

Supplemental Figures 1a and 1b: Diabetes-specific messages with and without “enhanced active choice”

S1a. Diabetes-specific message without “enhanced active choice”

S1b. Diabetes-specific message with embedded “enhanced active choice”

To: johndoe@xxx.com
From: Craig (craignossel@discovery.co.za)
Subject: <Preferred name>, why haven't you activated the Vitality HealthyFood benefit?



Dear <preferred name>

We noticed that you have not activated the Vitality HealthyFood benefit. With this benefit, you can get up to 25% cash back on your healthy food purchases from Pick n Pay or Woolworths each month!

A diet rich in vegetables, fat-free dairy, and whole grains is recommended for all people with diabetes. Eating these healthier foods can help with weight management and improving blood glucose levels.

All of these foods qualify for cash back when you activate the HealthyFood benefit!

Activating is easy. Just follow the steps below:

If you have registered on www.discovery.co.za, [click here](#) to log in.

Once you log in, you can start step one of your HealthyFood benefit activation

We hope you decide to activate. Your health is very important to us.

Regards

A handwritten signature in black ink, appearing to read 'C Nossel'.

Dr. Craig Nossel
Discovery Vitality
Head of Vitality Wellness

To: johndoe@xxx.com

From: Craig (craig@discovery.co.za)

Subject: <Preferred name>, why haven't you activated the Vitality HealthyFood benefit?



Dear <preferred name>

We noticed that you have not activated the Vitality HealthyFood benefit. With this benefit you can get up to 25% cash back on the healthy foods you purchase each month!

A diet rich in vegetables, fat-free dairy, and whole grains is recommended for all people with diabetes. Eating these healthier foods can help with weight management and improving blood glucose levels.

All of these foods qualify for a cash back when you activate the HealthyFood benefit!

Please select one of the following choices:

Yes! I want to activate the HealthyFood benefit and get up to 25% cash back on HealthyFood I buy at Pick n Pay or Woolworths

No, I'd prefer not to activate and continue paying full price for my healthy food purchases

We hope you decide to activate. Your health is very important to us.

Regards

A handwritten signature in blue ink that reads 'C Nossel'.

Dr. Craig Nossel
Discovery Vitality
Head of Vitality Wellness