

COMMUNIQUÉ

To Group Insurance plan administrators
New product/service

iA, first insurer to offer Wysa Assure to plan members on disability

iA Financial Group is proud to announce that it is exclusively offering Wysa Assure, an AI-driven application designed to help plan members recover while on disability.

This new tool, offered on a pilot basis, will complement existing resources such as counseling and therapy, and provide an additional point of contact between plan members and their support network.

We also worked with Wysa to develop a return-to-work program to help plan members return to a healthy, productive life after a disability.

About the pilot

The six-month pilot project began in September.

Case managers will first assess the needs and condition of plan members before offering them the app.

As the application is currently only available in English, the pilot is taking place across the country, with the exception of Quebec, to comply with that province's language laws. We have already received a strong commitment from the developer and our partner, Swiss Re, to deliver a French version in the months following the pilot.

How does Wysa Assure work?

The app provides plan members with features to facilitate their recovery, including personalized support, 24/7 access and a confidential, secure platform. This AI-driven approach is designed to offer plan members a more personalized, holistic recovery journey, providing a tailored experience adapted to their individual needs.

"iA is proud to be the first group insurer in Canada to offer Wysa to plan members on disability, thanks to a partnership with Swiss Re," said Cheryl Nicholson, Director, Claims Strategy, Group Insurance at iA. "We are convinced that this innovative tool will provide plan members with additional support and guidance during their recovery, helping them to achieve better outcomes and improve their overall well-being."

Inspiring results

The app, which has been used by more than 500,000 people worldwide, has already shown significant results. Research data shows that:

- The therapeutic alliance is comparable to a traditional cognitive behavioral therapy (CBT).
- Symptoms of anxiety and depression are reduced.
- 80% of users adhere to the recommended programs.
- 90% of users find the program helpful.

"This is an exciting development for iA and plan members," added Cheryl Nicholson. "We are excited to be able to offer them this innovative tool as part of our commitment to supporting their well-being and sustainable recovery."

For more information about Wysa Assure and our commitment to helping plan members make a safe and sustainable return to work, please contact your iA Financial Group Client Relationship Manager.

You, as the plan administrator, have an important role to play in informing your plan members about their group insurance plan. We also look to your support to give them all explanatory and administrative documents upon enrolment or upon request. We will help you show them where they can consult this documentation if it is not available in hard copy. If you have any questions, please feel free to consult your administrator's guide or to contact your local Account Executive or Client Relationship Manager.

This communiqué and past publications are also available on our website ia.ca.

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