



## Transcript

My name is Mike Degen.

I'm 46.

My Manulife *Vitality* age is 45, and I've been a member for 8 years.

Initially, I was

looking for life insurance.

Through word of mouth, we found the Manulife *Vitality* product.

I discovered that Manulife *Vitality* wasn't just life insurance.

It had gamification built into it, where my weekly reward points could give me a points tally.

It could give me opportunities to win gift cards.

And that became fun, and later on, important.

What might start with a walk for me to get my active rewards is now turned into a walk run.

Those walk runs have turned into all-out runs.

So, it becomes a little bit less

about the program, and more about how I'm getting the benefits out of it.

This is all stemming from just life insurance, which I think is kind of crazy to think about how life insurance has made me more active and made me choose healthier choices.

Would I recommend the Manulife *Vitality* product?

I would 100% recommend it.

It became just a way of life, a lifestyle change.

Healthier choices became organic just as a result of just being

held accountable and wanting to do it for what started out at first the product, but then for myself and then for my family.