

cossette

A hand holding a black stethoscope. The hand is wearing a silver metal wristwatch and a blue fabric cuff. The hand is positioned at the top of the frame, with the stethoscope's tubing looping down and around the central text.

(tele)medecine

revamping your group insurance program

agenda

1. **employer context**
2. **Cossette's approach to employee health**
3. **telemedecine: approach | performance |
takeaways**

con(text)

44
years
In business

600+
employees
in Canada

**integrated
services**
under the same roof

business
partner

**agile
approach**

50%
revenues from
digital

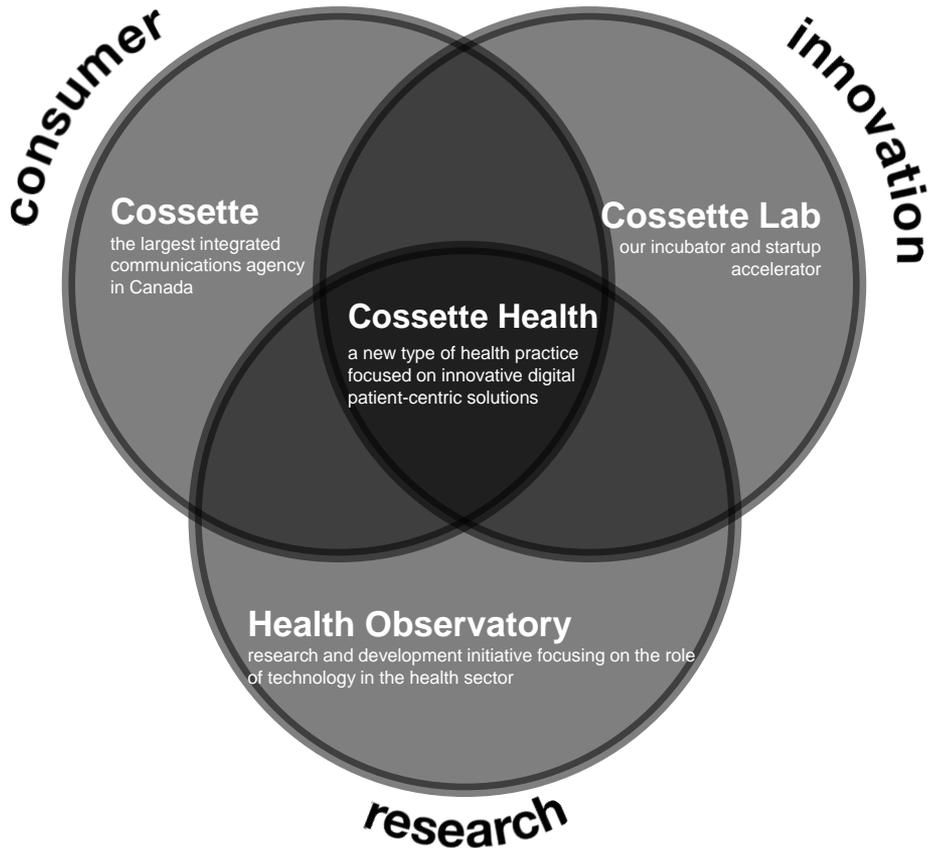
lab
COSSETTE

main clients



Cossette and health

Health is at the crossroads of communication and technology—two areas of expertise Cossette leverages to benefit Cossette Health.



context

59%

of Millennials say they consider the technologies available to employees before accepting a new job opportunity

***study by PWC**

20%

of people have mixed feelings about their job—engaged yet exhausted

***study by Yale University**

60%

of Canadians suffer from a chronic illness (identified or not)

***study by Morneau Shepell**

seek a balanced approach

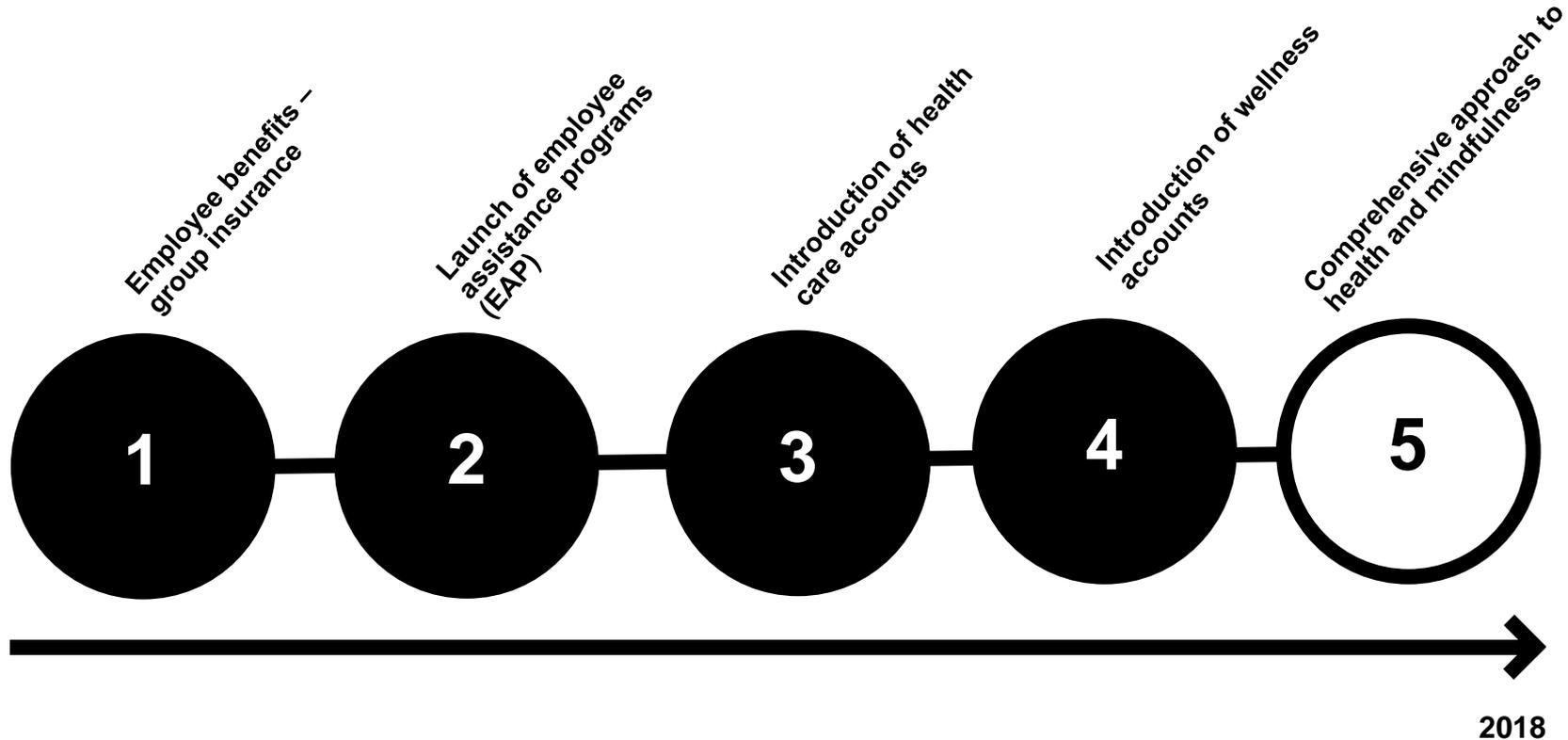
from provider to facilitator

**hold employees
accountable**

**be invested in
employees**



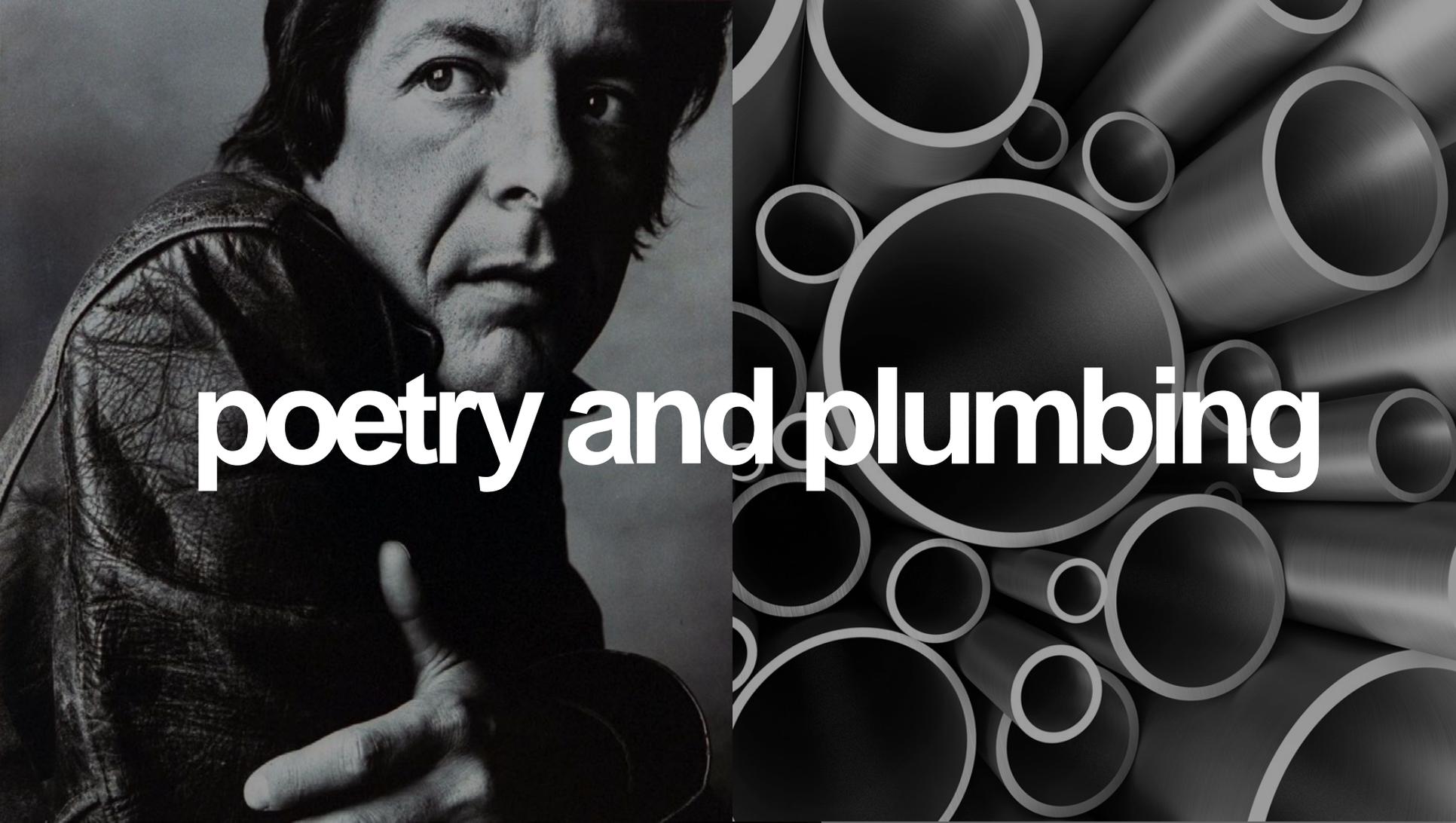
the evolution of health programs



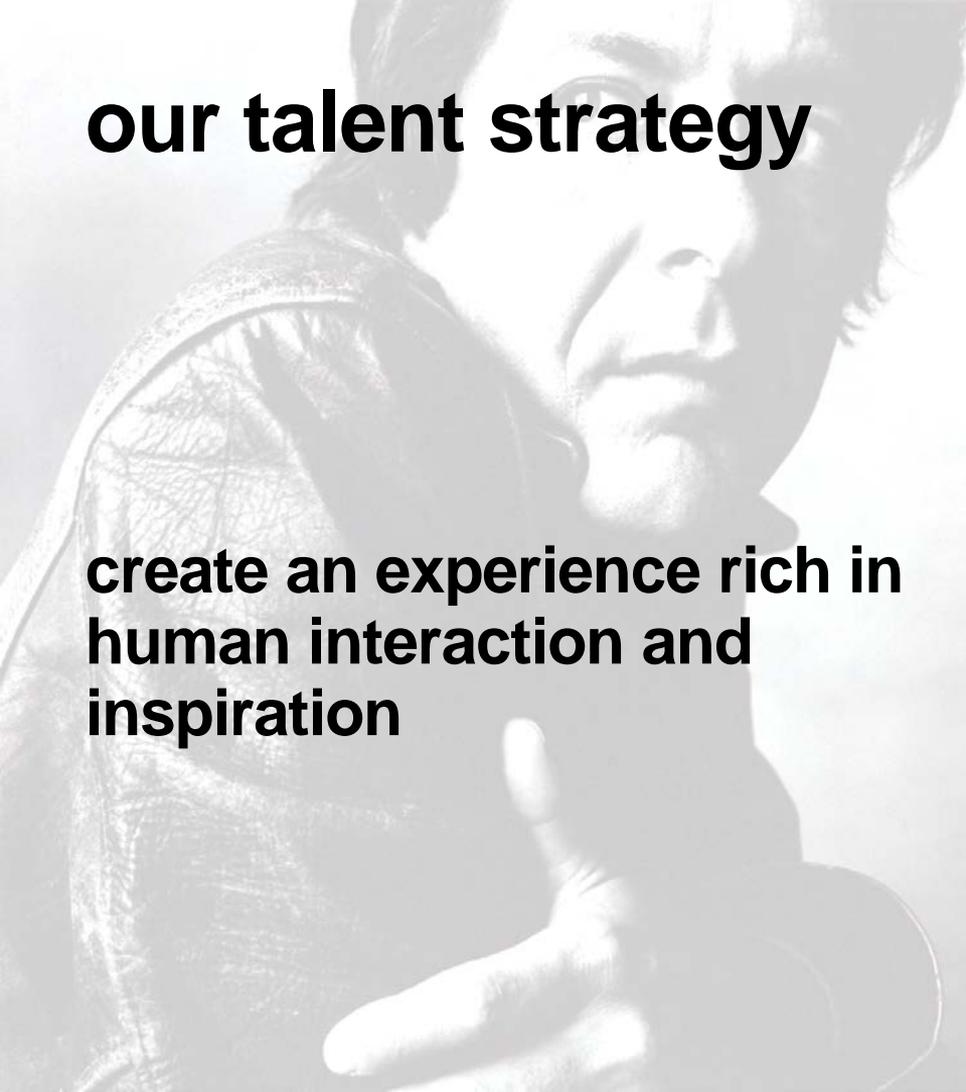
visi(on)

a(bout) us

We're experts who build and maintain strong and long-lasting relationships between brands and consumers.



poetry and plumbing



our talent strategy

**create an experience rich in
human interaction and
inspiration**



**offer a modern environment
that allows everyone to be
more efficient**

A circular arrangement of diverse individuals, including men and women of various ethnicities and ages, smiling and looking towards the center. They are wearing a variety of colorful and professional attire, such as jackets, blouses, and suits. The background is plain white.

**objective:
develop and inspire**

the role employee benefits play

health and group insurance: challenges

- group insurance—a basic expectation
- employer's role regarding employees and their families
- cost control
- needs and expectations of the different generations—need to appeal to the most people possible



(tele)medecine

a few stats

- The number of Americans who use virtual healthcare doubled in just one year, going from 15 million in 2016 to 30 million in 2017
- 75% of large U.S. companies offered virtual healthcare to their employees in 2017, compared to 48% in 2016

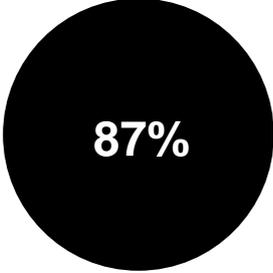


why telemedecine?



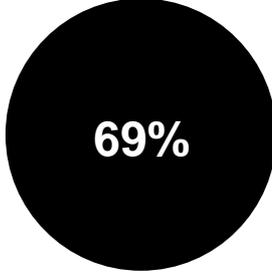
1/2 day

Average wait time to
see a doctor



87%

Percentage of
telemedecine visits
where the issue was
resolved virtually



69%

Percentage of ER
patients assessed
as low priority



20%

Canadians who
don't have a family
doctor

1

user opens the app and explains their health concern via chat

user answers a few basic questions

Max. 10 min.

2

a nurse asks a few more questions via videoconference

3

the nurse gives user an appointment with a doctor (if necessary)

Max. 24 h

4

the doctor refers user to a clinic / sends a prescription to user's pharmacy (if necessary)

(app)roach

considerations

- scope of services (local vs. national | expertise)
- hours of operation
- quality of the app
- organizational longevity

- Cossette's choice: Dialogue

1

deployment
as a pilot test
6 months | 10% of employees

2

financing
franchises | limitations | mail-
order pharmacy

3

communication
special launch | renewal |
ongoing



per(form)ance

after the first 9 months in Québec City

73%

downloaded
the app

58%

used the app

95%

satisfaction
rate

716

consultations
in Canada
(among 1,100
employees)

takea(way)s

make the link with the talent strategy



develop the habit



clarify expectations regarding absenteeism



health is...

- a shared responsibility
- a safeguard against stress,
providing greater resilience



questions?