

The future of benefits for the future of workplaces

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

- Unknown



The background of the slide is a light gray wood grain texture. The grain lines are wavy and run diagonally across the frame. In the upper center, there are two distinct circular knots in the wood grain.

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

An aerial photograph of a dense evergreen forest, likely a spruce or fir forest, covering the entire background. The trees are tightly packed, creating a textured, green surface. The lighting is even, suggesting a clear day.

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

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Flexible and more
modern access to
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Personalize care for effective results

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Personalize care for effective results



New benefits for today's needs

The background of the slide is a light gray wood grain texture. The grain lines are wavy and concentric, creating a natural, organic feel. The text is centered on the left side of the image.

Create a modern and
sustainable benefits plan



Thank You

canada **life** TM