



Accessible Customer Service Policy

Company: Medavie Inc. (Medavie Blue Cross)
Effective: July 1, 2016
Issued by: Vice-President, Talent and Communications
Replaces: January 1, 2013
Date of last review: November 10, 2016

OVERVIEW

Providing equitable access to products and services to all members of the community is an important priority for Medavie Blue Cross, and our organization has a strong tradition of doing business in a way that respects the needs and dignity of persons with disabilities. We are committed to ensuring that persons with disabilities enjoy equal benefit from our products and services, and can access these in similar environments and manners as all our customers.

The Accessibility for Ontarians with Disabilities Act, 2005 (AODA) became law on June 13, 2005. Under this legislation, the Government of Ontario is developing mandatory accessibility standards that identify, remove and prevent barriers for people with disabilities in key areas of daily living. The standards apply to private and public sector organizations across Ontario. The following policy provides Medavie Blue Cross directive for compliance with the customer service aspects of AODA.

POLICY

We are committed to providing exceptional customer service to our members. Where a member requires special accommodation, we will carry out our functions and services in the following capacities:

Communications

Communications will be conducted in a manner that considers the needs of a member with disabilities. This includes communications in writing, by telephone and on our website. Those who interact with our members will be trained appropriately. Alternate methods of communication will be offered, when requested, in situations where telephone or written communication is not feasible.

Assistive Devices

Premises that are accessed by the public will accommodate assistive devices, service animals and/or support persons. We will ensure that employees dealing directly with members receive training on how to interact and communicate with such devices or support measures.



Training

Training will be provided to all members in our organization on accessible customer service. This includes employees, volunteers, third party contractors/consultants, students/interns, and any other member of our organization. Outside service providers who deal with our members will be required to comply with accessibility legislation.

Feedback

We welcome feedback on how we provide accessible customer service. We will make sure our feedback process is accessible to people with disabilities by providing or arranging for accessible formats and communication supports, on request.

Service Animals

An animal is a service animal for someone with a disability if it is readily apparent that the animal is used by the person for reasons relating to their disability or if the person provides documentation (template, letter or form) from a regulated health professional that confirms the person needs the service animal for reasons relating to their disability. A regulated health professional includes:

Doctors	Nurses	Optometrists
Physiotherapists	Chiropractors	Occupational Therapists
Audiologists/Speech Language Pathologists	Psychologists	Psychotherapists/ Registered Mental Health Therapists

Support Persons

Support person is someone who accompanies a person with a disability to help with communications, mobility, personal care, medical needs or with access to goods/services. A person with a disability who is accompanied by a support person will be allowed to have that person accompany them in our organization.

ROLES AND RESPONSIBILITIES

Each department interacting with our members is responsible for ensuring that their processes and procedures comply with this policy. Training tips, resources and documentation on the AODA as provided by the Government of Ontario have been provided under the related policies section below. These must be reviewed, at minimum, annually by all members of our organization as defined above.



In situations where an outside party has been engaged to provide customer service to a member, a requirement to comply with AODA will be included in any related service agreement.

While the landlord is responsible for ensuring buildings are accessible for persons with disabilities, employees dealing directly with members with disabilities should ensure that wherever possible our premises allow for respectful and dignified interactions. Suggested approaches are included in the related policies section.

Members may provide feedback on our accessibility practices at any time. This may be done in person, by telephone, in writing or by email, following the same process normally used to capture feedback, and such feedback will be relayed to the appropriate department. Accessibility-related complaints will be forwarded to the Corporate Compliance Officer at compliance@medavie.bluecross.ca.

RELATED POLICIES

Guidelines for serving members with disabilities:

http://www.mcass.gov.on.ca/documents/en/mcass/accessibility/Tools/TrainingTips_more20_en.pdf

Training materials:

http://www.mcass.gov.on.ca/documents/en/mcass/accessibility/Tools/TrainingTips_more20_en.pdf