Statement of

John Hancock Life Insurance Company (U.S.A.)

Presented by

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Before the

Joint Economic Committee

of the U.S. Congress

Hearing on:

Stop Paying More for Less: Realigning Healthcare Incentives to Improve Outcomes and Reduce Costs

December 17, 2025

ORAL TESTIMONY

Introduction

Good afternoon.

Chairman Schweikert, Ranking Member Hassan and members of the Committee, thank you for the invitation to participate in today's hearing.

I am Brooks Tingle, President and CEO of John Hancock.

Earlier this year, I testified before the House Ways and Means Subcommittee on Health, and I am pleased to join the Joint Economic Committee to continue the conversation on a topic I'm deeply passionate about.

John Hancock offers a range of financial service products, but I will focus this afternoon on our life insurance business — and the innovative approach we're taking to help our customers live longer, healthier, better lives.

It's a different model than you may be familiar with, but one we are proud to be leading.

Simply put, life insurers make money by collecting premiums, investing those premiums, and eventually paying a claim.

Generally, the longer a customer lives, the longer those funds stay invested — and the more the insurer stands to earn.

On economics alone, the math tells us that life insurers have a vested interest in their customers living longer.

Given this alignment of interests, it struck us as quite odd that the industry had done little to help our customers try to improve long-term health outcomes.

So, we set out to do something about it.

About John Hancock Vitality

This year marks the tenth year of John Hancock Vitality — our behavioral science-based program that offers our life insurance customers tools, resources, incentives and rewards to help them improve their health.

Here's how it works.

Using an app, customers who choose to participate can earn points for everyday activities that correlate with better health — from a good night's sleep and daily exercise, to meditation, regular physicals, buying fresh produce, and taking part in early detection screenings.

Those points add up to a status — bronze, silver, gold or platinum — which drives two things:

- One — the level of premium discount customers enjoy on their life insurance.
- And two — a range of discounts and rewards from a variety of program collaborators, including discounts on healthy foods, travel and more.

Over the past decade, we've seen Vitality members:

- Engage regularly – some members engage with the program 20-30 times per month
- Take twice as many steps as the average American – members have collectively taken more than 230 billion steps and counting.
- And 80% report similar or improved health, including 52% with high blood pressure bringing readings within a healthy range; 45% reducing their body mass index; and 63% bringing their cholesterol within a healthy range.

Our commitment to our customers

We continuously enhance Vitality with the latest tools and technology to help our customers better understand their health and make informed choices.

Most recently, we have focused on innovations in early detection. We were the first life insurer to offer discounted access to GRAIL's Galleri® multi-cancer early detection test and Prenuvo's whole-body MRI scan.

Collaborations with these leading-edge companies have undoubtedly helped save lives. Customers have detected cancer and other conditions earlier than they otherwise would have, likely leading to better outcomes.

We appreciate the support of members of this committee for the multi-cancer early detection Medicare bill and hope it crosses the finish line this Congress.

Why our industry?

Life insurers are uniquely positioned to engage customers over the long run because our relationships span decades.

That longevity gives us the opportunity to realize the financial benefits of investing in prevention and early detection — and to help achieve better health outcomes at scale for more Americans.

After ten years, here's what we know:

- Properly designed programs *can* improve health outcomes at the population level.
- Education matters — but pairing it with incentives and rewards drives better results.
- Advances in personal health technology are critical to success.
- And yes, gamification works. Even with the opportunities to save on their premiums and earn other discounts, our customers still routinely report that their favorite part of the program is spinning a virtual prize wheel after hitting a physical activity goal.

Longevity Preparedness Index

As this Committee knows well, most health care spend today is for treatment.

- The U.S. population aged 65+ is projected to surge from 58 to 82 million by 2050
- and one-fifth of an individual's life, on average, is now expected to be in a state of illness,
- while almost four in ten people will face financial instability as they age.

That has huge societal costs, and we must reimagine the future of longevity and aging.

One way we are working to address these challenges is through a collaboration with the MIT AgeLab on a new, annual Longevity Preparedness Index.

The Index goes beyond financial savings and even basic health metrics to look at eight key domains across aging, including where you will live, who you will spend your time with, and if you need care, who will care for you.

Our goal is to identify the gaps so that we can create more holistic solutions that help our customers more fully prepare for later life, but also to prompt more meaningful conversations between advisors and their clients, and Americans in general about all the areas we need to consider when we talk about preparing for unprecedented longevity.

There are many other learnings that I am happy to share during the question-and-answer period. You may also reference my written submission for more details.

Conclusion

Our model of incentivizing and empowering individuals towards better health can and should have a broader application, and the life insurance industry is well positioned to play a bigger role in these important public-private partnerships.

Our commitment to helping people live longer, healthier, better lives extends beyond our customers, and we look forward to working with policymakers in the common pursuit of helping Americans spend more years in better health.

Chairman Schweikert, Ranking Member Hassan and members of the Committee, thank you for your time this afternoon and I welcome your questions.

WRITTEN SUBMISSION

Introduction

For more than 160 years, John Hancock has delivered financial security to millions of Americans as one of the nation's leading life insurers. In addition to life insurance, we offer a comprehensive suite of financial products through our Global Wealth and Asset Management business, providing investment and retirement planning expertise to individuals and institutions.

Life insurance companies have always played an essential role for policyholders and their beneficiaries, fulfilling a solemn commitment to pay claims, often when families need them the most. That commitment remains essential, however, for generations, life insurance was primarily associated with financial protection at death. While still extraordinarily important to the people to whom we pay claims, we saw an opportunity to reframe life insurance around living. More specifically, at John Hancock, we believe life insurance can help people live longer, healthier, better lives.

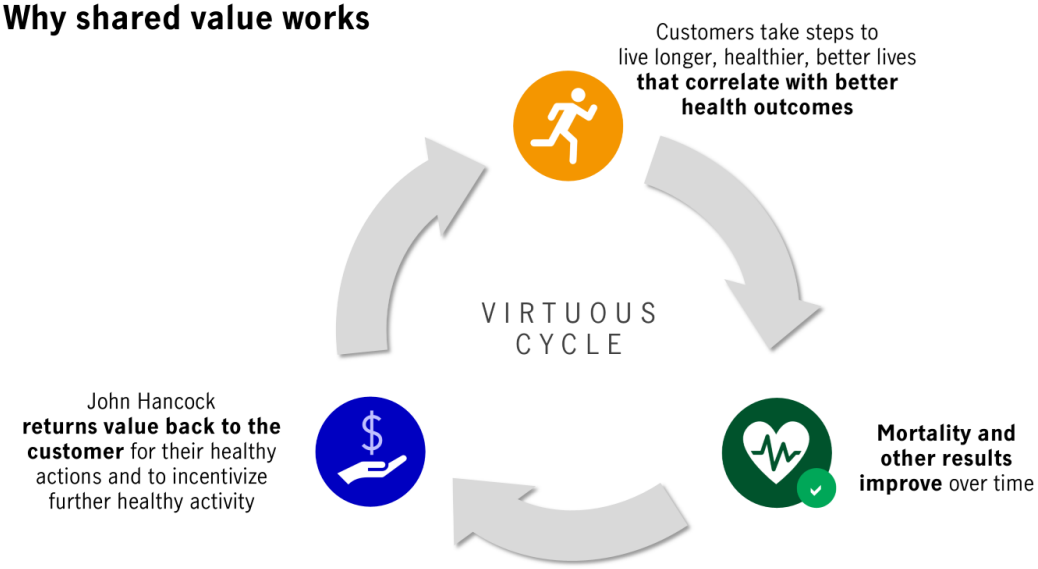
Our business model reinforces this vision. Life insurers invest premium payments, and the longer a customer lives, the longer those funds remain invested and the more the company stands to earn before a claim is paid. On economics alone, no industry has a greater stake in people living longer than ours. But for us, this is not just about financial alignment — it is about values, principles, and people.

Recognizing our ability to influence long-term health outcomes through small, meaningful changes, we have transformed our business model from being a passive claims payer to an active partner in risk management and wellness.

What is John Hancock Vitality

Ten years ago, we launched John Hancock Vitality — a program designed to make healthy living easier and more rewarding. Grounded in behavioral science, Vitality provides our customers with tools, resources, incentives, and rewards that encourage small, sustainable lifestyle changes. Participants earn points for everyday activities, including walking, buying fresh produce, completing preventive health screenings, and getting a good night's sleep. Those points build toward status levels that unlock benefits, including premium savings and discounts on a range of products and services.

Why shared value works



How it works

In 2018, we made John Hancock Vitality a standard feature on every life insurance policy we issue, while keeping participation entirely voluntary.

Our commitment to our customers

Over time, we have built a broad network of partners who share our mission to promote health and longevity. These collaborations bring technology, products, services, and expertise into the program, enabling customers to access leading-edge tools and resources. Participants can earn rewards and enjoy discounts on health-related devices, fitness gear, and nutrition programs — making everyday healthy choices more accessible.

As the program evolves, we continue to integrate the latest tools and technology that help individuals better understand and manage their health. These resources empower customers to take proactive steps in their wellness journey. More recently, our focus has been on early detection to potentially help identify health conditions early enough to make a difference in treatment and outcomes.

In 2022, we became the first life insurer to offer discounted access to **GRAIL**'s Galleri® multi-cancer early detection test, which screens for more than 50 cancer types through a single blood draw, including cancers without routine screening options. We were also the first life insurer to partner with **Prenuvo** to provide customers access to whole-body MRI scans capable of identifying hundreds of conditions, and more recently, with **Function Health** to offer comprehensive lab testing for deeper health insights.

Providing discounted—and in some instances complimentary—access to these early detection innovations builds on the program's foundation of preventive care. Customers earn points for activities like mammograms, annual physicals, and dental visits, which translate into rewards. Beyond individual benefits, these efforts contribute to societal gains: healthier people are more productive and place less strain on the healthcare system.

Why now

There has never been a more critical moment to prioritize prevention and early detection. The need is urgent. Health care costs are at historic highs and scientific advances offer unprecedented opportunities.

Chronic conditions or "lifestyle diseases" such as diabetes, heart disease, and respiratory illness account for more than half of all U.S. deaths and drive significant disability and expense.[i] These diseases are heavily influenced by daily choices — nutrition, physical activity, and smoking. In 2024, 90% of the nation's $4.9 trillion in annual healthcare spending was attributable to chronic and mental health conditions[ii], and projections suggest that by 2030, more than 80 million Americans will live with three or more chronic diseases.[iii]

Cancer remains the second-leading cause of death among all Americans and the leading cause of death among Americans under 85. In 2024, more than two million new cases and over 611,000

cancer deaths were reported [iv] — 80% from cancers without routine screening options.[v] Earlier detection could save an estimated $26 billion annually[vi], as late-stage treatment costs are two to seven times higher than early-stage care.[vii]

While these trends strain families and the economy, innovation is accelerating. Advances in personal health technology, early detection and screening methods, and prevention strategies create new opportunities to intervene earlier and reduce risk. Missed opportunities for preventive care, such as screenings, vaccinations, and early interventions, still cost the U.S. an estimated $55 billion annually, underscoring the urgent need to act.[viii]

Why our industry

Americans are living longer, but not always healthier or better lives. This reality creates mounting pressures — medical, economic, and social — that affect not only government and healthcare systems but every sector. Addressing these challenges requires collaboration across industries to expand access to prevention and early detection. These efforts can deliver significant cost savings and improved health outcomes that no single organization can achieve alone.

The life insurance industry is uniquely positioned to make an impact. Unlike many stakeholders, whose relationships with consumers last only a few years, ours often span decades — sometimes nearly a century. This long-term connection gives us both the incentive and the ability to invest in our customers' health and longevity. Through our experience with Vitality, we have demonstrated that incentive-based models can drive meaningful behavior change and support better outcomes over time.

What we've learned

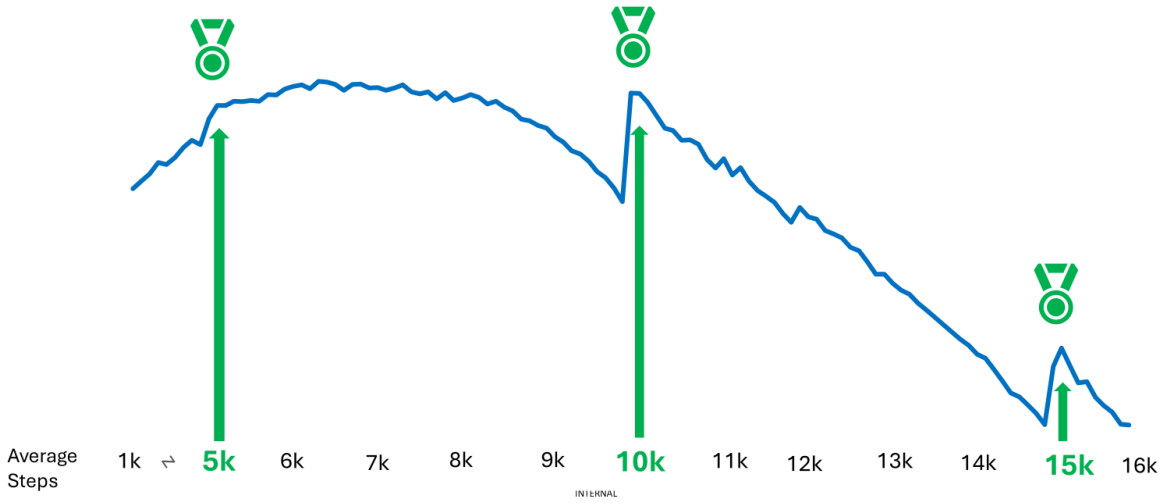
Our experience shows that several factors are critical to driving meaningful behavior change.

First, most Americans care about their health and want to improve it — especially as they plan for retirement.[ix] This shared priority creates an opportunity to encourage change. Success depends on setting realistic expectations and promoting incremental progress. We are not asking customers to run marathons, although some certainly do. We are asking them to take small steps — literally and figuratively — such as walking a few extra minutes, getting adequate sleep, or completing recommended screenings.

Second, education alone is not enough. When paired with incentives and rewards, it becomes far more effective. For example, John Hancock Vitality members earn points for daily step counts, with thresholds at 5,000, 10,000, and 15,000 steps. It's the difference between 10, 20, or 30 points respectively. We consistently see activity spikes just beyond these thresholds, demonstrating how even modest rewards like 10 extra points can motivate additional effort.

2024 John Hancock Vitality Members Average Step Count

Spikes in average step count are observed at 5k ,10k, and 15k steps



Vitality also rewards healthy food choices at the grocery store. Through our HealthyFood program, John Hancock subsidizes a 25% discount on fresh fruits and vegetables for our customers at participating retailers nationwide. The discount is applied automatically at checkout, making healthy choices simple and seamless. Today, the program spans more than 50,000 grocery locations across the U.S., helping customers make nutritious selections part of their everyday shopping routine.

These small, daily activities add up. On average, Vitality members take twice as many steps each day compared to the typical American and report better weight management. Nearly half of our customers with high blood pressure brought their readings into a healthy range within a year.

Technology and gamification further enhance engagement. For example, our Apple Watch program allows customers to pay a nominal amount upfront — $25 (plus tax) — and reduce or even eliminate monthly payment installments through regular exercise. Many members complete the two-year period having paid only the initial fee. Overall, customers using the Apple Watch program report 30% higher activity levels after getting their watch. To keep motivation high, features like the Vitality Wheel — a virtual wheel offering bonus points and small prizes that members earn spins on through activity — adds an element of fun that customers value.

Beyond our business

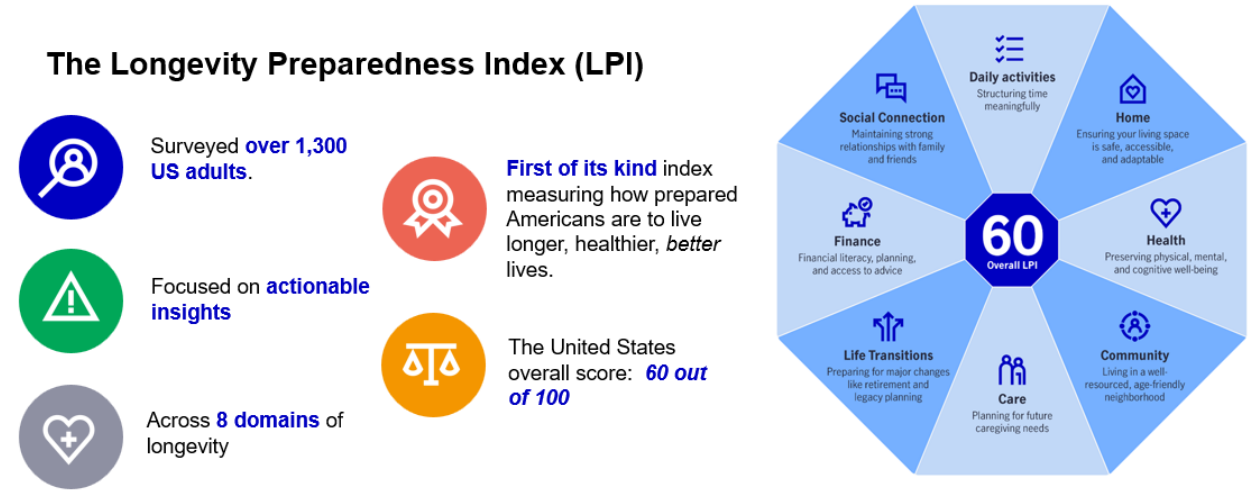
Our commitment to helping people live longer, healthier, better lives extends beyond our customers to the broader industry and communities we serve.

To advance this mission, we now host an annual Longer.Healthier.*Better*. symposium — a multi-day event that brings together leading experts from health care, government, science, technology, and academia. These gatherings foster collaboration and share innovations that can shape the future of longevity and better health. We invite industry partners and advisors with the goal of spreading these insights to their families, businesses, and communities. Please watch a recap of the 2024 symposium **here**.

A particularly exciting and relevant output of our most recent symposium is the **Longer. Healthier. *Better*. — Leaders in Longevity** documentary series. Each of the six episodes explores leading-edge research and thought leadership in crucial areas, including aging, cancer detection, nutrition and mental health. The experts featured in the series all spoke at the 2024 symposium and are true pioneers in their respective fields. Their voices come together to tell a fascinating story about the science and strategies driving progress toward healthier, longer lives.

Deepening our Insights

This year, we partnered with the MIT AgeLab to release the inaugural **Longevity Preparedness Index** (LPI) — a new benchmark for how well Americans are prepared not only to live longer, but to live well. The Index looks beyond how much money you need to save or whether you'll be in good health to eight critical domains of aging. It considers where you will live, who you will spend your time with, if you will need care and, if so, who will care for you. These insights help identify gaps and inform solutions for a more holistic approach to longevity planning.



The inaugural LPI found that, in general, Americans are significantly underprepared for living longer, healthier, better lives, with an average score of 60 on a scale of zero to 100. While discouraging, we see this as a call to action — and an opportunity for collaboration across industries and sectors to close the gap. We will update the Index annually and use its insights to shape products and to equip advisors to engage clients in more meaningful planning conversations with their clients. Acting on these findings, we have already expanded select benefits — including access to the Galleri multi-cancer early detection test — to eligible John Hancock retirement customers.

Policy Recommendations

To advance prevention, early detection, and longevity in ways that benefit consumers, we encourage policymakers to consider:

1. **Expanding Access to Early Detection in Public Programs**: support coverage for multi-cancer early detection (MCED) tests under Medicare and other public programs, with appropriate clinical guardrails for confirmatory diagnostics and follow-up care.
2. **Modernizing Tax-Advantaged Accounts for Prevention:** update Health Savings Account (HSA) and Flexible Spending Account (FSA) rules to allow funds to be used for evidence-based preventive tools, including validated screening and nutrition programs.
3. **Promoting Public-Private Pilots for Incentive-Based Prevention** by encouraging Centers for Medicare & Medicaid Services (CMS) and the Center for Medicare and Medicaid Innovation (CMMI) to launch multi-year pilots that test incentive-driven

wellness models, measuring long-term health outcomes, cost savings, and equity impacts.

Community Impact

We proudly support the **Food is Medicine Institute** at Tufts University, which is advancing programs that integrate nutrition-based interventions into healthcare to prevent and treat disease and promote health equity.

In November, we renewed funding for complimentary Galleri multi-cancer early detection tests for active duty and veteran special operations forces through **Home Base** in collaboration with the **Massachusetts General Hospital (MGH) Cancer Early Detection and Diagnostics Clinic**. These service members face elevated cancer risks due to exposures encountered during their military service.

Although recognition is not our goal, it affirms the impact of these efforts. In September, John Hancock was honored as the only life insurer on which celebrates companies driving meaningful societal change through core business strategies.

Kelley's story

We are confident in the impact of this model — not only because of the data, but because of the stories our customers share. Before Vitality, no one had credited a life insurance policy with saving their life. Today, that has changed.

There is one story, among many. that stands out. Kelley, a licensed life insurance producer in the Midwest, purchased a John Hancock life insurance policy and enrolled in Vitality. When we introduced access to GRAIL's Galleri multi-cancer early detection test, Kelley received an email inviting him to participate. His first test showed a positive cancer signal, but follow-up testing suggested no immediate concern. Six months later, GRAIL contacted Kelley and encouraged him to take the test again and it indicated cancer again. Acting on GRAIL's guidance, Kelley pursued additional testing and was diagnosed with breast cancer – early enough to make a difference.

Kelley is now thriving, enjoying life on his farm with his horses and beloved grandchildren. He often says that without his John Hancock life insurance policy, he still might not know about his cancer. You can watch Kelley's story **here**.

Conclusion

Addressing the challenges of health and longevity requires sustained, collaborative action. Leaders across government, industry and other sectors must work together to drive systemic change. The life insurance industry is uniquely positioned to contribute, and we believe it should play a larger role in these efforts.

At John Hancock, we have seen how even small, consistent actions—supported by the right tools and incentives – can lead to meaningful improvements in health and wellbeing. We look forward to working with this Committee in the common goal of helping more Americans live longer, heathier, better lives.

Sources:

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