

Life, health and financial security



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GET INVOLVED BY: Wednesday, May 6

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INVESTMENT: SPECIAL NATIONAL FEATURE OR CONTRACT RATES APPLY

Canada's life and health insurers provide financial protection for over 29 million Canadians and pay out \$103-billion in benefits. They also contribute to economic growth, making over \$860-billion in long-term investments in Canada and providing over 157,000 jobs. This special feature looks at the life and health insurance industry and its efforts to meet the changing needs of Canadians against the backdrop of the coronavirus pandemic.

Proposed topic highlights:

COVID-19 RESPONSE – Supporting employers and individual Canadians in difficult times.

TECHNOLOGY & INNOVATION – New approaches to addressing emerging challenges and opportunities.

SOLUTIONS & DRUG COVERAGE – Meeting the needs of Canadians of all ages and backgrounds and managing prescription drug costs.

FRAUD ALERT – Creating awareness about – and addressing – insurance fraud.

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