

A person is running along a rocky ridge at sunset. The runner is wearing a teal jacket and black shorts. The background shows a vast landscape with mountains under a warm, orange-hued sky.

Pushing the
boundaries of
preventive health

Introduction



Suzanne Trusdale

TELUS Health Care Centres



Let's stay connected

TELUS: Who We Are



TELUS Health is committed to building the healthiest communities and workplaces on the planet



Backed by a leading culture for sustainable human outcomes



Delivering remarkable outcomes for people around the world



An unparalleled legacy of giving since 2000

Innovations in preventive medicine are changing benefits

Employers can leverage these tools to attract and retain talent with a focus on healthy lives.

Agenda for today

- The business case for preventive health
- The present and future of preventive medicine
- Nina and Amir's patient journeys
- How employers can harness the power of prevention



55%

of Canadian workers feel their employer-funded healthcare benefits are insufficient.¹




1. TELUS Mental Health Index, 2024

The business case for preventive health



² Benefits Canada, 2022,
³ Statistics Canada, 2023,
⁴ Benefits Canada, 2023

3 key components of an end-to-end prevention program

-  **1 Access and digital connectedness** to empower patients
-  **2 Personalization** to achieve goals and mitigate targeted risks
-  **3 Interpretation and support** from a qualified health professional

The present and future of preventive medicine

Present

Lifestyle advice:

Broad recommendations with little personalization.

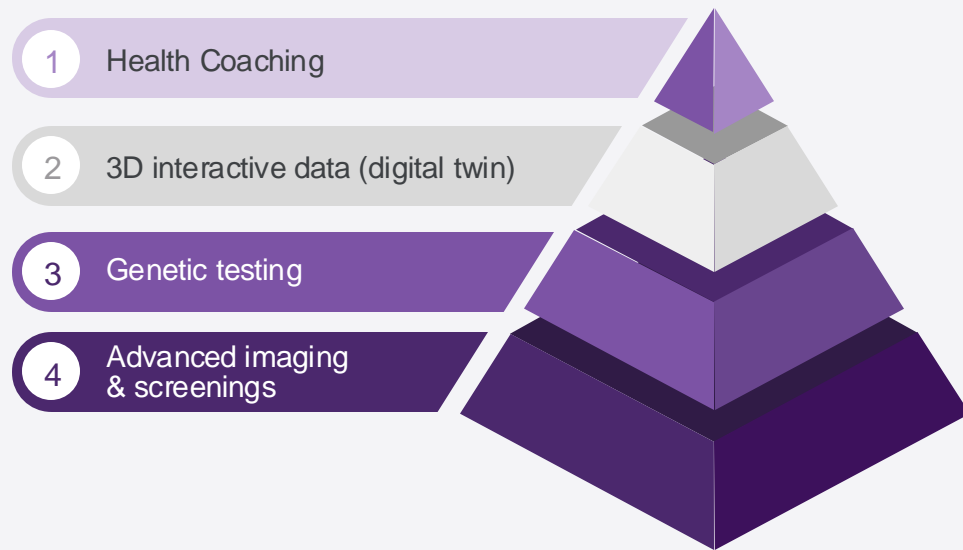
Reactive:

A focus on responding to symptoms or known risks without going deeper.

Preventive health check-ups:

Checking the top areas that need to be monitored on a regular basis.

Future



Advanced Imaging and Screening

A more complete picture.



MRI with digital twin technology:

Imaging of the entire body to provide advanced insights for health quantification and optimization.



Body composition analysis:

Detailed scan that measures muscle mass and body fat percentage.



Blood-based cancer screening:

A simple blood test that looks for circulating tumour DNA from colorectal cancer.



Bone density scanning:

Detailed scan measuring bone density.*



*Our DEXA scan is primarily used for body fat quantification, not bone density. For individuals who are over 50 and qualify for a publicly funded bone density scan bi-annually, the DEXA will only be used for fat quantification. For individuals who fall outside of the publicly funded parameters, DEXA will be used to quantify both bone density and fat.

Genetics takes a deep dive into health risks



Potentially uncover
hereditary risk factors for
serious health conditions



Understand your
risk level for
common diseases



Eliminate the trial and error
of finding the right
medications



Did you know?

26% of employees say they would use genetic testing if it was added to their health benefits plan.²

Digital twins: Health-management body doubles



Baseline snapshot of your whole body with millions of biometric data points, helping people know where to focus their attention when it comes to prevention.

Nina's perimenopause journey



Nina, 45



Hormonal irregularities linked to perimenopause



High visceral fat



Night sweats



Headaches that make it hard to focus at work

Nina starts weight training and adds more fibre to her diet. She visits her family doctor for hormone replacement therapy. The following year, she feels healthier, more focused, has reached greater professional heights and is grateful for the preventive support.

Amir's hidden heart risks



Amir, 50



Elevated genetic risk of heart disease



High liver fat fraction



Low VO_2 max



Declining movement with high workload

Working with a health coach, Amir receives a tailored plan for his nutrition and exercise which includes continued health and lifestyle data tracking through his wearable device. The following year, his measurements and productivity at work have improved.

How employers can take advantage of preventive health innovations



Spread
the word



Integrate
existing tools



Facilitate
access



Negotiate
corporate rates



Add benefits
coverage



Make it a
cultural priority



How to innovate with your current offerings



Virtual care
services



Employee Assistance
Program (EAP)



Continuous mental
health support



Team health
challenges



Benefits
dollars



Education and
awareness



Holistic employee
wellbeing approach

Questions?



Thank you.

