

Better starts here.



Better starts at GreenShield.

Our personal Health Assist plans put you and your clients first, with simple, flexible coverage built around real needs. We've also refreshed our tools and resources to provide clearer information, easier navigation, and practical support at every step.

And there's more coming soon.

We're launching new offerings and updates designed to help you find the right plan faster and support your clients with greater confidence.

-  Better digital tools
-  Better sales support
-  Better medical underwriting experience
-  Contest

These offerings bring together the tools, support, and flexibility you need to succeed in working more efficiently and deliver more value to your clients.



Better Digital Tools

On July 15, your personalized Health Assist[™] URL was refreshed to better align with the GreenShield brand.

It offers a simpler, more intuitive experience and helps you find information faster with tailored recommendations for your clients.

This new website design shows which plan each option is meant for, so you can match clients to coverage faster. The recommendation engine suggests the best option and quote using your client's lifestyle and needs. It supports both basic and comprehensive coverage and considers age, province, and preferred health benefits.

You can also view key coverage details in one place, including:

- 💰 Total monthly premium
- 💎 Estimated value of benefits
- 📊 Cost breakdown by service



Better Sales Support

To better equip you to support your clients, in addition to our extended team, we'll be sharing some new resources to make it easier for you to sell Health Assist[™]. **Starting August 4**, our new resources include:

- 📺 **Better Starts Here FAQ virtual sessions:** Opportunity to virtually connect directly with our team on our updates and offerings, for you to share information with your clients with confidence.
- 📺 **Webinars:** Continuing to offer our webinars to ensure you understand the full depth and breadth of what Health Assist[™] has to offer your clients.
- 📱 **Social Media assets:** Creative assets for you to share with your clients and network on your social channels.

Better Medical Underwriting Experience

We have simplified our process to onboard medically underwritten plans, to better support you and your clients.

This updated process will take effect as of August 27, 2026.

Updates include:



Improved education and clarity in online experience



Simplified application



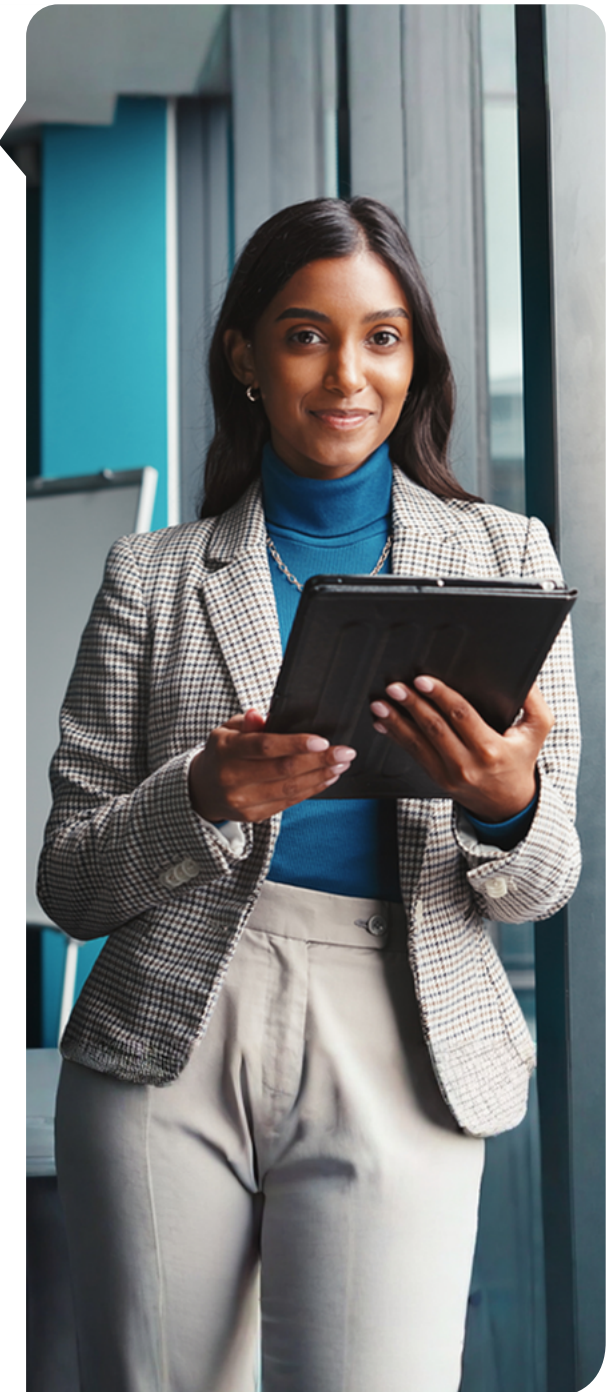
Streamlined process

We have streamlined the application process, so the first point in the application is where clients are prompted to confirm their understanding that they are applying for a medically underwritten plan.

After selecting “apply now” for a medically underwritten plan, applicants will be informed that they have selected a medically underwritten plan that is not designed to cover pre-existing medical conditions.

This reaffirms their understanding that exclusions for pre-existing conditions will be applied to coverage, and that GreenShield will confirm for them after medical underwriting is complete.

- ➔ If your client does not have any pre-existing medical conditions, then their experience remains unchanged.
- ➔ If applicants require full medical underwriting, the following changes will now apply:
 - Application **confirmation email**.
 - Once medical underwriting is complete, GreenShield will send an email **confirming application approval**.
 - **Clear communication** that the initial payment will be automatically taken three business days after the email is sent. If an applicant has questions or concerns, payment can be paused if needed.
 - **Welcome kit** includes: Copy of the Approval with Exclusions Letter, completed application, Schedule of Benefits and the Policy .



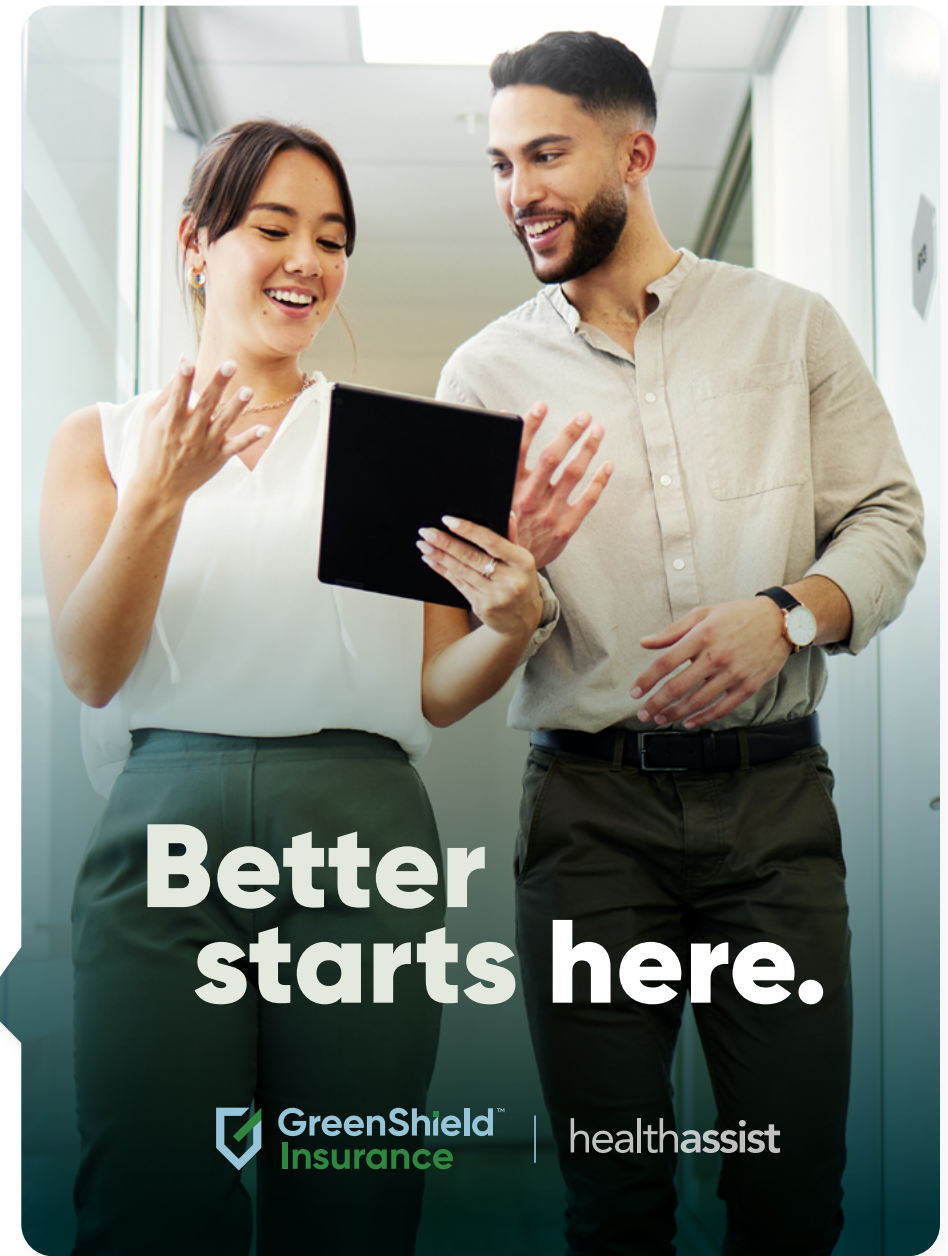
To celebrate, we're launching a ballot-based contest from September 1 to December 15, 2026—for a chance to **win one of four \$1,000 prizes.**

Contest draws will be held monthly, with prizes awarded throughout the contest period. Whether they're submitting a sale, sharing our GreenShield social media assets on LinkedIn, or attending one of our Better Starts Here FAQ virtual sessions, you'll have a chance to win.

[Visit the terms and conditions](#) to learn how to earn entries and eligibility.

*Applicable to all legal residents of Canada (excluding the Province of Québec)

We've made thoughtful updates across our resources to support this—giving you and your clients even more reasons to choose GreenShield.





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