

2020 NATIONAL SPONSOR CONTENT FEATURE

NEWSPAPER AND DIGITAL

Life, health and financial security



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Canada's life and health insurers provide financial protection for 29 million Canadians and pay out \$98-billion in benefits. They also contribute to economic growth, making over \$780-billion in long-term investments in Canada and providing over 156,000 jobs. This special feature looks at the life and health insurance industry and its efforts to integrate technology, talent and business-model innovation into legacy environments.

Proposed topic highlights:

- TRENDS** – The outlook for the Canadian life and health insurance market.
- TECHNOLOGY & INNOVATION** – New approaches to addressing consumer demand.
- SOLUTIONS** – Meeting the needs of Canadians of all ages and backgrounds.
- DRUGS COVERAGE** – Helping to manage rising prescription drug costs.

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RICHARD DEACON, Project Manager T: 1.604.631.6636 E: rdeacon@globeandmail.com

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