said they had changed their behaviour for the better because of its Vitality reward scheme which encourages policyholders to look after their health.

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