

# An Equitable Approach... Health and Wellness Solutions that Matter

## The Benefits of an Equitable Approach

Our approach to health and wellness allows our Plan Sponsors to provide access to information, tools, guidance and professional support to help Plan Members manage life and medical events that can:

- Impact their health and well-being;
- Affect their work-life balance; and
- Challenge their ability to be present and productive at work.

By supporting Plan Member efforts to lead healthier, more balanced lives, Plan Sponsors also gain access to a unique Group Benefits Management solution that can help:

- Decrease the impact of health-related absences and claims;
- Improve productivity and overall workplace health;
- Strengthen retention and recruitment efforts; and
- Manage the overall cost of providing Group Coverage.

## A Commitment to Health and Wellness Support as Part of all Group Plans

All Equitable Life plans come with no-charge access to EquitableHealth.ca's online health and wellness resources through the Equitable HealthConnector™ platform and LifeWorks® Online.

The Equitable HealthConnector is powered by Novus Health™ and supports Plan Member health by connecting them to the resources that can help them know what questions to ask a doctor, deal with a family or personal medical issue or locate available health resources where they live.

LifeWorks® Online is powered by Ceridian Canada Ltd. and offers Plan Member access to tools, resources and information that can help them better cope with everyday issues ranging from work-life balance and parenting concerns, financial and legal issues to dealing with aging loved ones.

Appropriately marketed to Equitable Life Plan Members as "resources for a healthier you," EquitableHealth.ca is also a resource that can contribute to a plan's financial health by reducing the costs associated with avoidable and unnecessary absences, by supporting Plan Members in their efforts to be at their best at home and at work.

EquitableHealth.ca is also home to Equitable Life's Innovations® Web Services, which offers Plan Advisors, Administrators and Members the innovative, online self-service solutions they need to make managing their Benefit Plans a simple, seamless process.

## Caring, Compassionate and Expert Support

The HealthConnector platform is further strengthened by HealthConnector Information Specialists who are available to support Plan Members through a dedicated, toll free number (1-888-344-5658). Whether Plan Members need further assistance in navigating the Canadian healthcare system, or need help in understanding which Equitable Life health and wellness resources are available to them, a HealthConnector Information Specialist is just a phone call away.

*All HealthConnector Information Specialists are qualified health/medical professionals and are there to provide caring, compassionate and expert support to all Equitable Life Plan Members.*



507(2010/07)

## A Flexible Platform Creates Unique Health and Wellness Service Options

Because of the uniqueness and flexibility of the HealthConnector platform, each Plan Sponsor can easily choose to customize their plan with employer paid HealthConnector services. These services are designed to further support Plan Members dealing with specific life and health events.

HealthConnector services can offer further support to Plan Members when they need it the most. HealthConnector services allow Plan Sponsors to offer their Plan Members direct access to professional assistance and support that can provide the:

- Expertise and guidance needed to make more informed medical and lifestyle decisions;
- Ability to maintain their work-life balance during difficult times;
- Recovery and support direction and assistance they need to overcome their current situations; and
- Help to achieve timely returns to health, work and productivity.

The HealthConnector platform allows Plan Sponsors to easily customize their Group Benefit Plans to meet their specific demographic and cost containment needs by being:

- Available in any combination to provide comprehensive coverage for Plan Members;
- Billed as part of a single, unified monthly statement; and
- Easily accessible online or through a Plan Member's personal HealthConnector Information Specialist.

Equitable Life groups can choose to add any or all of the following HealthConnector services to their Group Benefit Plans:

Ceridian Canada's Employee Assistance Program (EAP) LifeWorks Solutions integrates a full EAP program with work-life and wellness services and provides access to support from professional counsellors via the telephone, face-to-face sessions and online.

FeelingBetterNow® provided by Mensante Corporation is a medically approved, confidential and anonymous, interactive online mental health care management system. It assists doctors, employees and family members in the early diagnosis, treatment and follow-up of common and often debilitating mental health problems.

The CAREpath Navigation System™ is a cancer assistance program that provides access to an experienced team of oncology nurses and doctors who provide explanations of tests, diagnosis and treatments, thereby reducing the physical and emotional impact that cancer places on employees and their families by ensuring medical best practices are utilized.

WorldCare™ Second Opinion provides expert, timely e-consultations for serious illnesses and delivers highly specialized and personalized electronic second medical opinions from the best medical centres in North America.

*To find out more about how an Equitable and holistic approach to health and wellness can encourage both Plan Member health and the financial health of benefit plans, please contact your Equitable Life Regional Groups Sales Office. [www.equitable.ca](http://www.equitable.ca)*



507(2010/07)