

INFO Bulletin

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Information Bulletin for Group Insurance Plan Administrators and Benefit Advisors



Group Insurance Plan Administrators Share their Satisfaction with Industrial Alliance

Industrial Alliance’s Plan Administrator Survey was conducted towards the end of 2010. Surveys were sent to more than 1,000 plan administrators nationally and we were delighted to achieve a 36% participation level! We are very pleased to report that 97% of survey respondents indicated being “satisfied” or “very satisfied” with Industrial Alliance (IA)’s overall administrative services.

Key results:

98% of administrators are “satisfied” or “very satisfied” with the time taken to process health and dental claims. 97% satisfaction with the quality of forms including billing statements and 95% for the quality of written communications. 94% of administrators are “satisfied” or “very satisfied” with the time

taken to process administrative transactions such as enrolments, modifications, etc.

Some areas for improvement include the time delay when delivering benefit cards and booklets at the time of implementation as well as the service (specifically first call resolution) provided by our health/dental and disability call centers. IA is currently focusing on initiatives to improve the service delivery in these areas.

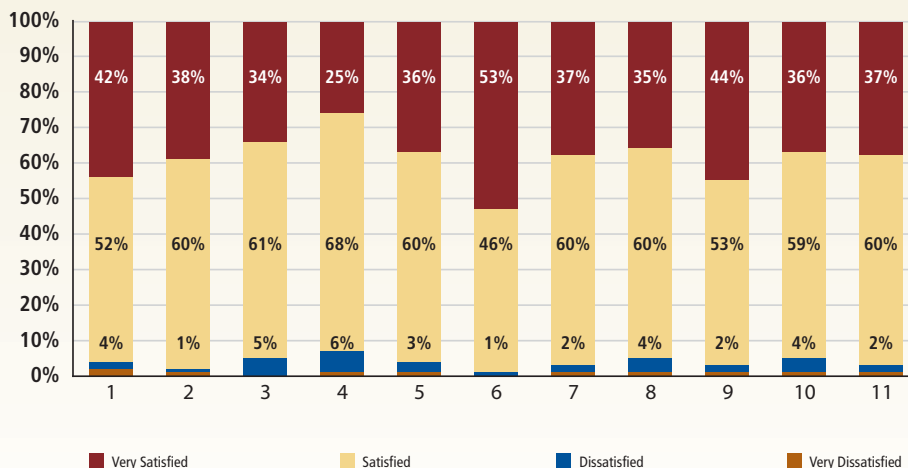
“Following our previous survey, we sent out a message to plan administrators that although we were pleased with the survey results, we wanted to keep working hard to improve their level of satisfaction,” said Gary Coles, Senior Vice-President, Administration for Group Insurance at IA. For IA this also meant

increasing the level of satisfaction to “very satisfied” in all areas within group insurance.

The graph below shows the breakdown of responses based on the level of satisfaction for each question.

We are pleased to report that since then, we have increased the rate of satisfaction of “very satisfied” for almost all services within our group insurance division. Remarkably, we had a 15% increase for our Web@admin online tool, 13% for our quality of booklets, 12% increase for the time taken to process health and dental claims and the overall satisfaction of our administration services.

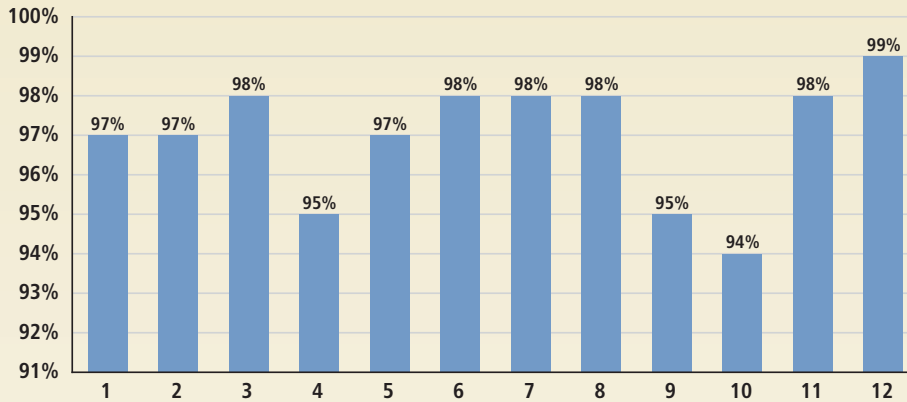
National Plan Administrator Survey Breakdown %



1. Time - Process administrative transactions
2. Time - Process Health and Dental Claims
3. Call Centre response time - Health and Dental
4. Time - Process Disability Claims
5. Call Centre response time - Disability
6. Web@admin
7. Quality of forms
8. Quality of written communications
9. Clarity of billing statements
10. Quality of employee booklets
11. Overall satisfaction of our administration services



Overall Satisfaction Using IA's Web@dmin.



1. Ease of use to find information
2. Easy to understand your personal claims information
3. Ease of accessing booklets, forms, etc.
4. Clarity of benefits information
5. Clarity of billing statements
6. Clarity of the Web@dmin guide
7. Quality of member statement
8. Quality of the content available
9. Functionality of the site
10. Visual presentation of the site
11. Claims e-notification and direct deposit services
12. Overall satisfaction using Web@dmin

Key results:

Almost all respondents have access to our online tool and use it between one and five times a week as their primary method to perform administrative transactions online. Overall, plan administrators expressed a 99% satisfaction rate using Web@dmin. The majority of features found on Web@dmin scored above 95% with a slightly lower rate of 94% for the visual presentation of the site. Since then, we have released our new version of Web@dmin.

Testimonials:

Here are some very positive comments from plan administrators about our Web@dmin system:

"Web@dmin is set up in a reasonably intuitive fashion, I didn't need any assistance as a new customer to find and use all the admin tools I require. It produces printable records of the transactions, very helpful."

"Since July, I have found the Web@admin very efficient in administering our group benefits. There is no lag time of changes being made to the billings as I have experienced in dealing with other insurance companies."

"Compared to previous carriers...I love being able to administer everything on line."

Overall recommendation of IA as a carrier

98% of administrators would recommend Industrial Alliance as an insurance partner, and the following are the sentiments of two satisfied administrators:

"Wouldn't hesitate in recommending IA, service has always been excellent. Easy to work with, prompt in responding to inquiries, very professional."

"Overall it is obvious that Industrial Alliance's top priority is ensuring client satisfaction."

We would like to take this opportunity to thank all plan administrators for their participation to our survey.

"At Industrial Alliance we are committed to delivering superior service to our clients and we are glad that our plan administrators continue to share their satisfaction with our online tool and group administration services and we will keep on working hard to improve their level of satisfaction." says Gary Coles, Senior Vice-President, Administration for Group Insurance at IA.

SURVEY METHODOLOGY

Industrial Alliance's National Plan Administrator Survey was conducted at the end of 2010. The survey was sent to all IA administered groups starting November 10, and plan administrators had until December 10 to respond.

IA received a total of 419 responses.

The survey included 16 questions aimed at measuring plan administrators' satisfaction with various aspects of IA administrative services:

These were completed by profiling questions about plan administrators' knowledge of IA administrative tools.

For each question, respondents had to indicate if they were "very satisfied" (VS), "satisfied" (S), "dissatisfied" (D) or

"very dissatisfied" (VD). They could also choose to answer "Not applicable" (NA).

Satisfaction Rate (SR) Calculation

The satisfaction rate for each question was calculated by adding the number of VS and S responses, over the number of responses that expressed either satisfaction or dissatisfaction (Total responses – NA).

It can be summarized in the following equation:

$$SR = (VS + S) / (Total - NA)$$



Chronic Diseases

One in three Canadians suffering from one or more chronic diseases starts each day with the challenge of pursuing their daily activities as normally as possible.¹ Depending on the seriousness of their conditions, many manage to fulfil their work responsibilities without any interference from their symptoms, while others need a helping hand to adapt and live with their illnesses. Given the fact that employees spend half their waking lives at work, it is clear that employers can play an essential role in relation to chronic diseases.

What are chronic diseases?

Chronic diseases are diseases of long duration that cannot generally be prevented by vaccination or completely cured.² Many chronic diseases develop slowly over time, sometimes as a result of behaviours harmful to health, such as smoking and physical inactivity. Common types of chronic diseases include cardiovascular diseases, lung diseases, hypertension, arthritis, cancer, diabetes and mood disorders.

Chronic diseases are emerging among younger populations and have very significant consequences, such as premature loss of life, reduced quality of life, family stress, increased health care system costs and loss of productivity.

Chronic disease prevention and management

Chronic diseases are among the most common and costly health problems for Canadians, yet they are also the most preventable. Although some factors (e.g. physiological, genetic) are difficult or impossible to change, many chronic diseases can be prevented or delayed by modifying **lifestyles, behaviours and environmental exposures**. According to a World Health Organization report in 2002 entitled *Global Strategy on Diet, Physical Activity and Health*, seven factors play a key role in the development of chronic diseases:

1. Tobacco use
2. Alcohol consumption
3. High blood pressure
4. Physical inactivity
5. High blood cholesterol
6. Obesity
7. Inadequate intake of fruits and vegetables

For example, not smoking, eating fruits and vegetables, and engaging in regular physical activity reduces the risk of having a myocardial infarction (heart attack) by 80%.³ In the EPIC-Norfolk prospective study, subjects who adopted a combination of four healthy behaviours (not smoking, eating at least five servings of fruits and vegetables a day, being

physically active and consuming alcohol moderately) is estimated to add 14 years to a person's life!⁴

By determining the particular risk factors at a company, it is possible to set up a customized health and wellness program. Such a program will facilitate the creation of strategies that discourage unhealthy behaviours and encourage choices that foster health and well-being. Whether through the availability of health resources, documentation and tools or through complete follow-up by health professionals, employers can play an active role in increasing their employees' awareness and understanding.

Employees living with chronic illnesses need to feel responsible for making choices about their care and taking charge of their health. But it is also essential for employers to implement health support strategies to assist and encourage self-management. These strategies could include assessments, goal setting and action planning, problem solving and follow-up. Internal resources (information sessions, peer support, etc.) can help employees to develop their personal abilities to maintain their health and well-being.

Short-term financial priorities are often an impediment to altering attitudes about the prevention and management of chronic diseases. What is required is a shift from a "find it and fix it" mentality to a "prevent it, find it and manage it" approach. There is great potential for promoting the adoption of healthy lifestyles. Policies, guidelines and adjustments to work environments have major impacts on staff attitudes and behaviour. Employers need to show initiative and leadership in order to influence the health of their employees in the short, medium and long-term and, at the same time, the health of the company.

KEY FACTS

- Chronic diseases account for \$150 million per year in direct and indirect costs (and almost 30% of that is related to loss of productivity due to short- and long-term disability).
- 41% of all drugs covered by private plans are used to treat five chronic diseases: hypertension, high cholesterol, ulcers, diabetes and depression.
- More than one third of all Canadians with chronic diseases suffer from two or more of the seven leading chronic diseases.
- Causes of death among adult Canadians:
 1. Cancer
 2. Heart disease
 3. Cerebrovascular diseases
 4. Chronic respiratory diseases
 5. Accidents (unintentional injuries)
- Canadians suffering from chronic diseases account for:
 - › 51% of visits to general practitioners
 - › 55% of visits to specialists
 - › 67% of nursing care visits
 - › 72% of nights spent in hospital



Sources:

- Centre for Chronic Disease Prevention and Control, Public Health Agency of Canada
- ESI Canada 2008 Drug Trend Report
- Statistics Canada 2005, 2007
- Health Council of Canada 2007

¹ Statistics Canada, Canadian Community Health Survey, 2005

² World Health Organization, http://www.who.int/topics/chronic_diseases/en/

³ Yusuf S. et al. "Effect of potentially modifiable risk factors associated with myocardial infarction in 52 countries (the INTERHEART study): case-control study." *The Lancet*, September 2004, 364(9438), 937-952

⁴ Khaw K., Wareham N., Bingham S., Welch A., Luben R. et al. "Combined Impact of Health Behaviours and Mortality in Men and Women: The EPIC-Norfolk Prospective Population Study." *PLoS Med.* 2008 5(1): e12. Available online at <http://www.plosmedicine.org/article/info%3Adoi%2F10.1371%2Fjournal.pmed.0050012>.

(continued on page 4)



Chronic Diseases (continued from page 3)

As part of Industrial Alliance's health and wellness initiatives, we offer tools like the Health & Wellness Companion that presents plan sponsors with:

- A way to raise awareness among plan members and offer them the necessary resources to make better choices based on their lifestyle and risk factors.
- An efficient method to identify risk factors, prioritize specific intervention options and measure their effect and the return on investment over time.
- A means to follow trends in employee health which have an impact on healthcare costs and productivity.

For information or advice regarding customized solutions, please contact your benefits advisor or your Industrial Alliance group account executive.



Industrial Alliance Service Standards

Service standard score card
(Period: January 1, 2010 to December 31, 2010)

| | TARGET | PERFORMANCE |
|--|--------|-------------|
| Customer Service Centre | | |
| % of calls answered in 30 seconds | 80% | 78% |
| Claims | | |
| % of Health & Dental claims processed in 5 days* | 85% | 93% |
| % of Short-Term Disability claims handled in 5 days* | 85% | 90% |
| % of Long-Term Disability claims handled in 10 days* | 85% | 91% |
| Administration – Policy Implementation | | |
| % of new policies issued in 20 days* | 80% | 86% |

*Measured in business days

eContest

In our January, February and March monthly drawings, we had the pleasure of awarding three iPod nano with a Multi-Touch screen and 16 GB flash memory to Danielle Ferland and Stéphane Larocque from the province of Quebec and Shannon Fowler from British Columbia. By signing up for direct deposit and e-notification, they were all automatically registered for the contest.

With direct deposit, claim reimbursements are deposited directly into your plan members' bank account. With e-notification, plan members are notified by email when their health and dental claims are processed and instructed on how to access their group insurance file online. Thanks to both services, there's no need for paper! No more mail delays which means faster claim payments!

If you would like to receive a promotional email to encourage your plan members to participate in the **eContest**, please contact our Client Service Department at 1 877 422-6487. To find out more about the contest, go to www.inalco.com/econtest.

Act now, the next draw will be on **April 11, 2011!**

Simple, efficient, eco-friendly.



About Industrial Alliance

Industrial Alliance is a life and health insurance company that offers a wide range of insurance and financial products. The fourth largest life and health insurance company in Canada, Industrial Alliance is at the head of a large financial group with operations across the country, as well as in the Western United States. Industrial Alliance contributes to the financial wellbeing of over three million Canadians and manages and administers over \$66 billion in assets.

The INFO Bulletin is presented to you by Industrial Alliance.