

# COMMUNIQUÉ

To Group Insurance plan administrators  
Health and wellness

## Group insurance | Mental Health Week is fast approaching!

Mental health is an increasingly important issue for organizations. Here's how we can help them support their employees.

More than one in five employees (22.2%) suffer from a mental health problem that can adversely affect their productivity, according to the Conference Board du Canada<sup>1</sup>.

It is therefore not surprising that the demand for products and services to help manage these issues is on the rise, both among group insurance plan administrators and their employees.

To mark the occasion of **Mental Health Week, which runs from May 5 to 11**, we are offering organizations a communication campaign containing several resources:

- A practical guide
- Podcasts
- Webinars

They are all available on [our education website](#), designed for group plan members.

### A practical guide

Simple and user-friendly, our guide highlights essential topics such as:

- Stress management
- Work-life balance
- The impact of physical activity, sleep and diet on mental health

### Mental health comes first

It pays to take care of it!

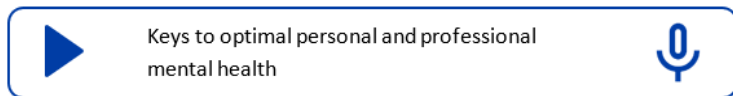
[Download our practical guide](#)



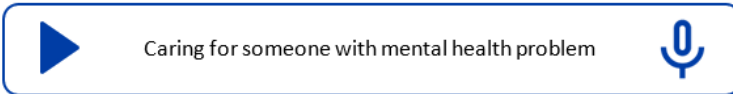
## Useful podcasts

We are also offering two podcasts in which our expert explores key issues:

Listen to:



Listen to:



## Informative webinars

Our Education Specialists are presenting a two-part webinar on the importance of mental health and its impact on our daily lives. Plan members will discover practical tips and strategies to:

- Prioritize their mental health
- Manage stress and anxiety
- Strengthen their resilience

To find out more or register:



## The importance of taking action for organizations

In our recent [analysis of the 2024 Benefits Canada Healthcare Survey findings](#), we noted that 22% of group plan members reported having a diagnosed mental health problem, such as depression or anxiety<sup>2</sup>.

We saw this as a clear message to plan sponsors: the focus on mental health support, for which the need exploded during the COVID-19 pandemic, is still necessary.

## We can help you

We can help you optimize your plan members' mental health with our wide range of services aimed at total wellness, including:

- Online tools for self-management of anxiety and stress
- An employee and family assistance program
- Mental health therapy plans
- And much more

For more information, visit our [total wellness](#) page.

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 heard of everything we do.

<sup>1</sup> Conference Board of Canada: [Future-Proofing Investments in Workplace Mental Health: Meeting Employees' Evolving Needs](#)

<sup>2</sup> The survey was conducted online by Ipsos on behalf of Contex Group between February 28 and March 6, 2024, among a national sample of 1,001 group health plan members. Alongside this initiative was another survey conducted by Maru/Blue among 653 benefit plan administrators from March 1 to 7, 2024. For full details, visit the [Benefits Canada](#) website.

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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