



Pushing the  
boundaries of  
preventive health

# Introduction

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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

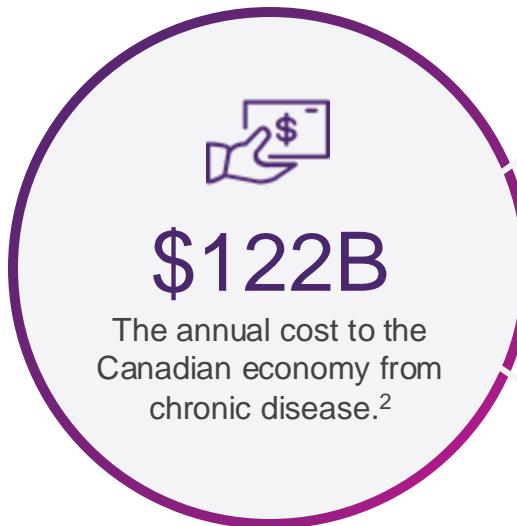


**55%**

of Canadian workers feel their employer-funded healthcare benefits are insufficient.<sup>1</sup>

1. TELUS Mental Health Index, 2024

# The business case for preventive health



**Rising** rates of chronic disease<sup>3</sup>

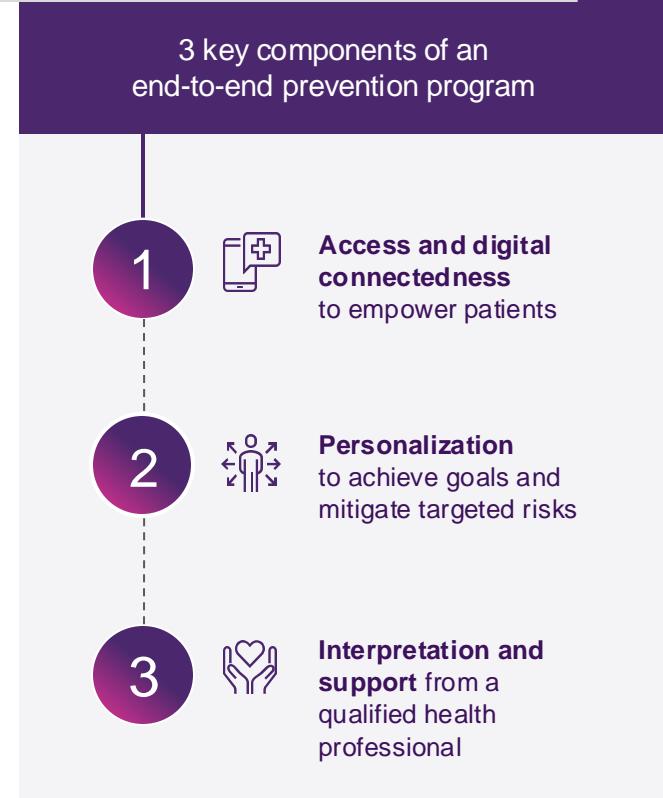


>50% of plan members have a chronic condition<sup>4</sup>



Indirect employer costs as high as **\$24k** per cancer patient per year.<sup>2</sup>

<sup>2</sup> Benefits Canada, 2022,  
<sup>3</sup> Statistics Canada, 2023,  
<sup>4</sup> Benefits Canada, 2023



# 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.

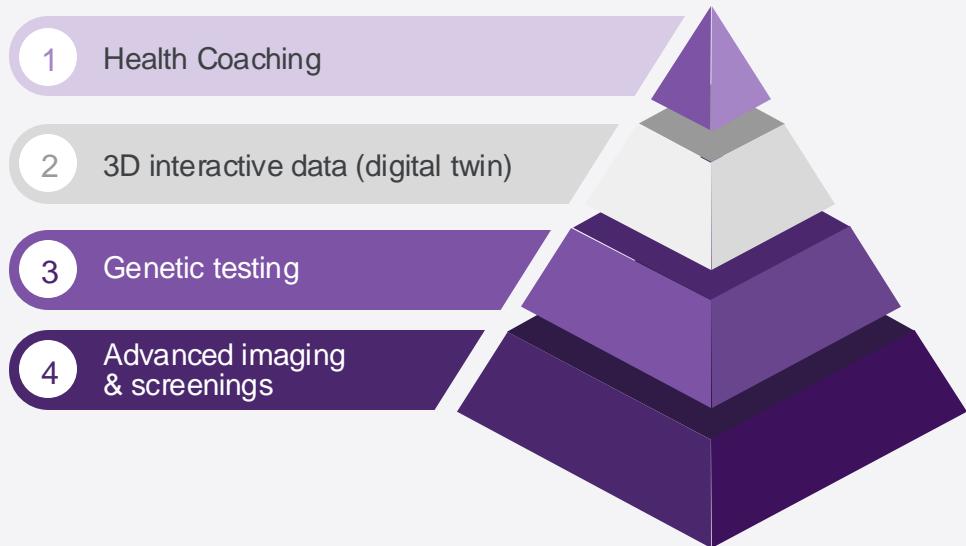
## Future

1 Health Coaching

2 3D interactive data (digital twin)

3 Genetic testing

4 Advanced imaging & screenings



# 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.<sup>2</sup>

# 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



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



Elevated genetic risk of heart disease



High liver fat fraction



Low  $V0^2$  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



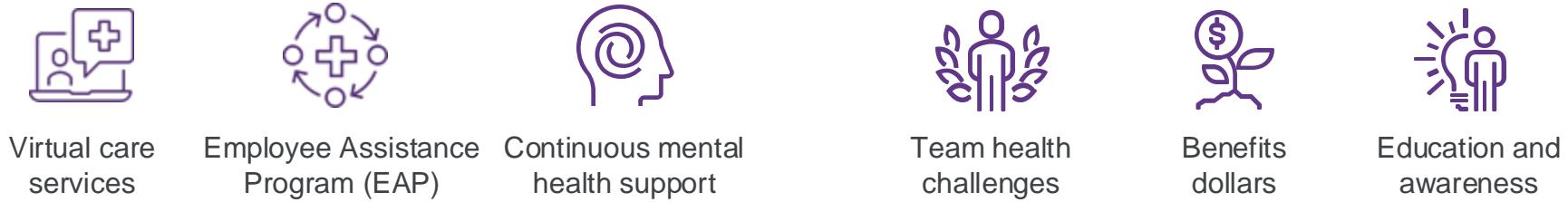
Add benefits  
coverage



Make it a  
cultural priority



# How to innovate with your current offerings



Holistic employee  
wellbeing approach

# Questions?



# Thank you.

