

Building a Healthier Canada

Canadian Alliance for Sustainable
Health Care Meeting (May 10, 2013)

Lori Casselman
AVP, Health & Wellness



About Sun Life

- # 1 Group Benefits provider in Canada
- Serving over
 - 12,000 employers
 - 5 million working Canadians
- Leader in wellness and prevention programs
 - only insurer with in-house capability

Current situation

- Health care cost is on the rise
 - More than doubled in just 11 years¹
- Prevention is the key
 - 80% of chronic diseases and 40% of cancer can be prevented
 - 1% of the population accounts for 34% of the health expenditures in Ontario (over \$33k a year per person)
 - The 1% are mainly those with chronic diseases
- The workplace is an unique channel to reach more than half of all Canadians

Health and the Workplace

- Employee health is directly related to corporate success
 - 97% of respondents surveyed in Sun Life-Buffett National Wellness Survey agree
- Chronic disease a growing toll on organizations
 - 35% increase in health and productivity costs since 2009¹
 - Costs related to diabetes alone expected to exceed \$16B in Canada by 2020²
 - 80% of chronic disease and 40% of cancer can be prevented³

¹Towers Watson Staying@Work 2011/2012

²Canadian Diabetes Association - Diabetes: Canada at the Tipping Point

³World Health Organization

Health and the Workplace

- Effective health and productivity programs deliver results
 - 11% higher revenue and 28% greater shareholder returns¹
 - Savings of about 1.5 to 1.7 days absenteeism per worker over 12 months²
 - Up to \$176 lower in healthcare costs than non-participants³

¹Towers Watson Staying@Work 2011/2012

³The Impact of the Highmark Employee Wellness Programs on 4-year health care costs, Journal of Occupational Environmental Medicine 2008 Feb;50(2):146-56.

²Sun Life-Ivey Wellness ROI Study, 2012

Effective Prevention Programs

- Best practice workplace wellness programs include
 - Assessment, to help identify and measure personal health risks factors
 - eg Heart Smart, Cardiovascular Screening Clinics
 - Health Promotion to provide tools and support that help maintain or adopt a healthy lifestyle
 - eg: One-on-one health coaching

A Shared Responsibility

- Canadians accept responsibility for their health
 - Sun Life Canadian Health Index 2010 finds 96% of Canadians acknowledge some responsibility¹
- But increasingly are looking to their employer for support
 - 87% think their employer should provide assistance in supporting healthy habits²
- And 91 % of employers agree they, along with government (93%) should be taking greater responsibility in preventing rather than just treating disease or illness²

The Opportunity:

Tax Credit for Employers

- Sun Life strongly believes there is a landmark opportunity for Government to ***lead with prevention*** through Tax Credits for Employers
 - The recent Sanofi-Canada Healthcare Survey further validates as 76% of employees and 95% of employers agree that Government should provide increased tax incentives to organizations that provide access to their employees for immunization clinics, disease screening or health and wellness disease prevention programs

How would the tax credit work?

- Tax credit would be offered to employers who offer wellness programs to their employees
- Important that the government incentivize wellness programs which has proven to be the most effective to promote prevention and healthy living
 - i.e. Screening programs and health coaching
- Precedent setting examples of both federal and state tax credits in the US

The Impact and Outcomes

- Improve the health and lifestyle of Canadians
- Increase organizational health and productivity – great economic value
- Reduce the strain on our healthcare system
 - Cost of a screening program is \$100 per employee while the estimated annual cost of treatment for a diabetic patient is \$10,000*
- And build a healthier Canada, one organization and one employee at a time

Thank You & Questions