

COMMUNIQUÉ

To Group Insurance plan administrators
Plan management

Two new campaigns: beneficiary designation and digital tools

We are pleased to announce the launch of two new campaigns designed to support your employees' total wellbeing and engagement through simple digital tools and experiences.

Campaign Your group insurance, easier online

This new campaign aims to simplify plan members' experience and increase their autonomy by encouraging them to use our digital tools.

Highlighting everyday tasks related to managing their group insurance, the campaign shows how our digital tools enable them to easily complete these tasks, save time, quickly access their coverage, make transactions with confidence and, as a result, enjoy a better experience.

Campaign Designating or updating your beneficiaries: an important step

This campaign aims to encourage plan members to designate their beneficiaries or to update their designation when their personal or family circumstances change.

Life events such as marriage, separation, birth or death can warrant a review of their designations. This step takes only a few minutes, but it can give them peace of mind knowing that insurance benefits will be paid according to their wishes and that things will be easier for their loved ones when the time comes.

These campaigns, which can be used at any time, demonstrate our commitment to supporting you by providing materials to help your members take full advantage of their group insurance plan with ease.

Here are the campaign materials available:

	Emails		Posters		Leaflets	
<i>Your group insurance, easier online</i>	English version	French version	English versions	French versions	S.O.	
<i>Designating or updating your beneficiaries: an important step</i>	English version	French version	English version	French version	English version	French version

If you have any questions, please feel free to contact your iA Financial Group advisor or 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 this [website](#).

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