

# AIA VITALITY SILVER STATUS REWARD



HEALTHIER, LONGER,  
BETTER LIVES

## Adviser FAQs

April 2024

### What is the Silver Status Reward?

The AIA Vitality Silver Status Reward is a payment of \$500 made to a qualifying AIA Priority Protection customer and their adviser when they achieve Silver Status in the AIA Vitality program within the later of six months of the commencement of an AIA Priority Protection policy or their new Vitality membership (other qualifying requirements apply, please refer to the Member Terms and Conditions for full details). This new reward focuses on driving proactive engagement with the AIA Vitality program and will replace the current AIA Vitality activation fee from 1 April 2024.

For separate offer Terms and Conditions relating to advisers, please contact your local Client Development Manager or refer to the AIA Adviser Portal.

### Why is AIA making this change?

We are ambitious in our objectives for making Australia the healthiest nation in world and in doing so delivering healthier, longer, better lives for our customers – AIA Vitality member engagement is crucial in achieving this objective.

Simply put, we recognise the benefits in having clients engaging with their health. Our data shows the greater the engagement, the greater the health benefits. A stronger focus on engagement is important as it delivers shared value for all stakeholders; you and your practice, your clients through meaningful health and wellbeing benefits as well as amazing program awards, including valuable ongoing discounts on insurance premiums, and AIA via improved persistency and lower claims

In 2022 alone, AIA Vitality members completed 289,681 health and wellbeing assessments, 523,243 partner gym visit and claimed over \$5.5 million in shopping vouchers rewarding their healthy behaviour. Results like this is why, over the last 10 years, AIA Vitality has earned the respect of advisers, consistently ranking AIA Vitality as the industry's leading health and wellbeing program.

These factors are why we are further amplifying the benefits of AIA Vitality engagement through moving away from payment on member activation, to a payment in recognition of active program engagement.

### Why am I receiving \$500 for my client achieving AIA Vitality Silver Status?

The \$500 (inclusive of GST) payment to advisers is to recognise the associated incremental “cost to serve” of engaging with AIA Vitality members to support and drive program engagement. We know that introducing and explaining AIA Vitality to your clients, and proactively encouraging engagement along their member journey, requires extra time and effort from you and/or your support staff – the \$500 payment is AIA Vitality's contribution to the cost of your time and effort to help improve your clients' health and wellbeing and maximise their rewards and insurance discounts through active engagement with the AIA Vitality program. Our AIA Client Development Managers can share the various tools that have been purpose built to drive efficiencies and aid in these client discussions.

### What support does AIA Vitality provide to help me maximise engagement of my clients with the AIA Vitality program?

AIA Vitality will roll out a structured member communications framework encompassing emails, App push notifications, and reminders that are relevant to your client's personal AIA Vitality journey. In addition, AIA Vitality has built a catalogue of flyers, information sheets, and customer-centric resources designed to aid client discussions. From a reporting perspective, a dedicated AIA Vitality Client Report will be accessible via the Adviser Portal, outlining progress towards the Silver milestone.

There are a wealth of tools available to both you and the client that explains just how easy it is to commence the AIA Vitality journey and reach Silver Status and beyond.

## When will the reward payment be paid to me?

The adviser payment will be scheduled for payment in the next commission run following the date the member achieves Silver Status. The reward payments will be itemised on the associated payment statement under the AIA Vitality Payments section.

## Does the \$500 incentive impact commissions?

No, the Silver Status Reward payment has no impact on commission arrangements.

## Will any Silver Reward payment received by me be clawed back if the AIA Vitality member subsequently cancels their AIA policy or AIA Vitality membership?

Not in the case of the policy or AIA Vitality membership being canceled. However, If it is determined by AIAA at any time, acting reasonably, that payment(s) relating the Reward to you have been made for such ineligible policies or such policies were created dishonestly or in error, AIAA reserves the right to clawback these payments. For the avoidance of doubt, such 'clawback' right does apply not in respect of commissions payable and such right is not automatically triggered under the 'Life Insurance Framework'.

## If an adviser adds AIA Vitality to a PP/ PPPI policy that was issued in the prior 12 month period, what happens to the upfront commission?

Commission will be clawed back on the premium difference, noting that the addition of AIA Vitality to the policy has discounted the Year 1 premium. The new AIA Vitality membership will qualify for inclusion in the Silver Status Reward offer, with the six months qualifying period commencing from the start of the new AIA Vitality membership.

## Am I precluded from receiving the \$500 adviser reward if I decide to subsequently pass the \$500 payment back to my client?

No. If you wish, you can pass back the \$500 to the client. We cannot pay the adviser reward directly to your client.

## Can I opt to not receive the reward payment?

If you wish, yes you can. Simply, confirm this in writing with us and we will action your opt-out request. Even if you choose not to receive the adviser reward payment, qualifying members will still receive the member payment where applicable.

## What is happening to the current \$250 Activation Fee?

From 1 April 2024, any qualifying new AIA Priority Protection issued, or new AIA Vitality memberships, will qualify for the new Silver Status Reward and the existing \$250 activation fee payment will cease. The \$250 activation fee will continue to be paid for all AIA Priority Protection policies issued prior to 1st April.

## Which AIA Vitality members are eligible for the reward offer?

The following AIA Vitality members are eligible for this offer:

- A member who commences a new AIA Vitality membership, attached to an AIAA Priority Protection policy with a risk commencement date of 1 April 2024 or after, or;
- An existing AIAA Priority Protection Insured person who commences a new AIA Vitality membership for the first time from 1 April 2024 onwards, or;
- An existing AIAA Health insurance customer with AIA Vitality membership who extends membership to a new AIAA Priority Protection policy with a risk commencement date of 1 April 2024 onwards, or;
- An existing AIA Vitality member who holds membership under a Commonwealth Bank or other AIA corporate partner membership arrangement who extends their membership to a new AIAA Priority Protection policy with a risk commencement date of 1 April 2024 or after.

Please note, no reward payment will be made to an adviser in the circumstance where an existing AIA Vitality membership is attached to a new AIA life insurance policy and that member has already achieved Silver status for the current membership year. In this scenario, the member payment will still be paid subject to other eligibility criteria being met.

## How does my client qualify for the reward payment?

Your client must achieve AIA Vitality Silver Status (achieve 10,000 AIA Vitality points) within six months of the risk commencement date of the AIA Priority Protection policy or the commencement of the new AIA Vitality membership,

whichever is the later. Please refer to the AIA Vitality Silver Status Reward Member Terms and Conditions for the full eligibility and qualifying criteria.

AIA Vitality members will be provided with an additional seven days after the six month deadline to load any residual AIA Vitality points earned to their member account. If your clients need any help or support with loading AIA Vitality points, they should contact the Member Services Team on 1800 848 254.

## **Is six months long enough for my client to achieve the 10,000 points required to achieve Silver Status?**

Yes. Through the AIA Vitality Health Check alone a member may accrue up to 7,000 points. A further 3,750 points can be attained by downloading the AIA Vitality app and completing four online self-assessments.

For more information on other activities that can contribute towards moving your client to Silver status within the first six months, download the “Getting to Silver” guide from the AIA Adviser Portal.

## **To whom is the AIA Vitality Silver Status Reward member payment paid?**

The reward payment is paid to the eligible AIA Vitality member who is the Insured under the AIA Priority Protection policy. Please note this individual may not be the policy owner.

## **When is the AIA Vitality Silver Status Reward member payment paid?**

The payment will be made within 30 days of the member meeting the qualifying criteria in accordance with the Member Terms and Conditions for this offer (please note, the payment will be made no earlier than the 6 month anniversary of policy commencement or 6 month anniversary of the AIA Vitality membership commencement – whichever is the later).

Payment is subject to your client’s AIA Priority Protection policy still being in force, with no premium arrears and their AIA Vitality membership still being active on the date the reward payment is due to be made.

## **Where is the \$500 member payment paid to? Does the member need to nominate a bank account?**

It is a mandatory requirement of the offer that the \$500 member payment is made to the AIA Vitality Cashback

account which the member nominates in their AIA Vitality App. No other payment options are available. If the member’s bank account details have not been updated in the AIA Vitality App by the time the reward payment is due to be made, then we will write to the member to ask them to update their details. If the bank account details are not updated within 30 days then, in accordance with the offer Terms and Conditions, the member will forfeit the right to the payment.

To avoid your client missing out, we recommend you mention and stress the importance of completing the bank account details in the AIA Vitality App as soon as possible.

## **What if my client reaches Silver Status well within the six month period, will they get the \$500 earlier?**

No, the \$500 will only be scheduled to be paid to qualifying AIA Vitality members, 6 months after the commencement of the AIA Vitality membership or AIA Priority Protection policy risk commencement date, whichever is the later. The payment will be made within 30 days of this date. Payment is subject to your client’s AIA Priority Protection policy still being in force, with no premium arrears and their AIA Vitality membership still being active on the date the reward payment is due to be made.

## **Are all AIA Vitality members eligible to take part in the AIA Vitality Silver Status Reward?**

No, not all members are eligible. The reward is not available to existing AIA Priority Protection customers who are already, or have previously been, AIA Vitality members. If your client is an AIA Vitality Starter member as part of existing AIA Health Insurance policy, then they can qualify if they subsequently take out an AIA Priority Protection policy and have a full AIA Vitality membership linked to that policy. For full details of eligibility please refer to the Member Terms and Conditions for the offer.

## **Does AIA Vitality Starter membership qualify for this reward?**

No, only those who are members of the full AIA Vitality program qualify for this offer (unless the AIA Vitality Starter membership is extended to full membership under an eligible, new AIA Priority Protection policy).

### **Can AIA Vitality be added to an existing AIA Priority Protection policy and the new AIA Vitality member qualify for inclusion in the offer?**

Yes, if you have client who has an existing AIA Priority Protection policy and they have not previously been an AIA Vitality member, then they can qualify. As part of their eligibility for the payment, these existing clients must achieve Silver Status within six months of the commencement of their new AIA Vitality membership.

### **Why can't you just reduce their AIA Priority Protection policy premium by \$500 once the member has achieved Silver Status?**

The AIA Vitality program is making this payment and, as it functions independently of AIA Insurance premiums, a direct premium reduction is not possible. As the member receives the reward as a cash, they can choose to put it towards their premium or spend it on something else – it's their choice.

### **Does my client still qualify for all the other rewards associated with their AIA Vitality membership, or are they impacted by the \$500 member payment?**

The \$500 payment has no impact on the standard rewards or discounts available in the first year for achieving Silver Status under the AIA Vitality program.

### **My client has an AIA Priority Protection policy but is not currently a member of AIA Vitality. If they subsequently become a member of AIA Vitality, does the six month window begin from the date AIA Vitality membership is activated?**

For a client who is an existing AIA Priority Protection but not an AIA Vitality member, then the six month period to achieve Silver Status will start from the commencement of their new AIA Vitality membership.

### **My client is already an existing AIA Vitality member under an AIA Health policy and has already achieved Silver Status. If they then take out an AIA Priority Protection policy, do they qualify for the \$500 Silver Status Reward?**

Yes, your client will qualify. If they already have achieved Silver Status in the current member year, then they will have met the status criteria for the reward. The member will however not receive their reward payment until six months after the commencement of their new AIA Priority Protection policy, subject to that policy not being in premium arrears at this time and their AIA Vitality membership still being active.

Please note, no reward payment will be made to an adviser in the circumstance where an existing AIA Vitality membership is attached to a new AIA life insurance policy and that member has already achieved Silver status for the current membership year.

### **My client has an AIA Health policy with an AIA Vitality membership and has achieved Bronze in the first two months of the current membership year. They then take out an AIA Priority Protection policy. Do they have only have a four month window to achieve Silver Status and therefore trigger the AIA Vitality Silver Status Reward?**

In this scenario the six month qualifying period will start on the risk commencement of the new AIA Priority Protection policy so your client will have a full 6 months to achieve the Silver Status qualification criteria for the reward.

**My client has an AIA Health policy with an AIA Vitality membership and has achieved Bronze in the first 10 months of the current membership year. They then take out an AIA Priority Protection policy. Do they have only the remaining two months of the current membership year to achieve Silver Status and therefore trigger the AIA Vitality Silver Status Reward?**

Your client will still have six months from the commencement of the new AIA Priority Protection policy to achieve Silver Status. In this case, as the 6 month period straddles two AIA Vitality membership years, the member will have the opportunity to achieve the Silver Status Reward criteria in the current or the new AIA Vitality membership year.

**My client was previously an AIA Priority Protection policyholder and AIA Vitality member however their policy was subsequently cancelled, and their AIA Vitality membership dissolved. If this same client were to apply for AIA Priority Protection cover and activate an AIA Vitality membership, would they be entitled to the Silver Status Reward?**

No, previous AIA Vitality members are not eligible for the offer.

**Any more questions?**

If you have any questions about the AIA Vitality Silver Status Reward or want some help on how you can best support your client's achievement of Silver Status, please do not hesitate to contact your AIA Client Development Manager or call 1800 033 490 (Monday – Friday 8:00AM – 6:00PM (Melbourne time)).

Your clients can also contact dedicated AIA Vitality support staff on 1800 848 254 who are able to provide expert assistance with membership activation, App download and setup plus tips on how to get the most out of their AIA Vitality membership.

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