

THE INSIDE STORY®

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Show me the data...

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In real estate, the mantra is 'location, location, location,' however, when it comes to health benefits, the mantra is 'data, data, data... *and more data.*' Data fuels strategic decision making. It helps you develop a solid understanding of your employee group to make the decisions that will sustain your benefits program through good economic times and bad.

Without data, your plan can become outdated, irrelevant, and ineffective. Just like the air we breathe, your plan needs an ongoing stream of data to keep healthy. Fueling your plan with continuous data helps guide decision making because it helps you focus on what matters in managing your organization effectively.

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Data provides the breath of fresh air your plan needs for maximum effectiveness

Data provides you with a clear picture of not just your employee group's demographics and current benefits utilization, but their utilization patterns as well. It provides insight into questions like, what has happened historically? And, based on past utilization combined with plan member characteristics like age and current health status, what does the data foreshadow for the future? Data provides insight into what the future may hold in terms managing existing chronic conditions in the workforce and also in terms of prevention by providing 'clues' as to

what aspects of plan member health can be proactively managed.

The good news is that today's systems means data is there for the taking—literally at your fingertips because it is faster and easier to collect than ever. It's just a matter of taking advantage of all the ways technology can assist you in collecting and analyzing data to keep a close eye on your claims experience so you can more effectively focus your strategic benefits planning and evaluation efforts. In the bigger picture across



Canada, we are seeing governments and organizations do precisely this.

Nova Scotia takes advantage of technology to 'zoom in' on the Mi'kmaq population of Cape Breton...

The government of Nova Scotia recently partnered with the Mi'kmaq leaders in Cape Breton to develop a Client Health Registry. The registry will collect data specifically related to the Mi'kmaq population's health patterns, use of health services, and health status to provide insight into patterns of disease and injury specific to this population. It will compile information related to doctor and hospital visits, pregnancies, births, cancers and other health conditions. Up until now it has been impossible to extract First Nation-specific data from provincial health databases. But now Cape Breton will have Mi'kmaq population-specific data to guide decision making about community-based health planning and program development, as well as the direction for future health research.



Southwestern Ontario also uses technology to 'zoom in' on children's health...

The Atlas of Children's Health in Southwestern Ontario is an initiative focused on collecting data specifically about environmental factors in Southwestern Ontario in order to identify the causes of prevalent childhood diseases and disorders in the region. The technology behind the Atlas integrates diverse data sets to create a digital geodatabase of social, economic, and environmental characteristics of Southwestern Ontario. Now in its second phase, software is accessing the geodatabase to map health issues by patient home address/or incident location and then 'zooming in' on potential causal factors by correlating environmental conditions. This kind of data will help identify critical needs of children



and existing gaps in servicing these needs. Future applications of the Atlas include applying the technology to other locations to provide population-specific information for other regions, and even broadening its scope to gain insight into how environmental factors affect physical activity, diet, and obesity among children.

We helped put children's health on the map...

"Thanks to the support of the Green Shield Canada Foundation, we have been able to provide the Children's Health Research Institute the funds necessary to assist in building what may be considered the single most comprehensive geodatabase ever to exist for environment and health research in Southwestern Ontario, and for that, we are truly grateful."

Debbie Comuzzi, President & CEO, Children's Health Foundation

Breathe new life into your benefits plan by 'zooming' in on your employee population...

Thanks to technology that is in place, there are numerous data collection and analysis tools available to help you develop a clear picture of how disease states affect your plan members—how they affected them in the past, how they affect them today, and how they may affect them tomorrow. All the

'clues' are right there in your plan data to help you enhance current disease management—and plan for the future in terms of prevention. No wonder we rely on data, data, and more data— it allows you to understand current needs, anticipate future needs, and maximize plan member health, all while finding program savings where they are available.

Innovative GCS programs allow plan sponsors to clearly understand how disease states affect plan members:

- **Passport to Health™ program:** three evidence-based, customizable modules for assessing employee health risks, providing comprehensive illness prevention programs and motivating behaviour change via plan member outreach initiatives.
- **Benefit Insight™ reports:** analyze plan data to provide detailed analyses as insight for benchmarking, claims patterns, and future benefit planning.

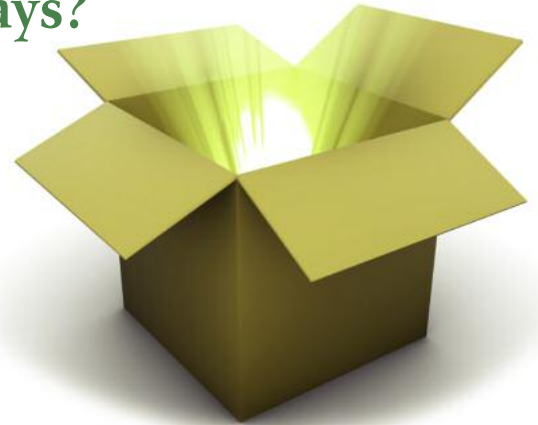


WHAT'S NEW

What's going on out there these days? *Surprise!* —the answer is drugs...

Drugs continue to dominate the news with headlines like "Expiring drug patents lower costs" and "Prescription drug prices to dive". And as various media outlets report, over the next 14 months, seven of the top 20 best-selling drugs are set to lose patent protection, including

Crestor (lowering cholesterol), Oxycontin (narcotic) and Plavix (blood thinner). Media coverage continues to include everything from which drugs are going off patent to new drugs receiving provincial coverage to opinion pieces about drug pricing:



ONTARIO

Smoking cessation drugs approved for provincial coverage



Butting out just got a little easier as Ontario follows Quebec and Saskatchewan in covering anti-smoking drugs. As of August 4, 2011, in a continued effort to help people quit smoking and prevent cancer, the Ontario government began funding smoking cessation drugs Champix and Zyban, which are prescription drugs for use as part of a comprehensive quit-smoking plan that includes education and counseling. Champix works by reducing cravings and curbing withdrawal symptoms, whereas Zyban is a nicotine-free anti-depressant tablet. Quebec has covered anti-smoking drugs since 2000 and Saskatchewan also covers both Champix and Zyban.

NOVA SCOTIA

Fair Drug Pricing Act to reduce cost of generic drugs

Nova Scotia's Fair Drug Pricing Act that oversees the public drug plans took effect July 1, 2011, capping generic prices at 45% of the brand name cost under the province's Pharmacare program. Health and Wellness Minister Maureen MacDonald says, "Nova Scotians have paid too much for generic drugs in the past, more than people in other provinces and most countries. This is changing with the Fair Drug Pricing Act, which will bring prices for generic drugs here in line with those in other parts of Canada." Currently applicable to both the public and private sector, the cap will be phased in as follows:

- July 1, 2011: cap of 45% put in place
- January 1, 2012: cap will move to 40%
- July 1, 2012: cap will move to 35%



SASKATCHEWAN

Shortage of Prescription Drugs



According to the Pharmacists' Association of Saskatchewan, there is a shortage of prescription drugs beyond just Saskatchewan. Raw material shortfalls and new manufacturing standards are contributing to the shortage. In addition, aging populations across many countries, as well as the development of some traditionally poorer nations, are leading to an increased demand for prescription drugs. Although the prices of generic drugs may decline over the short term due to recent programs aimed at driving costs down, the Pharmacists' Association of Saskatchewan Executive Director Dawn Martin predicts that in the longer term, if shortages continue, the market prices of prescription drugs will inevitably rise. Similar concerns were raised by the Canadian Pharmacists Association in December 2010.

WHAT'S NEW

Drug news is also taking a new twist...

Public input appears to be another theme of the day. It looks like seeking input from the people that programs will impact is a priority:



NEW BRUNSWICK

Consultation process on generic drugs launched

During the past decade, expenditures for the New Brunswick's Prescription Drug Program have more than doubled to the point where New Brunswickers pay more for generic drugs than people in many other provinces. However, as stated by Minister Madeleine Dubé, "New Brunswickers expect that prescription drugs be affordable and that prices paid here be similar to those paid elsewhere" and "We need to ensure that our drug programs are sustainable - now and for the future." Accordingly, the government of New Brunswick asked for input from the public regarding how to make drugs more affordable and accessible for families. As part of the consultation process, citizens were encouraged to read the document Fair Drug Prices for New Brunswickers that was posted on the health department's website, and they were able to make recommendations by submitting written comments. In addition, representatives from the Department of Health met with stakeholders like pharmacists, pharmacy owners, drug manufacturers, wholesalers, and private insurers, to receive input.



PRINCE EDWARD ISLAND AND NEW BRUNSWICK

Catastrophic drug lobby launched

Prince Edward Island and New Brunswick are the only provinces without a catastrophic drug program to cover the cost of expensive drug programs for people who need them to stay alive or keep debilitating illnesses at bay. As a result, The Multiple Sclerosis Society of Canada launched a letter-writing campaign in which people filled out a form letter online that was then sent to their Member of Legislative Assembly, Premier and Health Minister to help urge the provincial governments in P.E.I. and New Brunswick to adopt a catastrophic drug program. Although P.E.I. Health Minister Carolyn Bertram says she agrees that a catastrophic drug program is needed, she feels that the province can't afford it without help from the federal government.



Community Giving Program



Here's how we add to the greater good... Providing critical funding to achieve results for those most in need

How the GSC Community Giving Program helps those 'most in need' couldn't be better illustrated than by the following projects that recently received funding—aimed at helping improve the health and well-being of Canada's Aboriginal communities:

SPOTLIGHT ON...

Organization: The HUB Family Resource Centre

Project: Hub on Wheels Program, Family Support Worker

The HUB Family Resource Centre has been in operation since 2003 in Fort McMurray, Alberta. The HUB Family Resource Centre and the Hub on Wheels program provide outcomes that improve the lives of children, prenatal to age six years, in this generation and many to come. The Community Giving Program funds will help the Hub on Wheels Program hire a Family Support Worker to provide health and social support for six Aboriginal communities, which represent some of the most geographically disadvantaged populations in northern Alberta. Screening and referrals for child developmental delays, car seat checks, community clinics, nutrition programs, and community building events are just a few of the ways these disadvantaged communities will benefit from the new Family Support Worker.

Organization: Save the Children Canada

Project: Supporting Security

The Supporting Security program's focus is to improve children's overall mental, physical, and behavioural development by strengthening the bonding, attachment, and security between Aboriginal parents/caregivers and their infants. The program is designed to train local health workers to set up and run Supporting Security parenting groups, where Aboriginal parents/caregivers are taught to recognize signs of distress in their infants and to respond using culturally appropriate techniques. As a result of this increased parental support, infants benefit from a greater sense of security and mental/physical well-being. Through the Community Giving Program funding, the program will be implemented in the First Nation communities of Fort Albany, Moose Factory, and Kashechewan in the James Bay region of northern Ontario. The main activities will be leadership training and organizational skills development for six to twelve local community health workers, establishing and supervising two 12-session cycles of the program, and evaluating the impact of the program.

"One of our main goals is to support innovative programs with the potential for high impact, practical results that can lead to systemic change. This will help create a brighter future for those most in need."

**Steve Bradie,
President and CEO,
Green Shield Canada**

Interested in learning more? Please contact us at communitygiving@greenshield.ca

NEWS & EVENTS

Out and About – Events you won't want to miss

Why not attend one of these upcoming industry events? You'll be glad you did – they will be packed with the latest and greatest industry news, interesting opinions from industry leaders, and loads of ideas.



September 8th

Solutions in Drug Plan Management

Sheraton Toronto Airport Hotel and Conference Centre
Mississauga, Ontario

<http://www.canadianhealthcarenetwork.ca/solutions/conference>

September 14 - 16th

CPBI Atlantic Regional Conference

Delta Prince Edward

Charlottetown, Prince Edward Island

www.cpbi-icra.ca/en/event_details.ch2?event_id=1073

September 7 - 9th

LIMRA Group and Worksite Benefits Conference

Marriott Downtown Magnificent Mile
Chicago, Illinois

<http://www.limra.com/Events/eventdetail.aspx?id=976>

October 4 - 6th

Health Work and Wellness Conference 2011: A Business Imperative

The Westin Harbour Castle, Booth #302, Toronto, Ontario
www.healthworkandwellness.com

September 12 - 14th

CPBI Québec 17^e Conférence Régionale

Hilton Lac Leamy
Gatineau, Quebec

www.cpbi-icra.ca/fr/event_details.ch2?event_id=1069

October 19 - 21st

CPBI Ontario Regional Conference

The Westin Hotel
Ottawa, Ontario

www.cpbi-icra.ca/en/event_details.ch2?event_id=1070



Winner of the draw for a 'night out on the town'

Congratulations to **Timothy Britten**, of Ottawa, ON, the winner of Green Shield Canada's monthly draw for gift certificates for a 'night out on the town'. Through this contest, one name will be drawn each month from plan members who have registered for Plan Member Online Services for that month. To learn more, visit greenshield.ca.

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