

# I N F O Bulletin

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Information Bulletin for Group Insurance Plan Administrators and Benefit Advisors

**INDUSTRIAL ALLIANCE**  
INSURANCE AND FINANCIAL SERVICES INC.



## Health & Wellness Companion

### Health risk assessment service

At Industrial Alliance, we understand that healthy employees are happier and more productive in the workplace. Although each person is responsible for their own well-being, we believe that employers play an important role in maintaining good health and increasing health awareness among their employees. We also think that a thorough understanding of the health trends of your employee group is an important part of an effective cost management plan. To help you choose the best solutions for promoting a healthier workforce and implementing efficient health management strategies, we are pleased to provide you with the **Health & Wellness Companion**, a health risk assessment service that adapts to any organizational requirements.



### What is the Health & Wellness Companion?

The Health & Wellness Companion is a secure, bilingual suite of online health assessment tools designed to help you:

- Identify the employee health risks that impact benefits costs and productivity
- Measure the impact of health improvement programs
- Encourage employees to take charge of their health

The Health & Wellness Companion is quick and easy to implement. It includes:

- **Health Risk Assessment Suite:** Measures modifiable employee health risks and the risk of developing chronic conditions. Employers can use specific assessments to target key lifestyle factors during wellness campaigns, including overall wellness, nutrition, physical activity, stress, depression, sleep, smoking and alcohol consumption.
- **Work Productivity and Activity Impairment (WPAI) Questionnaire:** Evaluates the impact of health issues on employee productivity (e.g. presenteeism/absenteeism).
- **Stress Satisfaction Offset Score (SSOS) Questionnaire:** Measures the relationship between organization culture, stress, and employee job satisfaction in the workplace.
- **Health Library:** Provides employees and their families with important evidence-based disease and medication information. Leverage specific topics and action sets for wellness campaigns.
- **Personal Health Record:** Provides employees with a secure record to capture important health and contact information for quick 24/7 reference during a physician visit or a medical emergency. Use the PHR to capture health screening data for quick and easy retrieval.

- **Aggregate Reporting:** Provides detailed comparative analysis of assessment results vs. willingness to change, productivity, stress, and medical conditions in the workplace. Build customized views for executives, managers and health professionals.
- **Support:** Provides reliable technical integration, training, launch preparation, promotion tools and technical support.

The Health & Wellness Companion is supported by an experienced development team and is fully customizable to adapt to existing systems and special requirements. Popular customizations include:

- **Customized assessment questions:** Build specific assessment questions to measure demographics or gather data on employee needs and interests for workplace wellness programs.
- **Custom reports:** Integrate aggregate Health & Wellness Companion data with employer or insurer data, or expand the standard reporting capabilities.
- **eNewsletter:** Customize the Health & Wellness Companion eNewsletter to support incentive campaigns and drive employee engagement.
- **Registration by single sign-on:** Leverage an existing employee access code to provide seamless access to Health & Wellness Companion services without additional usernames and passwords.

### Advantages of the Health & Wellness Companion

Knowledge is power; that's why the Health & Wellness Companion is designed to provide employers with as much actionable insight about their employees' health risks as possible. This targeted view into employees' health cost drivers enables decision-makers to pursue relevant choices and contain rising expenses.

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## Health & Wellness Companion

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The Health & Wellness Companion allows employers to create customized reports for executives, managers and health professionals, analyzing everything from personal health record components to health progress while protecting individual employee's identities.

Initial analysis typically focuses on:

- Health Risk Assessment results and Overall Usage
- Health Risk Factors vs. Stages of Change
- Health Risk Factors vs. Impact on Productivity
- Work Productivity and Activity Impairment (WPAI) & Work Stress/Satisfaction (SSOS)

The Health & Wellness Companion report allows administrators to quickly identify the intervention areas with the highest potential impact, and to tailor their programs to their employees' concerns, by indicating the overall health status of a specified user group for each of the risk areas evaluated.

This article provides summary information only. To learn more, please contact your benefits advisor or your Industrial Alliance group account executive.

## Industrial Alliance Service Standards

Increased volumes, staffing and recruiting challenges have impeded our service levels. To address this, we improved our customer service structure to better support our teams and we developed a more efficient recruiting strategy. Since implementing these changes, we have already seen positive results. We are also training new employees.

### Service standard score card (Period: April 1, 2010 to March 31, 2011)

	TARGET	PERFORMANCE
<b>Customer Service Centre</b>		
% of calls answered in 30 seconds	80%	<b>67%</b>
<b>Claims</b>		
% of Health & Dental claims processed in 5 days*	85%	<b>76%</b>
% of Short-Term Disability claims handled in 5 days*	85%	<b>91%</b>
% of Long-Term Disability claims handled in 10 days*	85%	<b>91%</b>
<b>Administration – Policy Implementation</b>		
% of new policies issued in 20 days*	80%	<b>86%</b>

\*Measured in business days

At Industrial Alliance, openness and flexibility have always helped us to continuously improve our practices. We value your trust and continue to work hard to provide you with the service you deserve.

## eContest

In our April, May and June monthly drawings, we had the pleasure of awarding an iPod nano with a Multi-Touch screen and 16 GB flash memory to **Paul Maynard** and **Louis Nadeau** from the province of Quebec and **Sara Webb** of Alberta. 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, no more need for paper! No more mail delays, faster claims payment!

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](http://www.inalco.com/econtest).

Act now, the next draw will be on **July 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 \$70 billion in assets.

The INFO Bulletin is presented to you by Industrial Alliance.