Vitality Active Rewards
Personalised health goals
HealthyFood goal

VITALITY ACTIVE REWARDS HEALTH GOALS
HEALTHYFOOD

What is Vitality Active Rewards?

Vitality Active Rewards is an in-app wellness programme that rewards you for living an active and healthy lifestyle. The programme delivers rewards to your smartphone every week after you achieve **personalised health goals** – which include your exercise goal. These personalised health goals are clinically informed and will guide you along a specific and progressive health pathway.

What are personalised health goals?

Vitality Active Rewards now helps you take a proactive approach to managing and tracking your health through personalised health goals available on the Discovery app. These goals are tailored to your unique health profile and encourage you to manage your health through exercise, doing regular health checks and buying healthy, nutritious food to reach your HealthyFood goal. When you achieve your personalised health goals by living a healthy lifestyle, you earn Discovery Miles to spend on exciting rewards of your choice available on the Discovery app.

What is your HealthyFood goal?

The HealthyFood goal helps you manage your health by recommending the number of healthy food items that you should purchase each month from Woolworths or Pick n Pay as well as the maximum number of unhealthy food that you should not exceed purchasing.

You will find your HealthyFood goal on the Discovery app under:

- **Vitality Health > Vitality Active Rewards > Health goals**
  OR
- **Medical aid >> Track your health >> Vitality Active Rewards >> Health goals**

You can achieve your HealthyFood goal by buying the recommended number of HealthyFood items from Woolworths and Pick n Pay and buying fewer unhealthy food items as indicated on the app.

You will earn Discovery Miles every time you achieve your HealthyFood goal.

What's the difference between the HealthyFood benefit and your HealthyFood goal?

The HealthyFood benefit applies to Vitality members only. When you buy HealthyFood from Pick n Pay or Woolworths, you'll get up to 25% cash back and earn points towards your Vitality status.

The HealthyFood goal is one of the Vitality Active Rewards personalised health goals on the Discovery app. The HealthyFood goal rewards you for buying the recommended number of HealthyFood items and buying fewer unhealthy food items as indicated on the app.

You are rewarded with Discovery Miles when you achieve your HealthyFood goal to spend on exciting rewards of your choice available on the Discovery app.

Who can access the HealthyFood goal?

The HealthyFood personalised health goal is available to all Vitality members and members of selected schemes administered by Discovery Health who are at risk of or have been diagnosed with chronic medical conditions – cardiovascular disease and diabetes only. You need a compatible iOS or Android device to access this goal in the Discovery app and you need to activate Vitality Active Rewards. Download or update your Discovery app to the latest version.

Members may qualify for the HealthyFood goal based on their unique health profile which is informed by their Vitality Heath Check, medical history and other diagnostic factors.

The HealthyFood goal is available to all Vitality members, their spouse and any dependants over the age of 18 who are on their Vitality policy.

Discovery Health Medical Scheme members' spouses and dependants over 18 who are at risk can also qualify for the HealthyFood goal on Vitality Active Rewards.

To access your personalised health goals, you need a compatible iOS or Android device and you need to activate Vitality Active Rewards on the latest version of the Discovery app.

Please note: a Discovery Health Medical Scheme member who is healthy cannot access the HealthyFood health goal, even if their spouse on their health policy can.

How your HealthyFood goal works

Your HealthyFood goal is based on the food items that you have purchased at Woolworths or Pick n Pay over the past three to six months. You will receive a monthly HealthyFood goal recommending:

- A minimum number of HealthyFood to purchase
- A limit of unhealthy foods to purchase

Linking your HealthyFood card and your partner cards for your HealthyFood goal

Vitality members that have not yet activated the HealthyFood benefit will be prompted to do so when they activate the HealthyFood goal. Vitality members that have activated the HealthyFood benefit and have at least one partner card linked will be taken straight through to the HealthyFood personalised health goal dashboard. If you'd like to update your partner cards, you can do this in the "Manage cards" section on the HealthyFood goal screen.

Vitality members that have activated the HealthyFood benefit and have no partner cards linked will be prompted to add at least one partner card before they can activate the HealthyFood goal.

Discovery members will need to link at least one partner card when they activate the HealthyFood goal to access it on Vitality Active Rewards. If you don't have a partner card, visit your local Pick n Pay or Woolworths store to get a Woolworths card (Woolworths WRewards, MySchool, MyVillage and MyPlanet card) or a Pick n Pay Smart Shopper card – or apply online. Once you have your card, come back to the Discovery app to activate your HealthyFood goal. Discovery Health Medical Scheme members' do not qualify for HealthyFood cash back or the overall HealthyFood benefit.

You will be able to manage your partner cards on the HealthyFood goal dashboard under "Manage cards".

If you are an existing Discovery Card holder, swipe your card before paying and then pay with your Discovery Card.

What qualifies as "healthy food"?

You can view all the recommended HealthyFood items that you can buy to achieve your goal in the [Pick n pay HealthyFood catalogue](#) and the [Woolworths HealthyFood catalogue](#).

HealthyFood is whole or minimally processed food that is nutrient-dense, low in added sugar and sodium, and free from industrially produced trans fats.

What is unhealthy food?

Unhealthy food items are highly processed, high in added sugar, industrially trans fats and salt. These unhealthy food items are energy-dense and nutrient-poor and include items like sweets, chocolates, confectionary, sugary drinks (including fruit juice, dairy blends and alcoholic coolers) and snacks high in salt (pretzels, crisps, flavoured popcorn), cold meats, sausages, bacon, salted condiments, flavourings and seasonings (salted spices, rubs, stock cubes, soup powder, high salt spreads and pastes, marinades).

Unhealthy food items will not have the Vitality indicator on them and will be shown under the unhealthy items purchased on the app. They will automatically be allocated to the correct section. If your purchasing data for the last three to six months is not available, you'll start at the appropriate goal level based on your self-reported spending behaviour and known health status. If we have no information for you, we will request information for us to set your starting goal. Neutral items will not be considered for the calculation of your goal.

How to activate your HealthyFood goal

Step 1: Download the latest version of the Discovery app on your iOS or Android mobile device.

Step 2: Activate [Vitality Active Rewards](#) through the Discovery app at:

- **Vitality Health >> Vitality Active Rewards >> Health goals >> HealthyFood
  OR**
- **Medical aid >> Track your health >> Vitality Active Rewards >> Health goals >> HealthyFood**

Step 3: Open the HealthyFood goal to view your dashboard.

Step 4: Take note of the minimum number of HealthyFood you need to buy and the maximum number of unhealthy foods you need to avoid to reach your goal.

Step 5: Reach your HealthyFood goal every month and earn Discovery Miles to spend on exciting rewards of your choice.

What you pay

You can activate your personalised health goals on the Vitality Active Rewards programme through the Discovery app at no additional cost, except for any data costs which apply when you download or update to the latest version of the app.

Your privacy is important to us

To participate in your personalised health goals on Vitality Active Rewards, you will be asked to agree to certain privacy settings. Your Discovery app privacy settings can be updated at any time. By using this programme, you agree that Discovery Vitality and Vitality's rewards partners may share your personal and payment information to administer the benefit effectively.

By linking your Pick n Pay Smart Shopper card, you agree to Pick n Pay Retailers (Pty) Ltd and Discovery Vitality (Pty) Ltd sharing your personal and applicable transactional data to effectively administer your benefit.

By linking your range of Woolworths cards, you agree to Woolworths (Pty) Ltd and Discovery Vitality (Pty) Ltd sharing your personal and applicable transactional data to effectively administer your benefit.

By activating the HealthyFood goal, you agree to the limits, terms and conditions governing the HealthyFood benefit and that Discovery Vitality (Pty) Limited, Discovery Bank Limited, its partners and third parties associated with the HealthyFood benefit may share your payment and personal information as well as my transaction data only to that extent as is required to administer the benefit effectively.

Find out more

To find out more about this benefit, visit the [Help page](#).

Stay in touch

Limits, terms and conditions apply. If you have any questions or need more information about this benefit, please visit www.discovery.co.za. If, for any reason, there is a conflict between rules in this benefit guide and either of the Vitality Main Rules and the main rules for Ancillary Vitality Programmes (for non-Vitality members), the relevant main rules will apply.

Keep up to date with the latest news from Vitality: download the Discovery app, follow Discovery Vitality on (@Discovery_SA) and (DiscoverySA).