

COMMUNIQUÉ

To Group Insurance plan administrators
Plan management

Weight management | The benefits of an integrated approach

Obesity is leading organizations to rethink the design of group insurance plans in order to offer integrated support focused on long-term total wellbeing.

Long perceived as an individual issue, obesity is now recognized as an important organizational challenge. Managing it requires your organization to adopt an integrated, sustainable, evidence-based approach to supporting workforce health, productivity and stability.

This is what our expert **Eveline Keable** explains in the article [Obesity is forcing a harder benefits conversation](#), published in *Human Resources Director* (HRD) magazine. Specializing in the design and deployment of group insurance and benefit plans, Eveline explains how your group plan can facilitate more effective management of weight-related issues.

In the article, Eveline provides insight on:

- The impact of obesity on presenteeism, which can lead to absenteeism and then longer, more costly disabilities
- The importance of offering ongoing support early to prevent productivity losses from turning into disability risks
- The growing expectations for structured, personalized care that meets real needs
- The role of your organization which should facilitate access to care, reducing barriers and stigma, and targeting interventions

[Read the article](#)

We help you get ahead

You have far more influence than you realize on issues related to obesity and overweight management. We encourage you to start the conversation on the human and organizational consequences of obesity, and the ways in which your group insurance plan can be a lever for wellbeing.

Provide your plan members with innovative solutions focused on total wellbeing that promote a healthy, attractive, and productive workplace.

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

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 this [website](#).

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