



MassMutual to launch Living Well Rider on eligible new whole life policies

Consumers are increasingly looking for financial products that offer comprehensive wellness benefits. The Living Well Rider is an added benefit for eligible whole life clients, giving them access to a bundle of wellness services at no extra cost.

Living Well Rider benefits

MassMutual is integrating proactive wellness benefits into our whole life policies, offering features like multi-cancer early detection, disease risk assessment, and mental health support.

GENOMICS

Genomics' Health Insights™ test is an at-home genetic test that can help eligible policyowners identify their risk for chronic conditions including diabetes, heart disease, and certain cancers. Genomics also provides personalized, condition-specific risk estimates and tailored health advice.

GRAIL

GRAIL's Galleri® test is a multi-cancer early detection test that can screen over 50 types of cancer through a simple blood draw, including certain cancers with no existing screening methods. And if one were to receive a positive result, it can also help locate a cancer in the body.

wysa

Wysa Assure is an AI-powered app that fosters self-reflection, emotional processing, and skill-building in a confidential, supportive space. A 12-month subscription is available to eligible policyowners at no additional cost and can be annually renewed for up to 3 years.

Eligible products

The Living Well Rider will be automatically included at issue for policies that meet eligibility requirements and are issued on the following products.

Whole Life 8 Pay	Whole Life 20 Pay
Whole Life 10 Pay	Whole Life 65
Whole Life 12 Pay	Whole Life High Early Cash Value (HECV)
Whole Life 15 Pay	Whole Life 100

MMSD Webcast: The Next Chapter in Wellness at MassMutual Thursday, May 28 - 2pm ET

Join [MassMutual](#) for a 30-minute call to learn more where wellness is heading at MassMutual. [Register today!](#)

REGISTER TODAY

Key dates

- **May 16, 2026** is the first day that illustrations can be run displaying the Living Well Rider.
- **May 16, 2026** is the first day that eligible whole life policies will be issued with the Living Well Rider. The rider will automatically be attached to all eligible policies issued on or after May 16.
- **May 28, 2026 - 2pm ET:** Join us to learn more about the Living Well Rider on our MMSD sales call.

Review the [transition rules](#) for details.

Further info:

- Learn more about MassMutual's life product portfolio on our [MMSD Life Marketing Hub](#).

