

PRESS RELEASE

**For Immediate Release
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Desjardins Insurance launches innovative approach to help keep employees healthy

The first service of its kind in Canada, Health PACT provides personalized illness prevention support for employees with group insurance through work

Lévis (Québec), March 13, 2014 – Today Desjardins Insurance announced the launch of Health PACT (Prevention, Assistance and Counselling by Telephone), a new service for employees of companies with Desjardins group health insurance. Desjardins is the first company in Canada to offer this kind of service designed to help employees take a proactive approach to managing their health and prevent illness-related leaves of absence.

Health PACT has been added to the Desjardins Insurance health platform and specifically targets repetitive strain injuries, stress, anxiety and depression, back/neck pain, prediabetes/diabetes, high cholesterol and high blood pressure, all of which are frequent causes of absenteeism.

Through a short online questionnaire, insured employees can get an assessment of their risk for certain illnesses. They can then choose to receive personalized telephone support from a nurse who will follow up with them with a realistic action plan adapted to their personal situation. Employees are then better equipped to improve their quality of life and their job performance.

“Managing your health can sometimes feel overwhelming. People don’t always know what they should be doing to take care of themselves. That’s where Health PACT makes a difference: it gives people practical, realistic ways to make changes in their habits,” said Jean-François Chalifoux, senior vice-president of Group Business Insurance with Desjardins Insurance. “Our primary goal is to reduce absenteeism in the workplace, so we provide businesses with tools to better support their employees. Health PACT is a big step in this direction.”

Health PACT is the latest addition to the Desjardins Insurance *Health is Cool 360°* platform, which includes an analysis report for employers. Unique in Canada, this comprehensive offer makes it easier to reach out to high-risk individuals and provide them with the right support for their health condition.

About Desjardins Insurance

[Desjardins Insurance](#) has been offering a wide range of life and health insurance and retirement savings products to individuals, groups and businesses for more than a century. As one of Canada's five largest life insurers, they oversee the financial security of over five million Canadians from offices across the country. Desjardins Insurance is part of Desjardins Group, the country's leading cooperative financial group. Desjardins Insurance refers to Desjardins Financial Security Life Assurance Company.

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