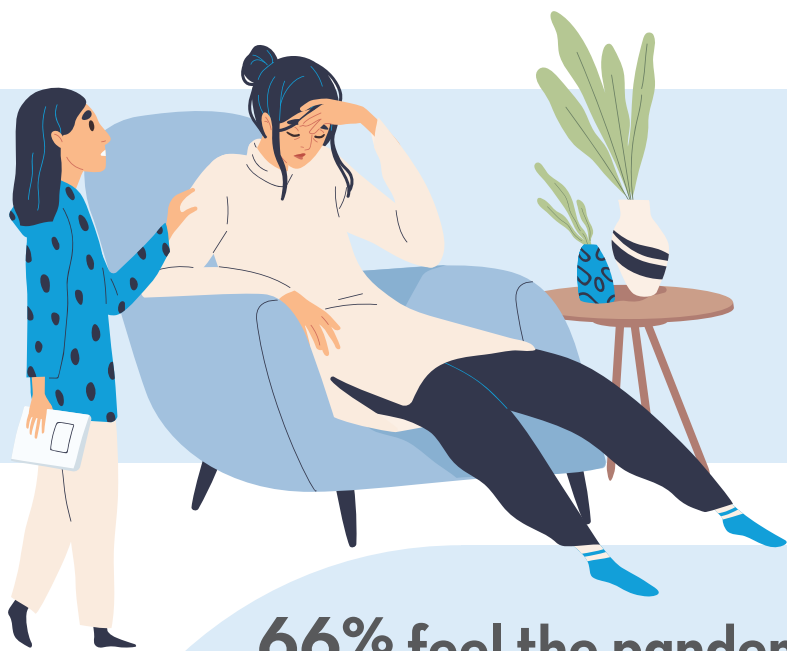


# Medavie Blue Cross Optional Benefits

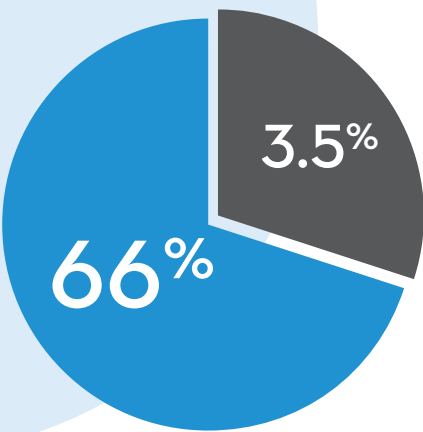
## Bridging the Insurance Gap

As Canadians continue to live and work through the pandemic, Medavie Blue Cross research has shone a spotlight on working Canadians' financial vulnerability in case of a major health event.



**49% of working Canadians** are more anxious about their finances since the pandemic

**66% feel the pandemic has made protecting their families with insurance more important than ever**, yet only 5% have purchased Life and 3.5% have purchased CI during this period



**82% worry their finances would be impacted** if critical illness or injury affected their ability to work



**60% would go into debt in 6 months or less** should critical illness or injury result in loss of income



**48% say cost is top barrier** to purchasing critical illness and life insurance

- Why don't Canadian workers protect their families:**
- 48% too expensive
  - 24% time needed for research
  - 24% no trusted advisor
  - 23% too complex
  - 19% medical exams

Our **Optional Benefits** platform makes it easy for employers to give employees access to the protection they want.



Source: Medavie Blue Cross-commissioned online survey by Leger of 1,004 working Canadians who have employer-sponsored health benefits, conducted March 8-16, 2021.

Employers and plan sponsors have an opportunity to show extra support to their employees by adding value and even more flexibility to their group benefits plans.

Learn more about the value of adding [Optional Benefits](#) to your plan.

