

cossette

A hand holding a black stethoscope, with a silver wristwatch and a patterned shirt cuff visible. The hand is wearing a blue sleeve and a green cuff. The stethoscope is positioned over the 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

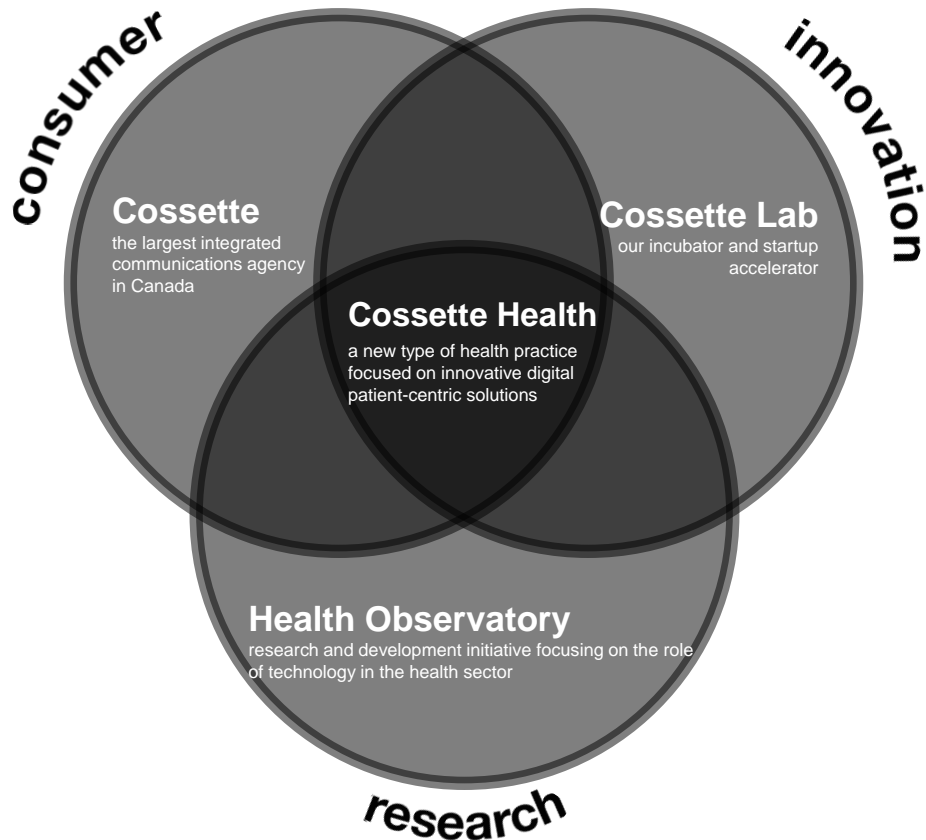
50%
revenues from
digital
COSSETTE lab

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

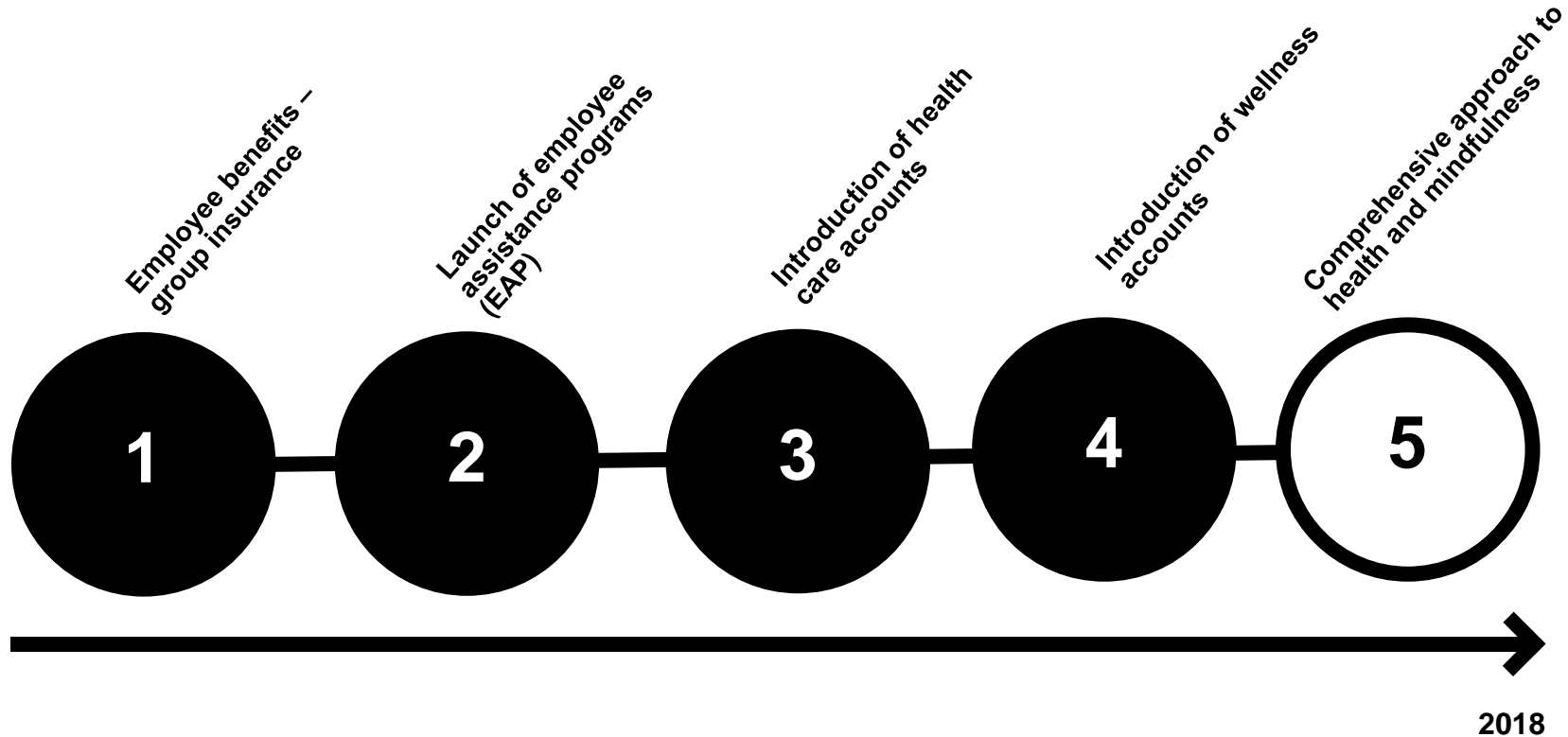
from provider to facilitator

**hold employees
accountable**

**be invested in
employees**



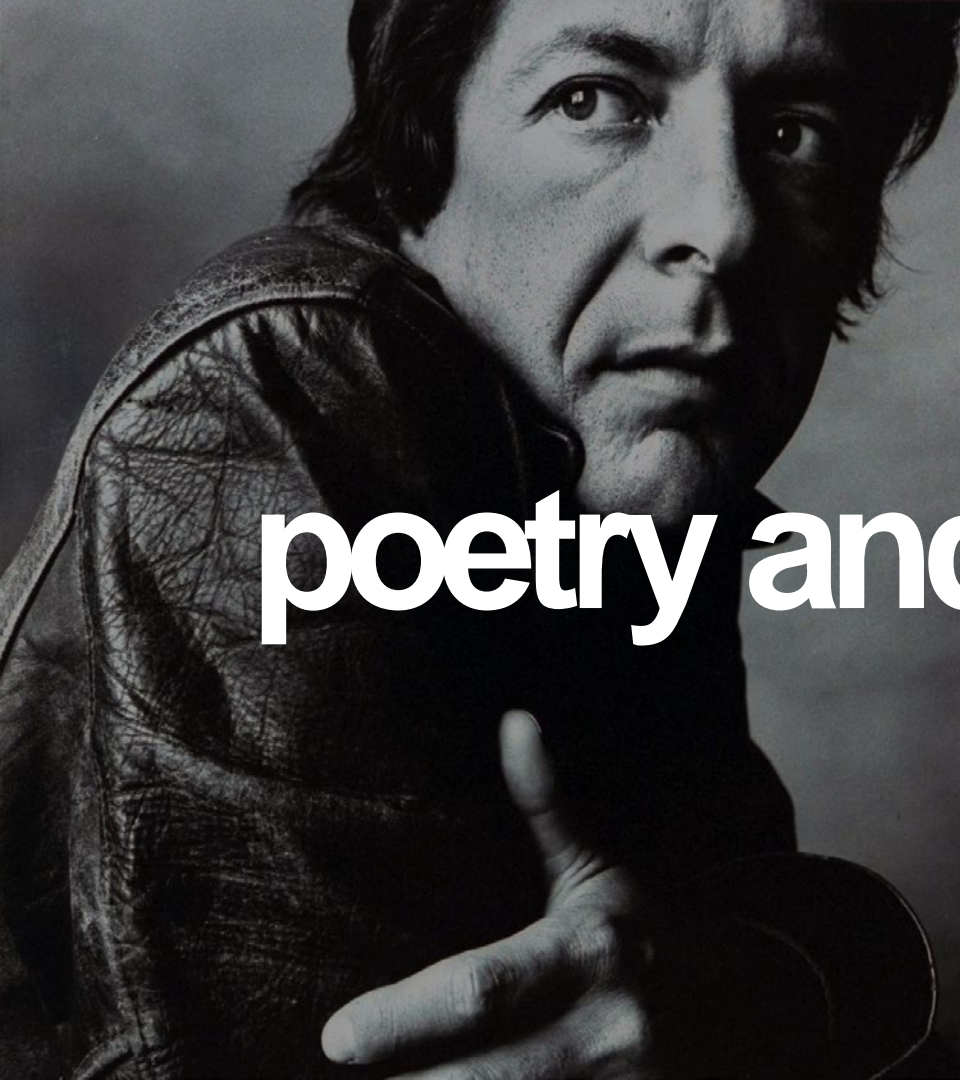
the evolution of health programs



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**



**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 telemedicine?



½ day

Average wait time to
see a doctor

87%

Percentage of
telemedicine 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

his(story)



per(form)ance

after the first 9 months in Québec City

73%

downloaded
the app

58%

used the app

95%

satisfaction
rate

716

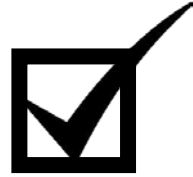
consultations
in Canada
(among 1,100
employees)

takea(way)s

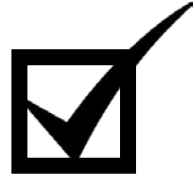
**make the link with the talent
strategy**



develop the habit



**clarify expectations regarding
absenteeism**



health is...

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



questions?