



THE FESTIVAL OF



Shared Venue Partner Relationships
Chris Wilson, Sourcing Director at Vitality

#GSAFestivalofSourcing2023

A black dog, possibly a Weimaraner, is sitting on a glass table. The dog is looking out a window with a view of a city skyline. The dog is wearing a collar with a tag. The background is a blurred cityscape.

Shared Value Partnerships

Chris Wilson, Sourcing Director.

13th June 2023.

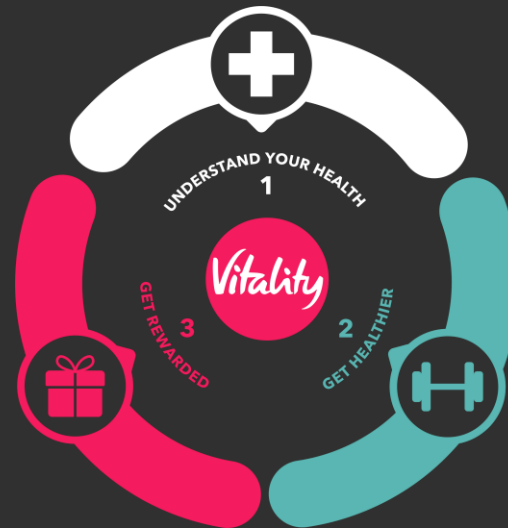
We are a **purpose driven** organisation.



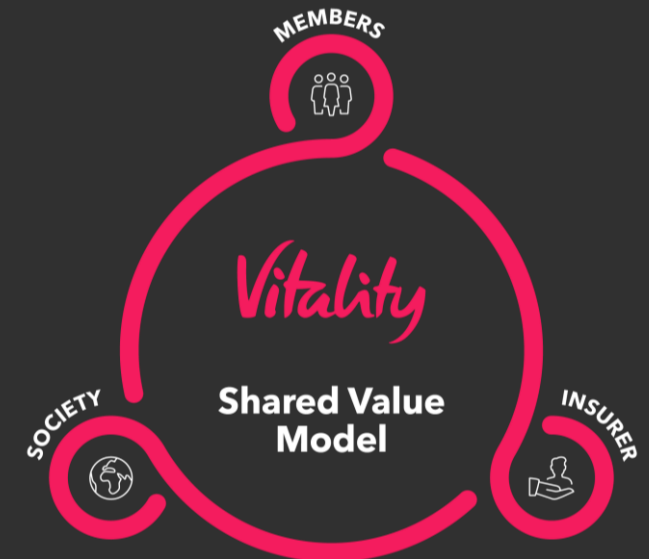
Our core purpose.

To make people **healthier** and **enhance** and **protect** their lives.

Behavioural change is at the foundation of what we do.



We deliver this through our Shared Value model.



Today, we are in **40 Vitality markets** across the globe.



>30m

lives impacted.



100m

healthy activities per month.



150+

programme partners.



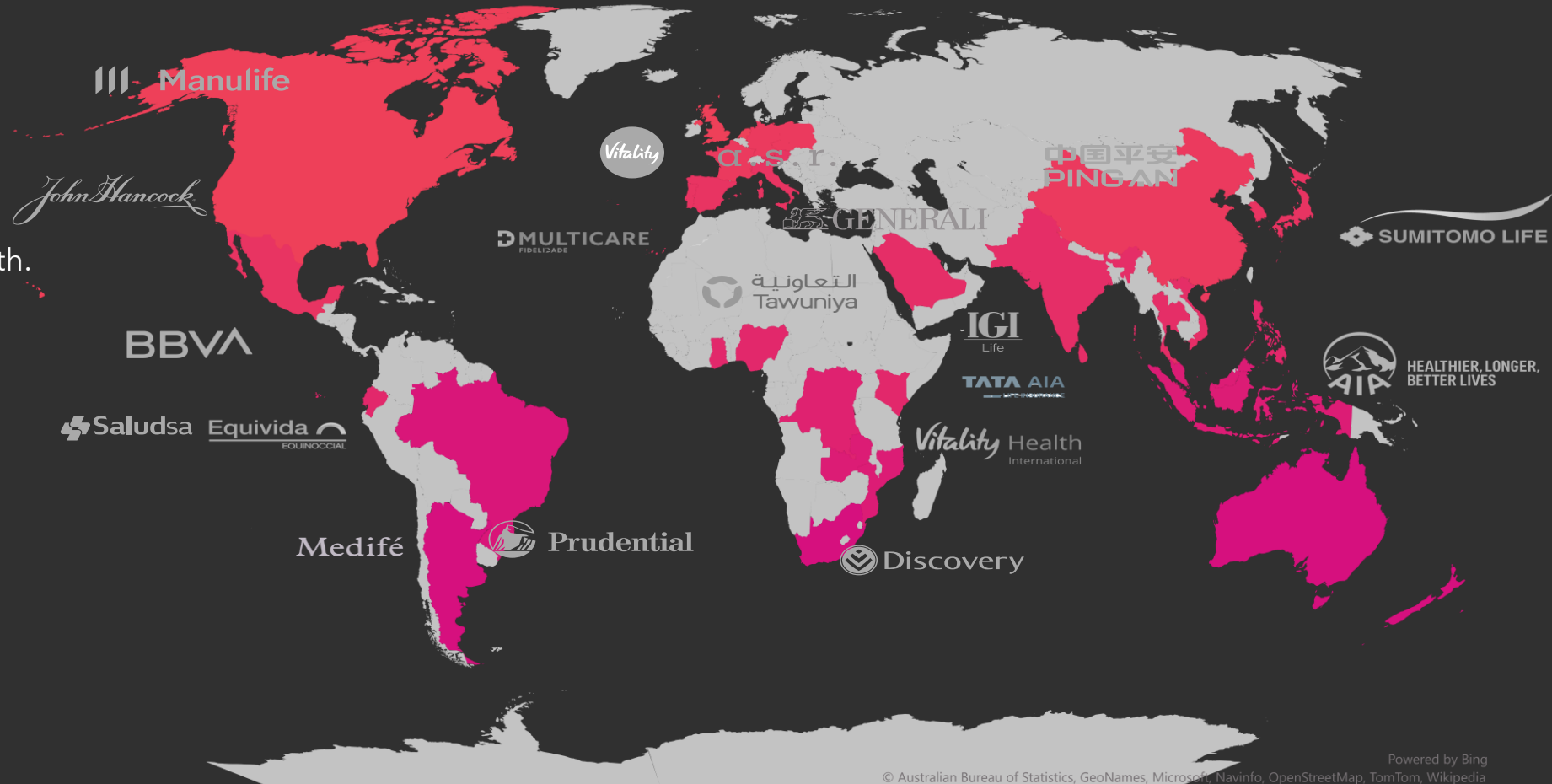
100k+

new devices linked per month.



>40m

life years of behavioural linked insurance data.



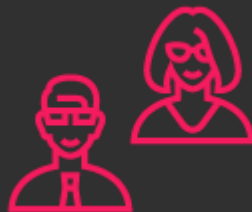
Our ambition

We aim to build **strong, long-lasting** partnerships, to help create long-term **value** for everyone.



Our Strategy

We seek excellence from our business partners. We look to **successfully** appoint new partners, and **continuously improve** services from existing partners, to **enhance** our offering to our Members.



We see our **partners** as an **extension** of our business ...



Cultural fit.

We pride ourselves in being positively different, making it vital that we work with **like-minded organisations**.



Excellence.

We aim to provide excellent service right through the supply chain, so that we can all deliver the **highest quality** to our members.



Expertise.

We look to suppliers who are industry experts and can provide us with **advice and support** to improve our processes.



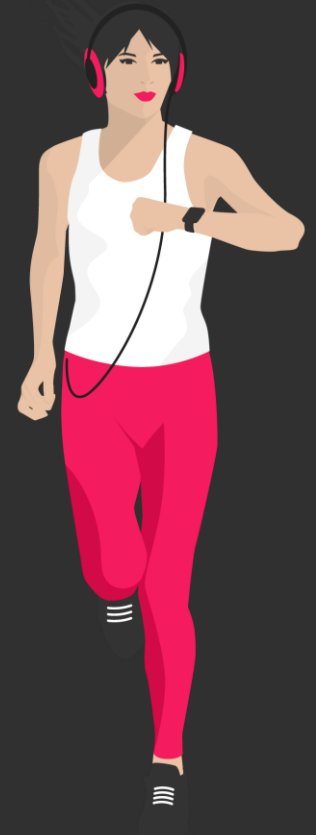
Innovation.

Suppliers should be **constantly innovating** to enhance our business.



Force for good.

Purpose driven to help society and wider communities, whilst working towards a **more sustainable future**.



We understand our partners



Gold

Third parties who are a critical to Vitality achieving its strategic aims. Long-term relationships, underpinned with an executive-level strategy, to align the parties and deliver mutual value.



Silver

Third parties whose performance is important to Vitality's day-to-day operations and customer satisfaction. Aim to ensure service stability, efficiency, and optimisation.



Bronze

Transactional third parties providing off-the shelf goods and services. Spend and criticality is low. Focus is simply on the supplier delivering to the basic contract obligations.

We segment our partners to understand their importance to our business. We then understand from them how valuable our custom is to them. From this we create shared objectives, hosting valuable strategy and innovation sessions. Most importantly we look to incentivise better performance through risk/reward based contracting.

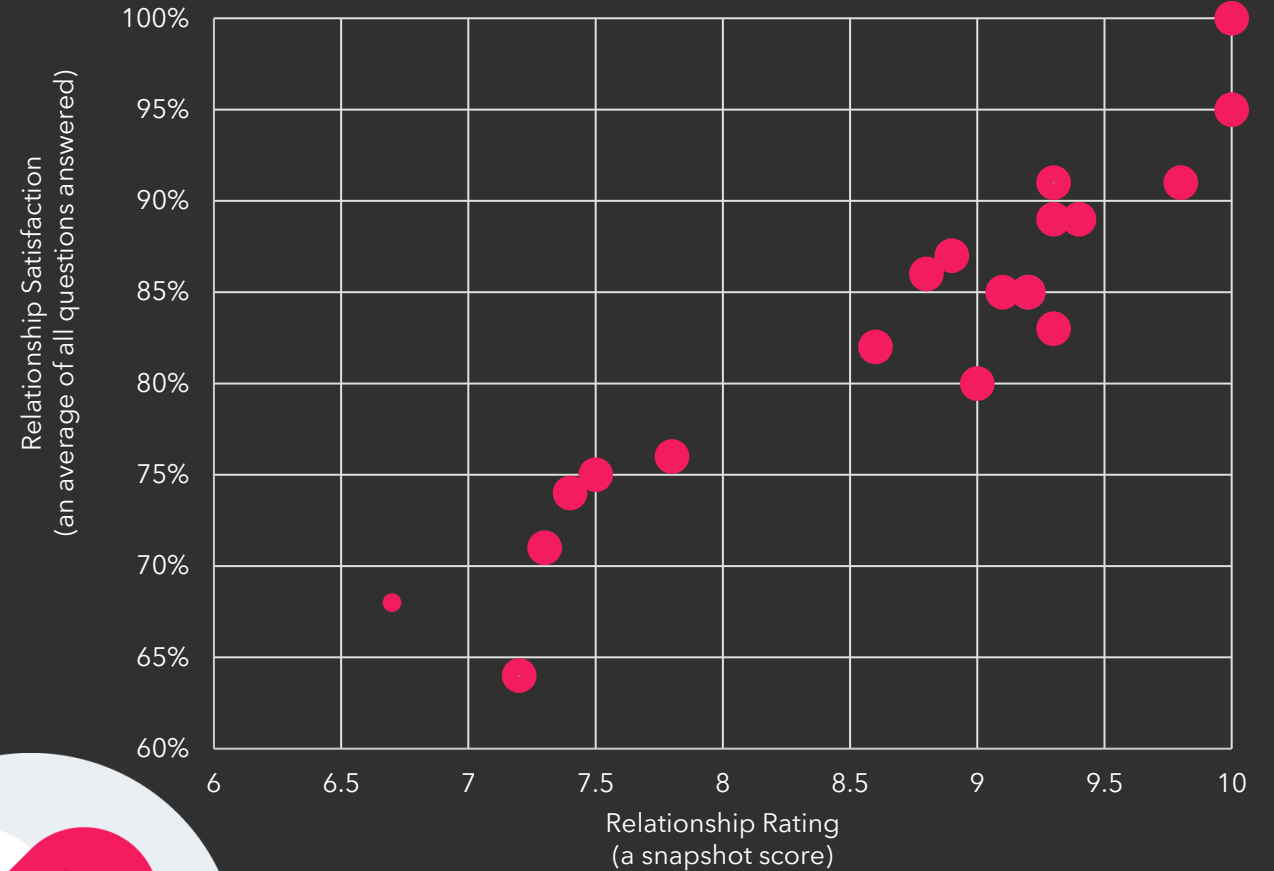
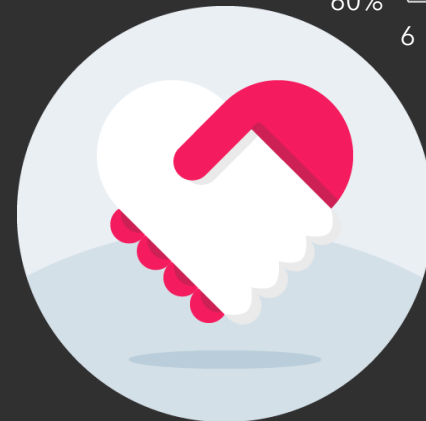


We give our partners a **voice**



We have implemented **360 Relationship Health Checks** for our strategic partners, with a questionnaire being sent to stakeholders from Vitality and the partner to give an honest opinion on elements of the relationship.

We **pride** ourselves on the **positive results** thanks to the combined **collaborative** efforts of our business owners and our Sourcing team.





We **reward** our partners

We believe keeping **close** to your supplier base is the only way to build strong **partnerships**. It helps create **long-term value** for everyone.

Each year we host the Vitality Supplier & Partner Awards where we reward those who've gone **above and beyond** in their duty. We want to do more than just congratulate the winners. We want to create a platform for our partners to meet, **interact** and **share** ideas across industries.





Award Categories

- 1 New Supplier of the Year**

The supplier who's joined in the last 12 months and engaged fully with the Vitality brand. Not to mention, created unmatched positive impact and improvements since inception.
- 2 Most Innovative Supplier of the Year**

The supplier who's shown an outstanding idea or opportunity, to enhance and improve the services supplied to Vitality. In turn, these have also been implemented with great success.
- 3 Account Manager of the Year**

The account manager or Vitality contact who displays unparalleled levels of account management skills to all in every customer engagement.
- 4 Service Provider of the Year**

The supplier who provides a service to Vitality above and beyond expectation and shows consistent and exceptional levels of service.
- 5 Sustainability Award**

The supplier who is completely aligned with Vitality's sustainability ambitions, our core value of being a Force for Good, and has delivered a sustainability initiative over the past year with a positive impact.
- 6 Supplier of the Year**

The supplier who provides outstanding levels of service and consistently puts Vitality at the forefront of their business. They're also dedicated to true partnership between the two businesses by representing everything we look for in a supplier.

We harness the **positivity**



Success breeds success. The Awards **motivate** our partners to go one step further.





And so, any questions?