Dear Dietitian,

Vitality’s overall aim is to provide our members with tools and information to manage their health and prevent chronic disease. Nutrition is a critical part of our strategy and we believe that the key to health and wellbeing requires a lifelong commitment to an overall healthy lifestyle that includes sustainable and enjoyable eating habits, cooking skills and daily physical activity. We encourage more focus on how to nudge the population into adjusting their current behaviours towards more healthy choices. Dietitians play an essential role in ensuring our members are both informed and empowered to make healthier choices.

As Vitality continues to move towards a more verified outcomes based health model, and through feedback from the Dietetic community it has become clear that the Vitality Nutrition Consultations did not meaningfully address the range of health needs across our members. That is why we decided to change the way we awarded points for Dietitian visits.

Given the value a dietitian can add to improving the health of our members we still encourage them to make use of dietitians. We are now awarding all Vitality members that see any registered dietitian with 1 000 points for their first dietitian visit of the year.

In addition we are placing more focus on rewarding outcomes by offering increased points to members who participate in our soon-to-launch programme – Vitality Weight Loss Rewards. These members will have the ability to earn up 2 700 Vitality points every twelve weeks for engaging in Vitality Weight Loss Rewards and achieving their weight goals. We will send you more information on Vitality Weight Loss Rewards, and the role you play in it, before it launches to our members. Vitality Weight Loss Rewards is set to launch at the end of March this year.

You are a very important part of the Vitality programme, and we will continue to send our members to you to help drive healthy behaviour.

If you have any queries or questions, please contact us on 011 529 8898 or email vitalitywellnessnetwork@discovery.co.za.