



Kate Connor,
Protection Development Manager,
Irish Life

Leading a healthier lifestyle is something many of us aspire to, but the realities of modern living can often ruin our best intentions, and it can be difficult to remember to make time for ourselves. However, as we are all aware, a healthy way of life is always worth the effort, not just in terms of our long term health but also for our mental well-being. Looking after ourselves, mind body and soul, can really make a difference to our happiness and quality of life.

Since Irish Life introduced *MyLife*, the first healthcare app in Ireland that empowers people to monitor and improve their own Health Score*, we have been pleased to see the positive reaction, in particular in the broker community. *MyLife* is an innovative, personalised health and wellbeing app that will inspire your clients to lead a healthier and more active life. It is available to everyone in Ireland, and what it aims to do is give people the knowledge to take control of their own health**.

The *MyLife* app will help your clients understand more about their health, so they can easily identify ways to improve it. *MyLife* will give them an overall Health Score based on physical, emotional and lifestyle factors, all of which is underpinned by rigorous scientific research.

With *MyLife*, your clients can:

- Get a single Health Score for their body, mind and lifestyle
- Stay motivated with personalised coaching
- Track activity by syncing with a fitness device
- Set goals and take part in challenges
- Get rewarded for healthy behaviour

While *MyLife* is available to everyone in Ireland, Irish Life customers can redeem points in the *MyLife* Reward Store, where they will find a range of exciting rewards to keep them motivated***. In this regard, we are proud to be the first and only Irish insurance company to reward customers for improving their own health.

So, why is *MyLife* important to you?

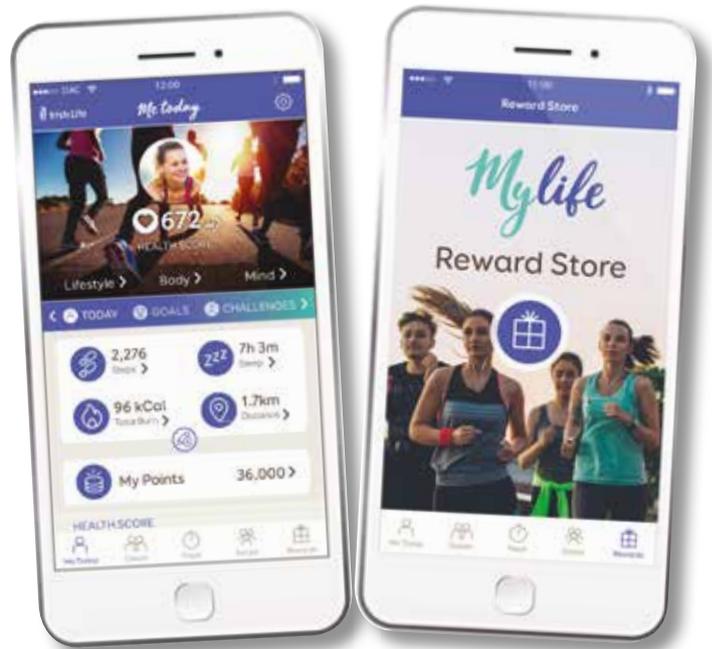
Relevancy: Clients and customers value relevancy and by embracing new technology and offering clients products and services that meet their needs, we hope that you can use *MyLife* to grow your client relationships, improve your clients' experiences and ultimately increase loyalty and retention.

Opportunity to reach a new cohort of clients: *MyLife* has a huge appeal for the younger, tech-savvy generation who value ease, convenience and personalisation. Offering an innovative service like *MyLife* allows you to connect with these high potential customer segments and engage in conversations, with messages that will resonate with them.

Positive association: *MyLife* is the first app of its kind in Ireland that motivates people to take ownership of their health and rewards them for doing so. Your business can benefit through positive association by aligning with this innovative app that aims to improve your clients' well-being.

Empowering clients: With *MyLife*, you can help your clients to embrace change by giving them the confidence, motivation and ultimately the tools and services to do so, which will help build credibility, trust and loyalty amongst clients.

Advocate for innovation: In this digital age that we live in, it's important to adapt to change in order to continue to compete and



MyLife

... the app that makes it easier to embrace a healthier lifestyle

thrive in the market. At Irish Life we are committed to delivering innovative products and services that will enable you to offer something unique to your clients and add more value to your client relationships.

Living benefits: Offering another service that is a living benefit further strengthens the case for protection and builds positive associations with life insurance.

So how does *MyLife* work?

MyLife encourages users to select and set a fitness, nutrition or lifestyle goal each month. Your clients will earn points when they engage with the app and complete their goal, track their exercise, get sufficient sleep, answer the Health Coach's questions and track their weight. Irish Life customers can redeem these points in the online Reward Store.

The *MyLife* app is free to download in the App Store or the Google Play Store for all Apple and Android devices. For more information, you can download the *MyLife* Pocket Guide on www.blinc.ie

*A person's Health Score is based on three key areas, physical, emotional and lifestyle factors and is a number from 1-1000 with 1000 being the highest possible Health Score. The more information provided by the individual, the more accurate their personalised Health Score will be.

** Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity. Defined by the World Health Organisation.

*** Rewards include discounted Fitbits, cinema tickets and gift vouchers. *MyLife* users also have access to an exclusive Health blog with tailored content from independent wellness experts.

Irish Life Assurance plc is regulated by the Central Bank of Ireland.