

Overview of Vita Health Group

Vita Health Group is an established provider of counselling, talking therapies and workplace wellbeing services, with 37 years' experience delivering counselling support to corporate customers across a broad range of sectors. Its customer base includes organisations in insurance, healthcare, government, emergency services, retail, transport, technology, charities, utilities, logistics, education, telecommunications, hospitality, manufacturing and energy.

The organisation also has significant NHS experience, having provided counselling and talking therapies to the NHS for six years. It is now the largest private provider of NHS talking therapies, holding contracts with nine Integrated Care Boards and serving approximately eight million people.

For ARAG, Vita Health Group provides a comprehensive counselling and wellbeing service centred on a confidential 24/7, 365-day counselling helpline. The service gives eligible users immediate access to emotional support, clinical triage, information and signposting, with onward referral into structured mental health support where clinically appropriate. Calls are managed through a dedicated ARAG number and bespoke call-routing arrangements, ensuring users are directed to the right support at the right time.

Where a structured intervention is required, Vita Health Group can provide counselling by telephone, video or face to face through its national network of accredited counsellors. Support is available for a range of mild to moderate presentations, including stress, anxiety, depression, bereavement, trauma and relationship-related concerns. Vita Health Group also offers guided self-help and computerised Cognitive Behavioural Therapy through SilverCloud, enabling users to access digital modules alongside practitioner support where this is clinically suitable.