

# COMMUNIQUÉ

To Group Insurance plan administrators  
Plan management

## Thought leadership | Managing obesity: a shared commitment

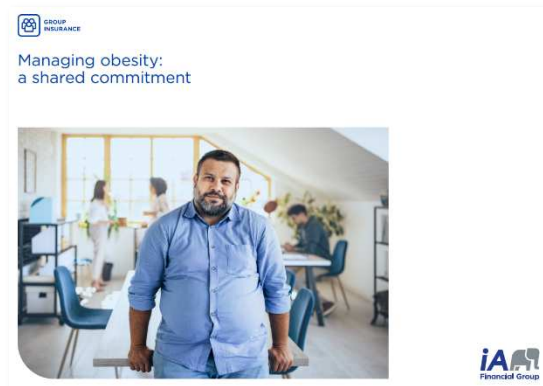
As we previously mentioned, the problem of obesity is growing in Canada is growing and poses significant health challenges for the individuals involved, but also for the financial health of organizations, which can play a crucial role in this regard.

Our white paper entitled [Managing obesity: a shared commitment](#) is an essential resource that can you better understand and manage the problem, and support your staff in managing this chronic and complex disease.

Our experts paint a portrait of obesity in Canada, taking stock of:

- The impact of obesity on plan costs for organizations, particularly in terms of absenteeism, lost productivity and healthcare expenditure
- The consequences for people's physical, mental and financial health
- The importance for organizations of adopting an integrated approach to weight management to promote the total wellbeing of their staff
- The variables to consider when deploying tools and resources that can generate positive long-term results

Our in-depth, nuanced analysis of the human and financial costs of obesity provides you with the tools you need to identify solutions that make the most sense for you and are best adapted for your plan members.



Read our white paper

[Managing obesity: a shared commitment](#)

### *Insights: our thought leadership space*

This first white paper is part of our thought leadership initiatives. Our thought leadership space, [Insights](#), brings together content from our experts, who share their ideas and thoughts on the major trends driving our industry and even put forward solutions.

This is where you will find our [white paper](#).

If you have any questions, please contact your advisor or your iA Financial Group Account Executive.

We're invested in you and your plan members by offering innovative solutions focused on total wellbeing that promote an attractive, healthy and productive workplace.

We focus on creating a simplified, personal client experience that offers peace of mind and puts listening, trust and technology at the heart of everything we do.

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](http://ia.ca).

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