



canada life

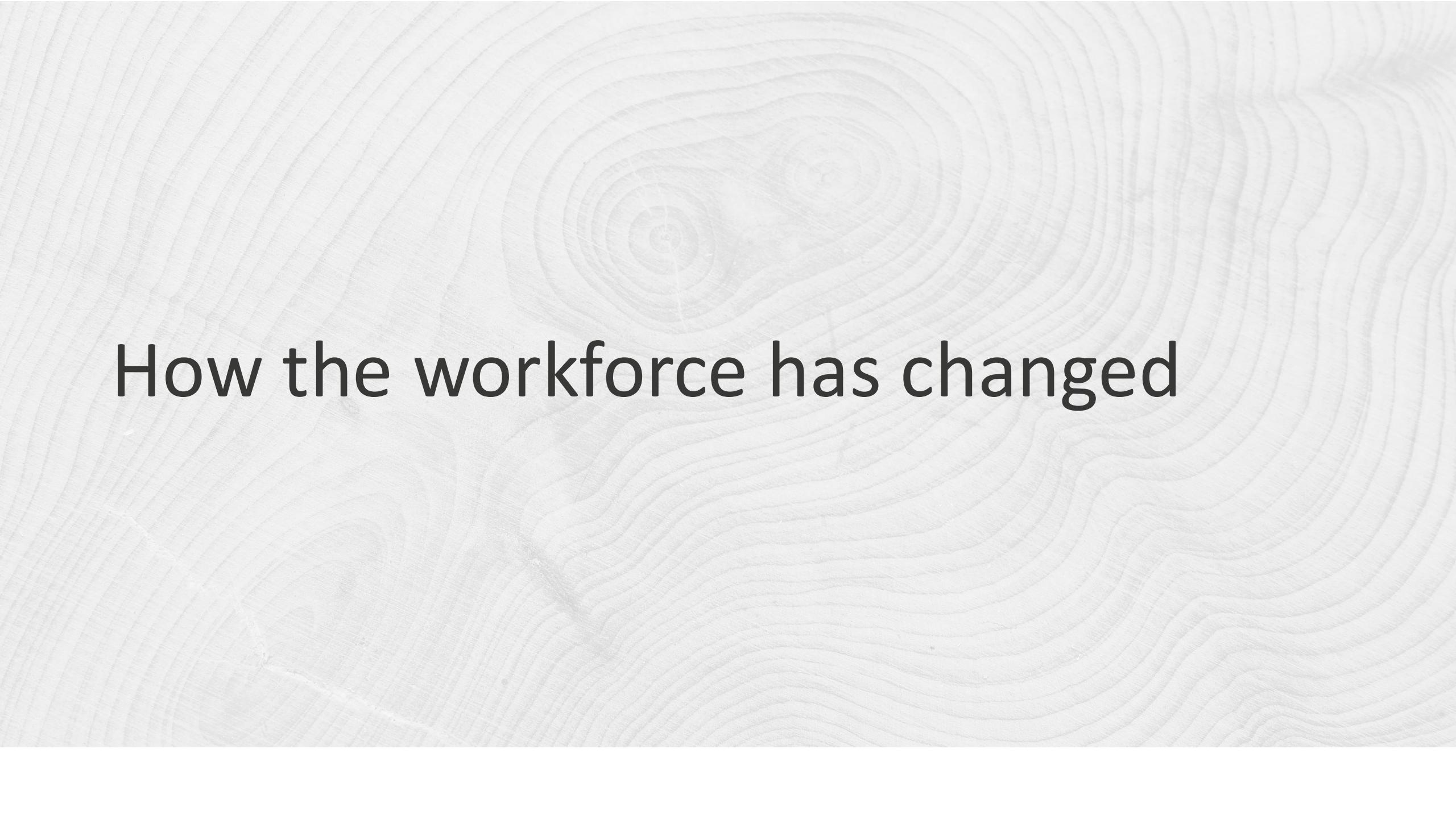
The future of benefits for the future of workplaces

Shelley Sjoberg
Assistant Vice-President,
Product Development and Support

“ The best time to plant a tree was
30 years ago, and the second best
time to plant a tree is now.”

- Unknown





How the workforce has changed

Employees born outside of Canada

→ 31% of employees in 2023 were born outside of Canada.



First language other than English or French

Plan information, instructions and other details need to be easy to understand.



Family decision making

It's important to make information accessible so members can go through it at home.



Access to familiar types of care

Consider requests for culturally rooted therapies and holistic healing traditions.

An aging population

→ Over 1 million people over 65 are still working in Canada.



Specialized health care requirements

Older members may have a greater need for prescription medication and have more specialized health care requirements.



Health coverage in retirement

Members who relied on their benefits while working wonder how they'll cover those costs when they leave the workforce.



Maintain good health and reduce/prevent health decline

Resources and services that promote proactive health and early intervention can reduce the risk of severe health issues and associated costs.

Who were benefits designed for?

Just over 50%
of today's workforce are millennials and Gen Z

63% of millennials
are high risk for mental health issues

Only 45% of people
aged 25 to 44 report high life satisfaction



Different well-being concerns

→ 25% increase in diabetes rates in 35-49 YO, compared to 2002.



Health education at an earlier age

Help people understand how to be and stay healthy.



Find health conditions earlier

Use ways to prevent diagnoses from getting worse, improving prognoses or finding it earlier through screening.



Mental health claims are climbing

Long-term or acute, but severe, illness can lead to secondary diagnoses of mental health conditions.

Understanding your workforce
opens new possibilities

“ You can't manage
what you don't measure.”

- Peter Drucker

Collect the data



Surveys

- Identify member needs and preferences
- Involve members in the decision-making process
- Can help manage employer cost by knowing which benefits are most important
- Measure plan effectiveness
- Create a culture of communication



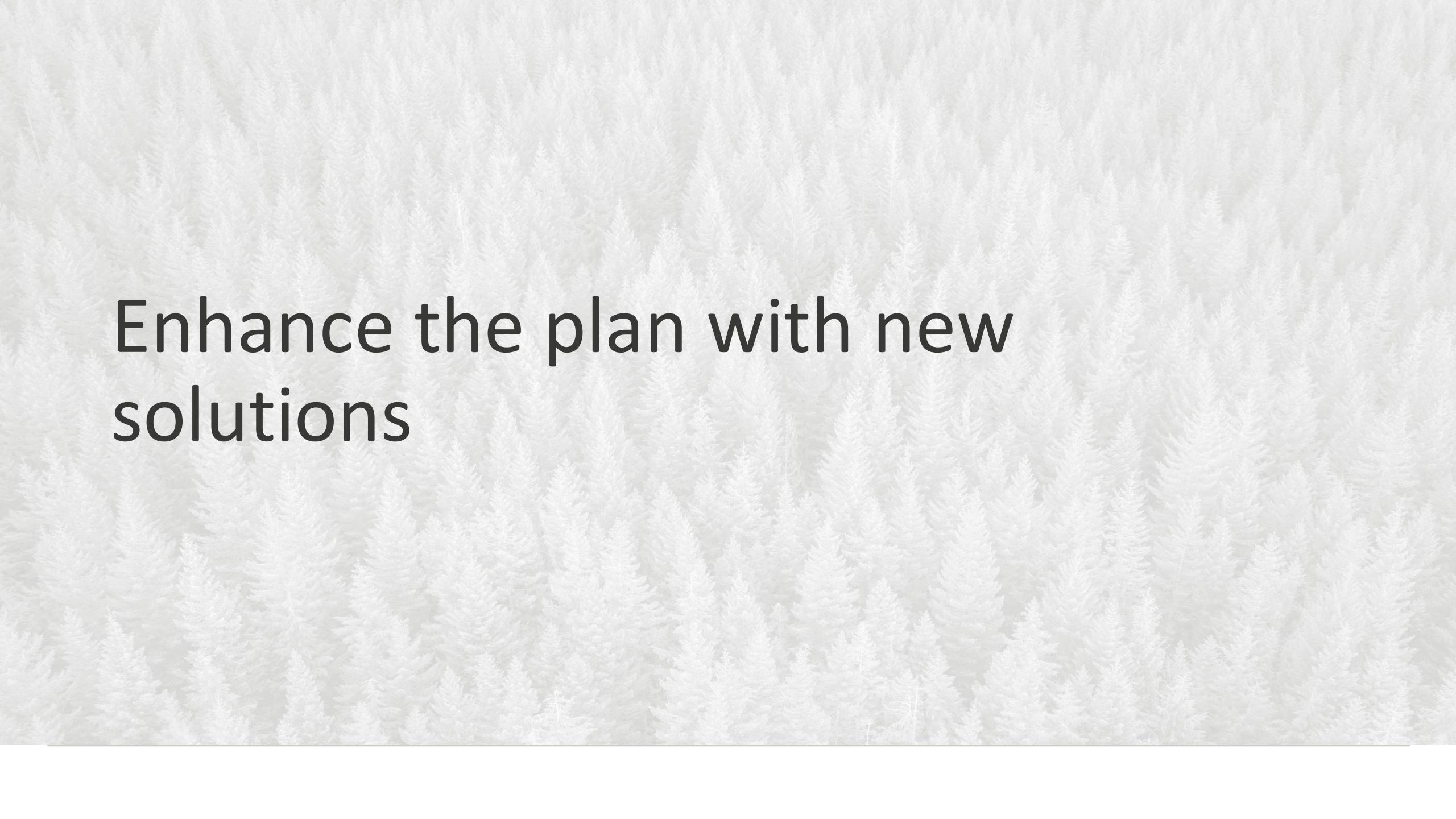
HR data

- Identify cultural trends
- Help define important DEI initiatives
- Identify demographic health trends



Health risk assessments

- Reveal health risks and health behaviour
- Understand stress levels and mental health
- Use data to tailor plan
- Know how to promote preventive health measures
- Detect health conditions earlier



Enhance the plan with new
solutions

New solutions for a new way of working

Meet members where they are, for what they need.



Modernize well-being supports

New solutions for a new way of working

Meet members where they are, for what they need.



Modernize well-being supports



Flexible and more modern access to care

New solutions for a new way of working

Meet members where they are, for what they need.



Modernize well-being supports



Flexible and more modern access to care



Personalize care for effective results

New solutions for a new way of working

Meet members where they are, for what they need.



Modernize well-being supports



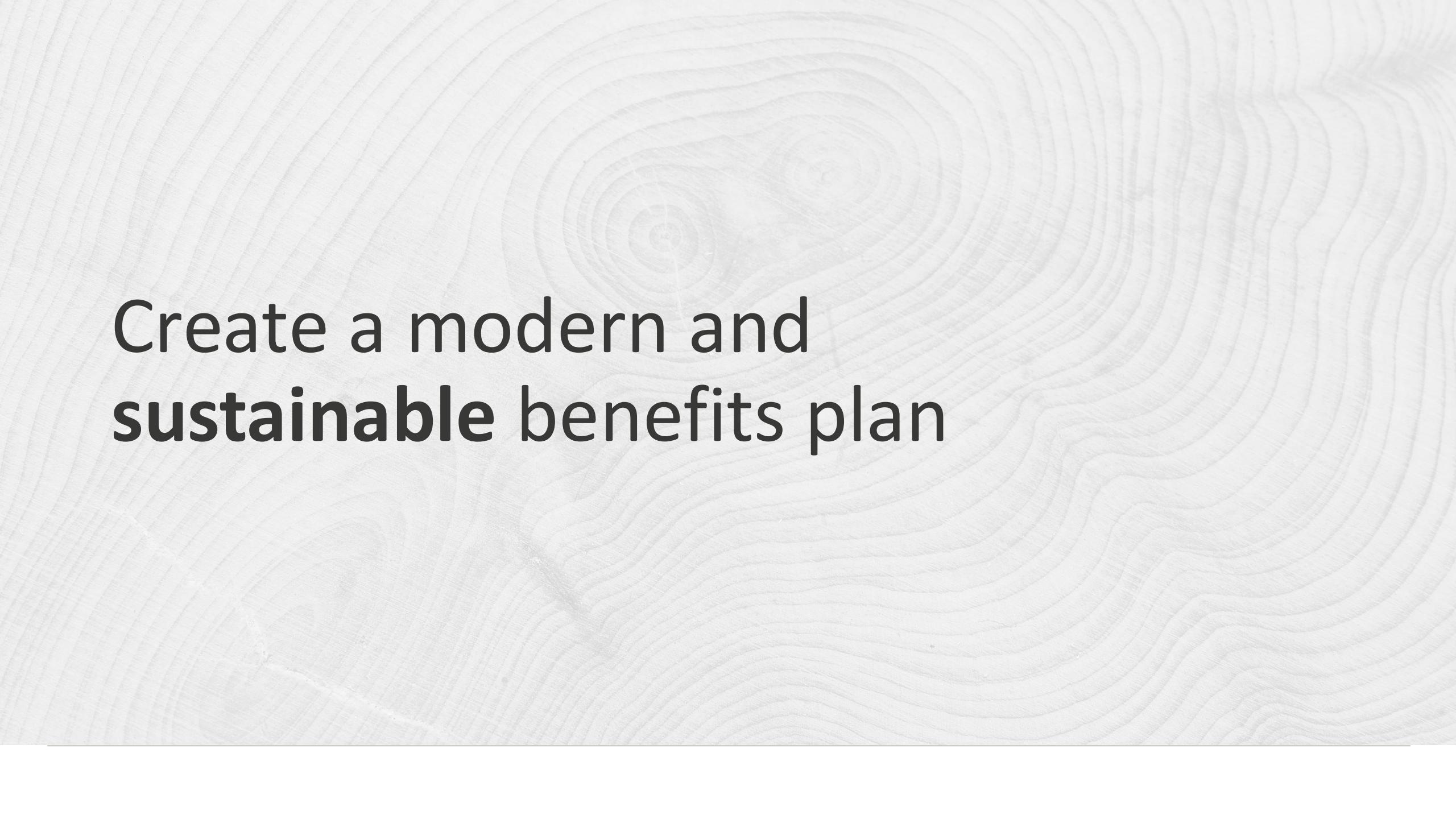
Flexible and more modern access to care



Personalize care for effective results



New benefits for today's needs



Create a modern and
sustainable benefits plan



Thank You

canada  lifeTM