



Measuring Better Health for All

Health Outcomes Report | December 2024





Measuring Better Health for All

GreenShield's Health Outcomes Report offers a comprehensive assessment of Canada's healthcare landscape, providing actionable insights into how care is accessed and delivered, and the pivotal impact of integrating coverage and care on the improvement of health outcomes.

Drawing on the experiences of the over seven million Canadians served by GreenShield, the outcomes of GreenShield's integrated health and benefits offerings are detailed, as are opportunities to innovate, improve, and reimagine healthcare to deliver better outcomes for individuals, workplaces, and communities across Canada.

At its core, this report underscores GreenShield's mission of Better Health for All, which starts with measurable impact. As Canada's only national non-profit health and benefits company, GreenShield integrates insurance with care delivery across mental health, pharmacy, telemedicine, and chronic disease management. By addressing systemic barriers in access, effectiveness and equity, GreenShield is leading the way with innovative solutions designed to improve the health of individuals and their communities.

This report captures that journey: demonstrating how innovative, outcomes-driven care at GreenShield bridges gaps, delivers measurable value, and sets a new standard for what integrated health and benefits can achieve, all in pursuit of Better Health for All.



William Wilkinson,
GreenShield Founder

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Growing demand and faltering access is driving a need for innovation

Canadians are navigating increasingly complex health challenges, with chronic illnesses affecting over 40 per cent of adults¹ and major illness rates projected to rise 72 per cent in 15 years driven significantly by a progressively aging population.² For one third of employed Canadians, this burden is compounded by informal caregiving responsibilities, leading to absenteeism rates three times higher than non-caregivers with demands for informal caregiving expected to double in five years.³

Mental health challenges are also growing sharply. Nearly 30 per cent of Canadians experience mental illness,⁴ with youth particularly impacted – 19 per cent access mental health services, while another 10 per cent need help but cannot get it.⁵ Post-pandemic depression and anxiety rates remain 25 per cent higher than before 2020,⁶ with the economic cost of mental illness projected to reach \$2.5 trillion over the next two decades.⁷

While the need for chronic disease and mental healthcare has never been higher, Canadians are facing a crisis in access with over 5.4 million Canadians unable find a primary care provider⁸ and 2.5 million that can't obtain needed mental healthcare.⁹ Practitioners face mounting sustainability challenges and up to half of primary care providers are expected to reduce their practice within the next three years.¹⁰

Impact to employers

Productivity

>\$16B

the direct cost of absenteeism to the Canadian economy¹¹

Retention and recruitment

1/3

of employees would leave their role for better mental health benefits¹²

Caregiving demand

1/3

of workers are caregivers¹³

3X

higher absenteeism rates¹⁴

\$1.3B

lost productivity¹⁵

Key issues

Chronic disease is on the rise, driven by conditions like hypertension (25%), obesity (27%), arthritis (14%), mental health disorders (13%), and diabetes (11%)¹⁶

27%

obesity

25%

hypertension

14%

arthritis

13%

mental health disorders

11%

diabetes



Mental health accounts for over **one third of disability claims** and drives **70%** of workplace disability costs¹⁷



30% of Canadian youth need care—but youth are **2.5x** more likely to go without it¹⁸

Executive insights

We live our lives as whole people – it is time health systems cared for everyone this way.

This future of health is emerging through digital transformation enabling access, convenience and integration to drive progressive improvement in health outcomes. As Canada's only national non-profit health and benefits provider we are shaping the future of health innovation to deliver Better Health for All.

...All while advancing Better Health for All

GreenShield Cares is on track to reinvest over **\$12.7 million in 2024** and impact an **additional 300,000 lives**, advancing health equity through social impact initiatives in mental health, oral health, and essential medicines²⁶

Our impact



Simplified coverage and care with GreenShield+

Three million¹⁹ coverage and care journeys simplified through the GreenShield+ platform, with **2-3x** monthly user interactions²⁰



Rapid access to medical care

Timely access to healthcare professionals with **92%** problem resolution in the first appointment²¹



Mental healthcare anytime, anywhere

Nearly **50% symptom recovery** from anxiety and depression after three digital cognitive behavioral therapy (CBT) modules²²



Personalized counselling on time and task

Appointments available within **24 hours** via advanced therapist matching to get the fit right quickly with **92% client satisfaction**²³



Customized clinical solutions supporting recovery for complex conditions

Over **70%** recovery from complex anxiety, over **60%** recovery from complex depression, and nearly **80%** recovery from trauma²⁴



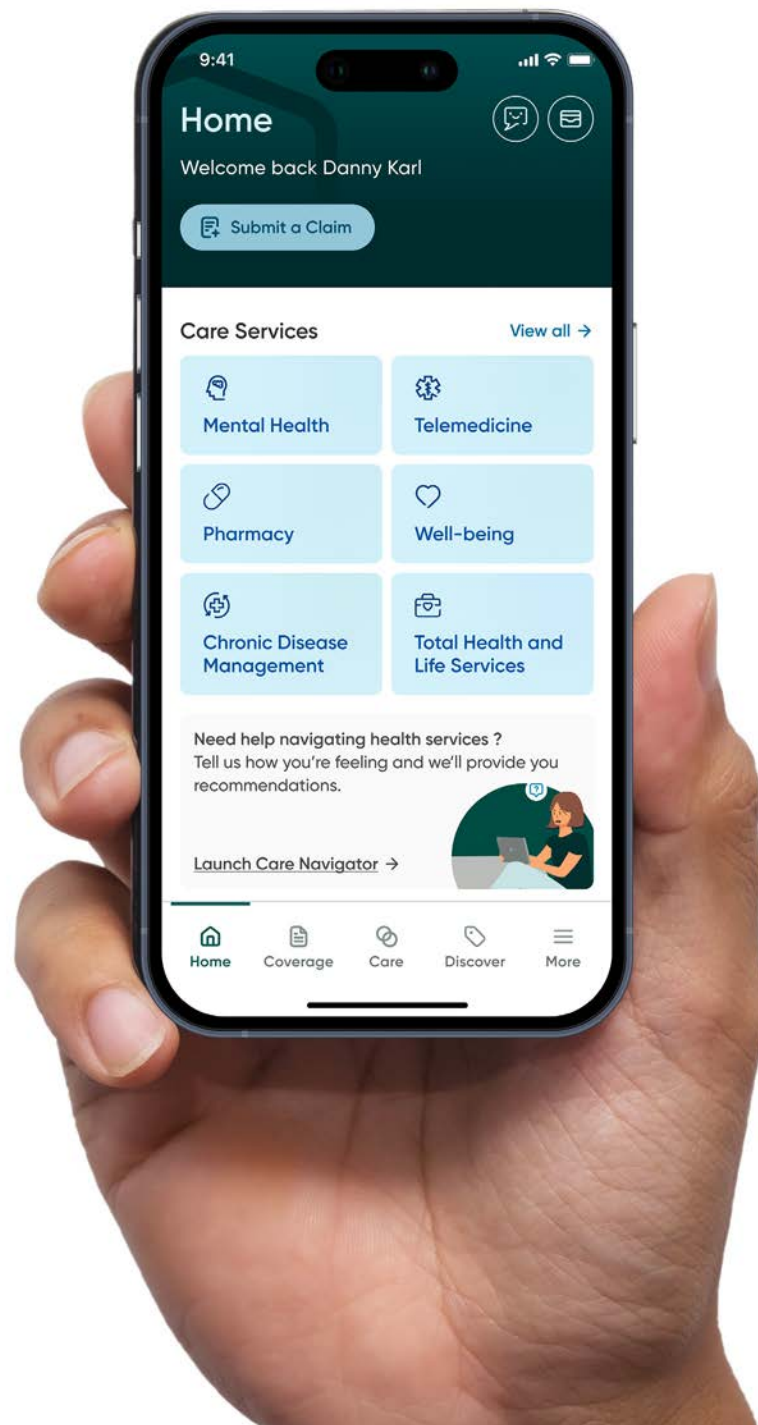
Improving treatment performance with GreenShield Pharmacy

Achieves high medication adherence rates nearly **10%** greater than other pharmacies, with **86%** high adherence rates for diabetes and **91%** for cardiovascular medications²⁵



Key insight

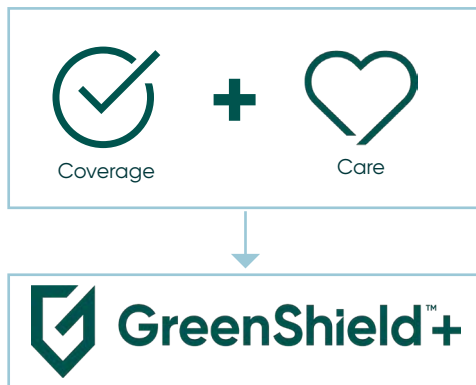
GreenShield+ is transforming fragmented health services and benefits into an integrated platform optimized for individual experience that improves access, convenience, and outcomes, enabling coverage and care journeys more than three million times in 2024.



Healthcare can be hard, we've got you covered

Canadians are seeking seamless, integrated solutions that enhance care and service experiences, increase engagement, and ensure the fullest access and benefit. Coverage and care, however, often exist in silos, making it difficult for individuals to access and fully utilize their benefits.²⁷

GreenShield+ is a first-of-kind digital health and benefits ecosystem providing access to high-quality coverage and care wherever you are, whenever you need it, grounded in simple and clear principles to deliver on the promise of integrated care.



Access + Convenience + Integration = Better Health Outcomes

By bringing together health benefits, mental health, telemedicine, chronic disease management, pharmacy, and more into a single fully integrated platform with web and mobile applications, GreenShield+ ensures coverage and care work together to create the conditions for health and well-being.

We're here to ease your way

It's revolutionary to have all your health coverage and care in one place.

Ensuring you get the personalized direction and support you need to make the most of what's available to you – when you need it – is *transformational*.

Introducing GreenShield+ Care Navigation – helping you find what you need the way that works best for you, whether through self-guided chat or live expert guidance over text, voice or video,

GreenShield ensures you get the information and direction you need, including:

- Clear insights into insurance benefits and offerings
- Easy access to health services and providers
- Tailored resources and tools for individual needs and preferences
- Personalized recommendations for more informed decisions



All aboard GreenShield+: Making health and benefits easier for everyone

Since launching in 2023, GreenShield+ has been transforming engagement into meaningful results – empowering individuals to understand and maximize their benefits, seamlessly connect with care, and take charge of their health like never before.

GreenShield+ by the numbers



Three million coverage and care journey steps enabled³⁰



Nearly **four in five** individuals return to GreenShield+ monthly, reflecting high engagement and retention³¹



Individuals login **two to three times per month**, with engagement growing over **20% month-over-month**³²

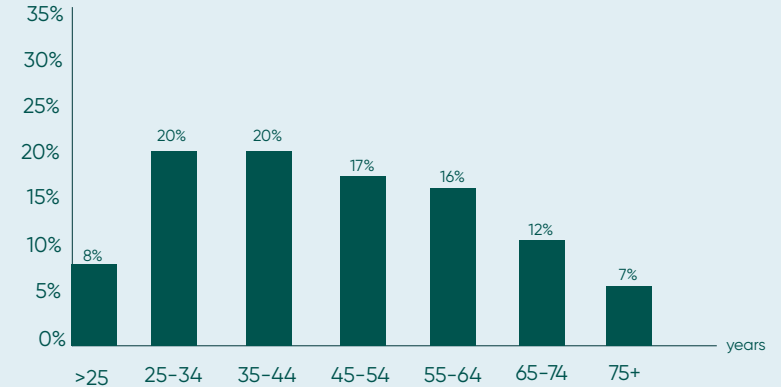


Auto-coordination with healthcare spending accounts has increased **11% since 2023**, simplifying claims submissions and enabling faster reimbursements³³

GreenShield+ demographics

Age breakdown

GreenShield+ registered individuals²⁸



Gender breakdown

GreenShield+ registered individuals²⁹

47%

identify
as women

48%

identify
as men

<1%

identify
as non-binary

5%

identity
not disclosed



Mental Health

Key insight

"Without mental health,
there can be no true health"

- Brock Chisholm, 1st Director General of the World Health Organization (1954)





Care that meets people wherever they are and stays with them



Digital CBT



Counselling



Specialized Clinical Services

GreenShield offers the fullest continuum of mental health services, from self-guided digital CBT to specialized counselling, tailored to individual health, language, culture, and care goals.³⁴

Mental health by the numbers³⁵



155,000+

total hours of counselling completed



4,000+

mental healthcare professionals across the country



6,000+

users engaging with digital CBT



92%

user satisfaction rate with EAP services



20,000+

Employee Assistance Program (EAP) cases completed

73%

focused on individual counselling

6%

on couples counselling

21%

on total health and life services



4 hours

average EAP case length

Most selected mental health stressors³⁶

14%

Stress

13%

Family issues

12%

Depression

12%

Anxiety

5%

Financial

Top requested total health and life services³⁷

22%

Weight

19%

Nutrition

16%

Career development

13%

Career transition

9%

Other health-related requests
(i.e. new diagnosis, Diabetes, Pain, IBS, etc.)



Comprehensive mental health support across generations

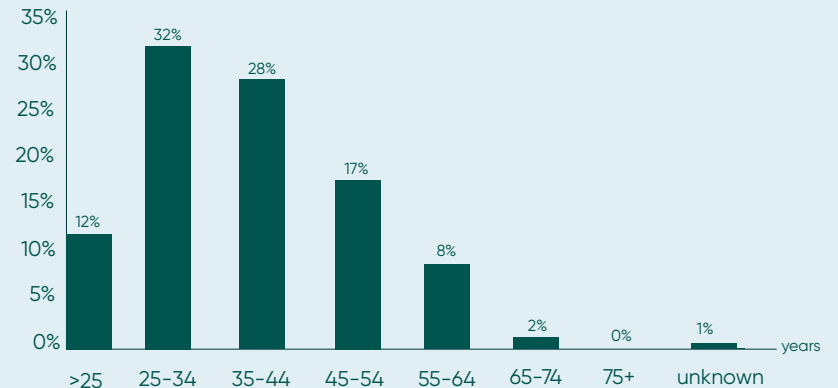
Data reveals GreenShield's mental health services resonate across generations, with 60 per cent of people using services between 25 and 44. Importantly, those over 55 contribute 10 per cent to overall utilization. Similar to international benchmarks, men's utilization is less than half that of women.³⁸ By addressing the needs of a multigenerational and diverse workforce, GreenShield's comprehensive mental health approach ensures care is accessible, inclusive, and effective for all.



Mental health demographics³⁹

Age breakdown

GreenShield mental health counselling and digital CBT



Gender breakdown

GreenShield mental health counselling and digital CBT

63%

identify
as **women**

27%

identify
as **men**

1%

identify
as **non-binary**

8%

identity
not disclosed

1%

identify
as **other**



The democratization of therapy with digital CBT

With 2.5 million Canadians unable to access the mental healthcare they need, identifying effective mental health solutions that scale widely has become a health systems imperative.⁴⁰ Community-based primary care, which delivers 80 per cent of mental health services is severely capacity restricted. Meanwhile, the access for the 1.5 per cent of people experiencing a mental health condition who need to see a psychiatrist will also grow more difficult as the number of psychiatrists in Canada will decline by 15 per cent by 2030.⁴¹

Digital health transformation has provided purpose-built tools to democratize access to professional, evidence-based mental healthcare wherever and whenever Canadians need it. Digital Cognitive Behavioural Therapy (CBT) offers rapid support for mild to moderate stress, anxiety, and depression through self-guided or coach-supported programs.⁴² Integrated within GreenShield+, digital CBT connects individuals to support anytime, anywhere.



Lowering
barriers to rapid
improvement

48%

of individuals with anxiety (GAD-7) and **48%** of those with depression (PHQ-9) see reliable clinical improvement (symptom reduction) after **three treatment modules**.⁴³



Mental health is personal Effective therapy is too

Optimizing the accessibility and impact of mental healthcare requires a hybrid and integrated approach that draws from a continuum of digital health guided self-care, virtual counselling and more direct care when serious and complex.⁴⁴

GreenShield's individual and couples counselling focuses on personalization, autonomy, and precise matching of individuals to therapists based on their specific needs and goals. Research shows this approach enhances the experience for the individual, strengthens therapeutic relationships, increases therapy completion rates, and drives better health outcomes.⁴⁵



Using a personalized matching algorithm, GreenShield connects individuals to one of 4,000 therapists nationwide, ensuring alignment with their mental health needs, preferences, and cultural values.

This matching process helps build a strong “therapeutic alliance,” a critical factor for therapeutic success.⁴⁶ Clients also have the option to meet their therapist at no cost before starting, because finding the right fit is key to meaningful progress in therapy.⁴⁷

For more complex mental health challenges, consistency and continuity of care are essential. GreenShield therapists support individuals throughout their journey, transitioning seamlessly from EAP sponsored support to insurance benefits, healthcare spending accounts, or personal funds, as needed.



A new standard in mental healthcare access

50% of Canadians that accessed publicly-funded community mental health counselling **waited up to 25 days** for their first session, while one in 10 faced waits of nearly five months or longer.⁴⁸

Year to date, GreenShield has an average wait time of less than 24 hours nationally, between registration and the first available appointment, with a 92% satisfaction rate⁴⁹



National average: 11 hours



Specialized Clinical Services

GreenShield Specialized Clinical Services goes beyond traditional counselling, offering tailored psychological and psychiatric programs, including outpatient, inpatient, and combined care, for lasting recovery.

WorkHealth Psychological Assessment and Treatment Services	Customized employer-driven assessment and treatment options to optimize client well-being and workplace performance. WorkHealth includes a full psychological evaluation, continuous case management, fitness to work determination, and comprehensive integrated care from assessment to resolution.
Substance Use Assessment and Treatment (SUAT) Services	Individualized assessments and care plans by addictions medicine practitioners, psychiatrists, and recovery support teams. SUAT includes case management and coordination with rehabilitation services, where required.
Specialized Trauma, Anxiety, and Depression Intervention and Treatment Services	Intensive CBT and other advanced therapy, offering up to 20 sessions with therapists skilled in treating complex and challenging depression, anxiety, and trauma.
Disability Management and Treatment	Customized employer-initiated services, including assessment, treatment supervision, case management, and reporting for employees requiring support through long-term disability to recovery and workplace reintegration.
ADHD Assessments	Professional psychologists providing comprehensive ADHD assessments and care planning for adults with suspected ADHD.

High impact results for complex cases

82%

therapeutic alliance rates (BR-WAI) driving clinical effectiveness⁵¹

64%

overall recovery

78%

symptom improvement across all programs⁵²

78%

recovery from trauma (PCL-5)

71%

recovery from anxiety (GAD-7)

62%

recovery from depression (PHQ-9)⁵³

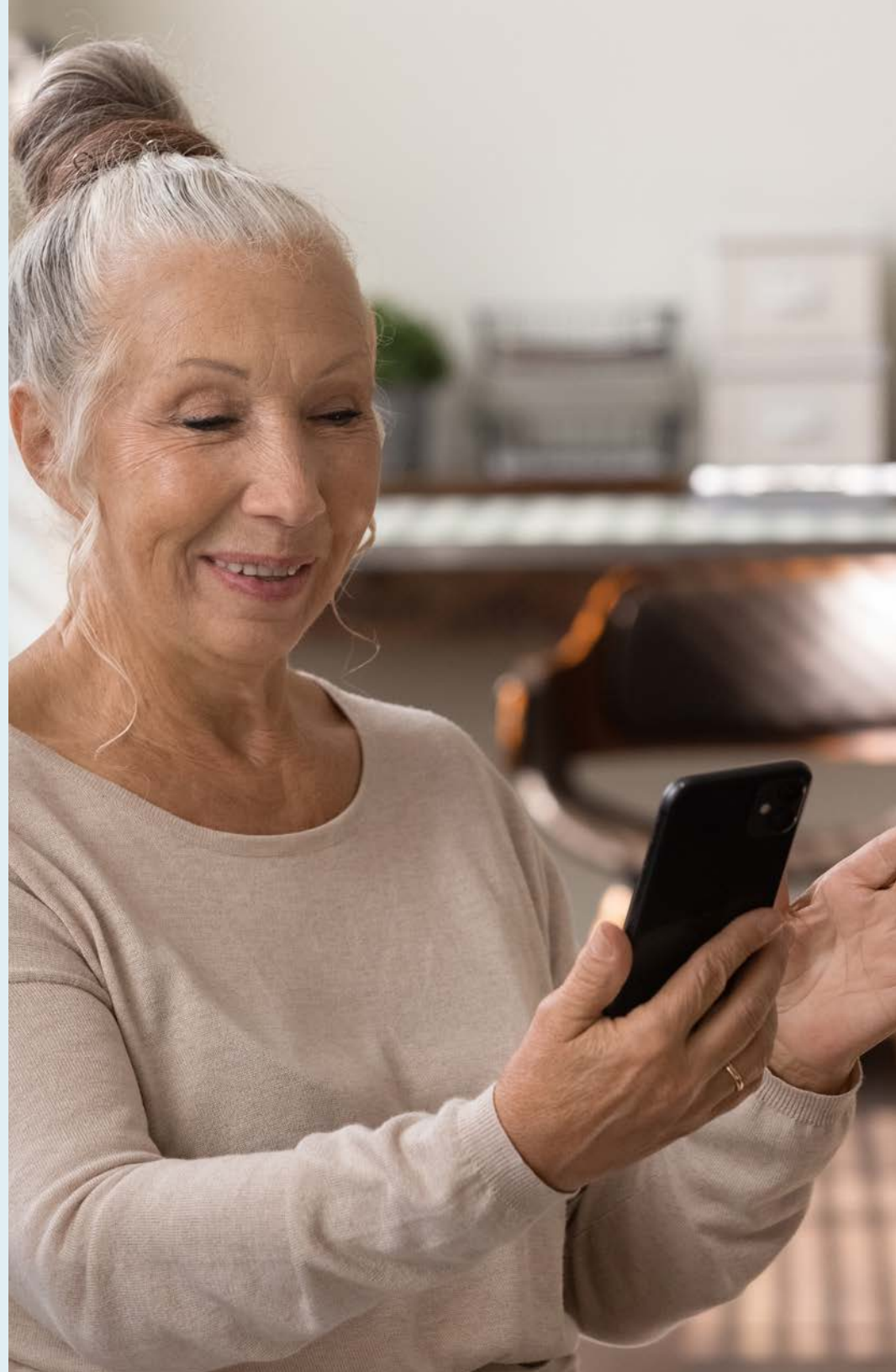


Telemedicine

Key insight

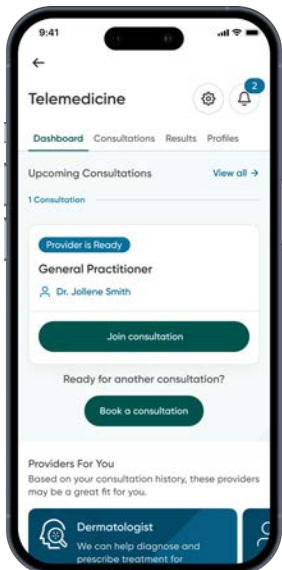
"Telehealth is key to ensuring convenient access to primary care"

- The Commonwealth Fund (2024)





Telemedicine and health system transformation



One in six Canadians—5.4 million people—lack access to a family doctor or nurse practitioner.⁵⁴

Even those with access face significant barriers to care with 40 per cent waiting four days or more for minor concerns, leading to stress, emergency department use, and avoidable illness progression.⁵⁵ Younger adults are particularly affected, with 35 per cent of those aged 18–29, and nearly a quarter of those aged 30–49, without primary care.⁵⁶ Combined with rising chronic disease rates and an aging population, these gaps are straining the sustainability of Canada's healthcare system.

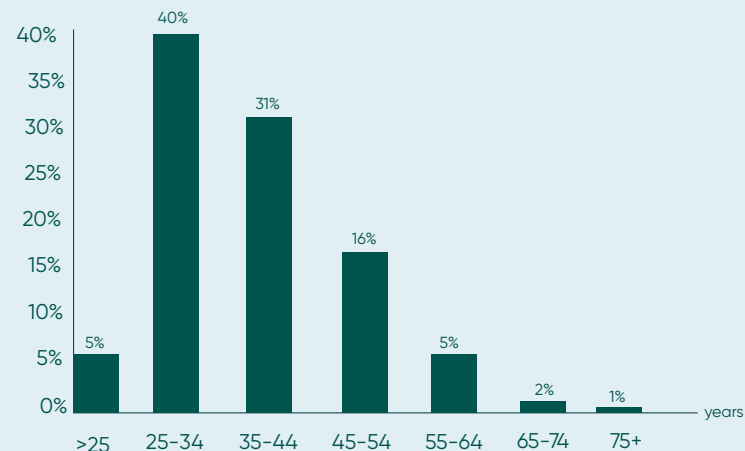
Beyond the 2020 pandemic-era surge, telemedicine has transformed into a powerful tool that is driving healthcare innovation globally. The systematic expansion of telemedicine is now understood to be central to the performance of high-quality primary healthcare systems,⁵⁷ increasing accessibility, overall experience, and quality of care.⁵⁸

GreenShield Telemedicine provides highly accessible and effective care by licensed physicians and nurse practitioners directly on the GreenShield+ platform. GreenShield Telemedicine utilization patterns reflect its impact exactly where the need is greatest for Canadians: the platform has strong adoption among younger working Canadians, with 71 per cent of individuals between 25–44 years old.

GreenShield telemedicine demographics⁵⁹

Age breakdown

Telemedicine utilization by age



Gender breakdown

Telemedicine utilization by gender

48%

identify
as **women**

39%

identify
as **men**

12%

identity
not disclosed

<1%

identify
as **other**



GreenShield is revolutionizing access to timely care by helping connect individuals with licensed healthcare professionals, offering faster, more convenient healthcare options.

Improving access and addressing common conditions

GreenShield simplifies how Canadians access health services, addressing common conditions quickly and effectively

Common conditions addressed⁶²



Over 50 per cent of members used telemedicine to access prescriptions, with nearly 10 per cent choosing to fill their prescriptions through GreenShield's digital pharmacy.⁶³

Expanding after-hours care

GreenShield's telemedicine solution is helping tackle the challenge of after-hours care in Canada, where 65 per cent of Canadians lack access to primary care outside traditional office hours.

- **44% of GreenShield telemedicine consultations occur outside traditional office hours⁶⁴**
- **77% of virtual consultations prevented an in-person visit to an emergency department, family doctor, or walk-in clinic⁶⁵**

**GreenShield
telemedicine by the
numbers⁶⁰**

11,400+

virtual consultations completed

7,800+

prescriptions issued

1,100+

remote lab tests ordered

92%

satisfaction rate reported, with an average rating of **4.6 out of 5**⁶¹

10-minute

average wait-time to connect with a Canadian-licensed healthcare professional

16-minute

average consultation duration



Chronic Disease Management

Key insight

The increasing prevalence of chronic diseases calls for care models that fit seamlessly into the complexity of people's lives.



Innovating Chronic Disease Management with Virtual Care Teams

The rising prevalence of chronic diseases poses a significant challenge to individuals, communities, and economies, threatening the sustainability of healthcare systems worldwide. Addressing this burden requires accessible, intensive, and integrated care models that are adaptable to the complexities of people's lives. These models must prioritize virtual care, in-home services, and community-based solutions to effectively meet the diverse needs of individuals.

Virtual Care Teams (VCTs) are a leading model of primary care innovation that improve access, patient experience, cost efficiency, and health outcomes while advancing health equity.⁶⁶

GreenShield's Chronic Disease Management (CDM) Program

Building on GreenShield's unparalleled coverage and care GreenShield+ ecosystem, the new CDM program is designed by clinicians incorporating leading evidence-based chronic care design principles.⁶⁷ Delivered by VCTs, GreenShield's CDM program will establish a new benchmark in interdisciplinary, integrated care for chronic disease management.

Chronic disease management: person-centred and condition tailored treatment

Arthritis	Healthy Weight	Mental Health	Metabolic Health	Heart Health
PT/OT	Pharmacist	Pharmacist	Pharmacist	Pharmacist
Fitness coach	Dietitian	Dietitian	Dietitian	Dietitian
Counselling/ Digital CBT	Fitness coach	Fitness coach	Fitness coach	Fitness coach
Sleep specialist	Counselling/ Digital CBT	Counselling/ Digital CBT	Diabetes educator Counselling/ Digital CBT	Counselling/ Digital CBT
Dietitian		Sleep specialist		
Nurse navigation				

GreenShield's CDM Program



Heart Health
(cardiovascular disease)



Metabolic Health
(diabetes and pre-diabetes)



Weight Management



Arthritis



Mental Health

GreenShield's CDM program sets a new standard in chronic disease management



GreenShield Pharmacy: Partners in Care

Key insight

Integrating pharmacists into care teams is essential for improving health outcomes, particularly as chronic diseases and medication complexity continue to rise.






Empowering healthcare through pharmacist integration

Pharmacies and pharmacists have played a pivotal role in building and shaping healthcare systems throughout Canada's history and hold a special place in GreenShield's legacy. In 1957, GreenShield was established by pharmacist William Wilkinson in Windsor, Ontario as North America's first prepaid drug plan and a non-profit social enterprise, with earnings reinvested to support Better Health for All Canadians. With over 40 per cent of Canadians experiencing chronic illness and 20 per cent using five or more medications, the integration of skilled pharmacists into healthcare teams has never been more important.⁶⁸

Incorporating pharmacists into team-based care has consistently demonstrated improved health outcomes, particularly for individuals with chronic conditions such as:⁶⁹

 **Cardiovascular disease**

 **Chronic obstructive pulmonary disease (COPD)**

 **Mental health conditions**

 **Diabetes**

 **Pain management**

This integration ensures individuals receive the most effective combinations of medications, carefully selected and monitored to optimize their care.





Addressing the growing impact of specialty medications

Specialty medications now account for 28 per cent of total drug costs, underscoring the importance of comprehensive pharmacy solutions in delivering cost-effective and value-driven healthcare.

With a rich tradition of pharmacy leadership in Canadian healthcare, GreenShield continues to set the standard for accessible, patient-centric pharmacy services, creating better health outcomes for even the most complex chronic conditions, including integration with GreenShield's new CDM Program.

Chronic diseases—whether treated with specialty or non-specialty medications—are the primary drivers of healthcare costs. To address this burden, cost-effective, value-based services like GreenShield's CDM Program are crucial and integrate with GreenShield specialty pharmacy services. These programs enhance care quality while reducing overall healthcare expenditures, paving the way for a more sustainable health system.

Top 10 medication classes by total drug cost 2024⁷⁰

1. RA Rheumatoid Arthritis/Crohn's/colitis/psoriasis
2. Diabetes
3. Anxiety/depression
4. ADHD
5. Asthma and COPD
6. Cancer
7. Hypertension
8. Infection
9. Skin irritations/conditions
10. Acid-related gastrointestinal conditions

Top 10 specialty medication classes by total drug cost 2024⁷¹

1. Rheumatoid Arthritis/Crohn's/colitis/psoriasis
2. Cancer
3. Multiple sclerosis
4. Cystic fibrosis
5. Skin irritations/conditions
6. Asthma and COPD
7. HIV
8. Paroxysmal nocturnal hemoglobinuria (PNH)
9. Kidney disorders
10. Blood disorders



GreenShield Pharmacy: From GreenShield+ to your doorstep

With the convenience of GreenShield Pharmacy, accessible directly on GreenShield+, individuals can choose to have their prescriptions filled at a local pharmacy or receive free doorstep delivery of medications from GreenShield Pharmacy.

Seamless and simplified

GreenShield Pharmacy ensures a streamlined process by fully integrating with benefits plans, eliminating paperwork, and providing automatic reimbursement for covered expenses.

Key features

Convenient, free delivery of medications following healthcare professional visits

Access to expert clinical pharmacists for personalized medication support

Effortless benefits plan integration for seamless claims reimbursement

GreenShield Pharmacy by the numbers



95% of plan sponsors with GreenShield+ have adopted the integrated pharmacy solution

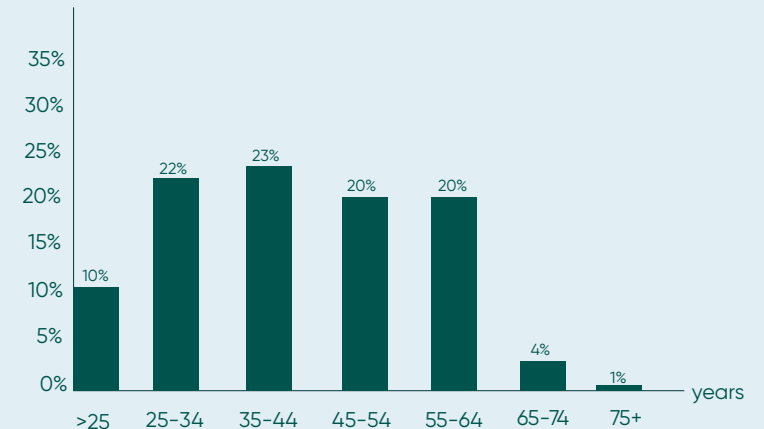


13,000+ prescriptions delivered⁷²

GreenShield Pharmacy demographics⁷³

Age breakdown

GreenShield Pharmacy utilization by age



Gender breakdown

GreenShield Pharmacy utilization by gender

52%

identify as **women**

41%

identify as **men**

6%

identity **not disclosed**

1%

identify as **other**

Top conditions addressed⁷⁴

15%

Hypertension

15%

Mental Health
(Depression/Anxiety)

11%

Diabetes

7%

Cholesterol

5%

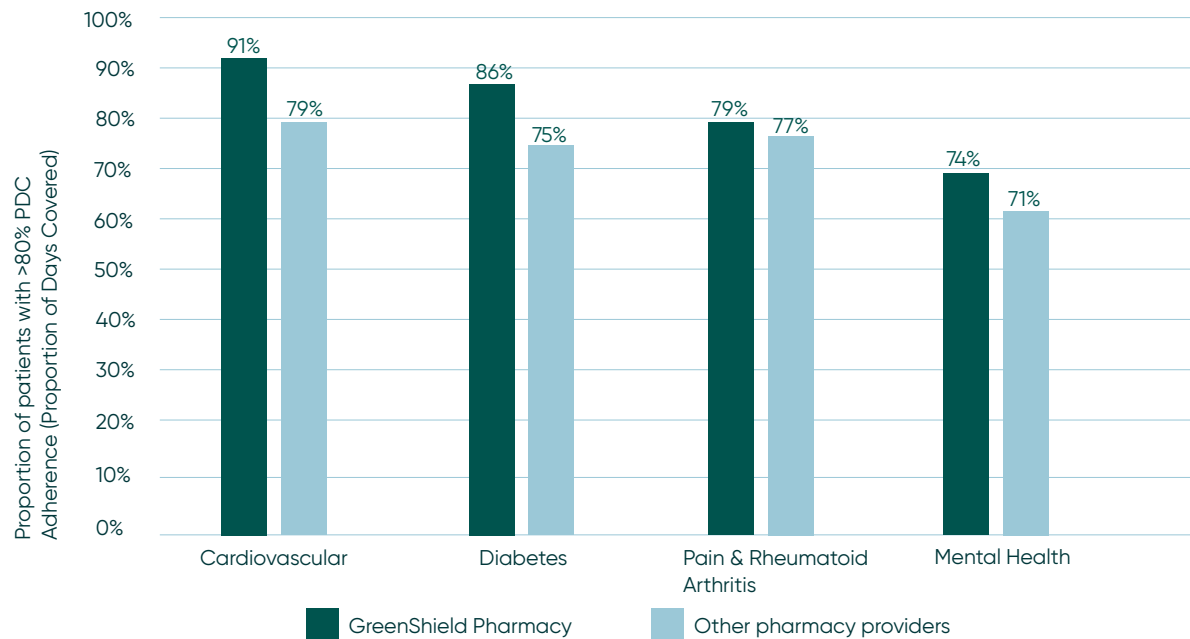
ADHD

Delivering high medication adherence

GreenShield Pharmacy is transforming medication management, making it easier for individuals to access and adhere to medications.

With a simplified claims submission process, auto-fill reminders, convenient delivery, and personalized clinical consultations, GreenShield Pharmacy is not just simplifying healthcare—it's making a measurable difference in health outcomes.

Rates of high medication adherence



By leveraging advanced digital pharmacy solutions, proactive pharmacist engagement, and focused strategies, we're driving measurable improvements in health outcomes.

Innovation with impact



GreenShield Pharmacy delivered **9% greater rates of high medication adherence** than other pharmacy providers (% Greater than 80% Proportion of Days Covered)⁷⁵



Cardiovascular disease medications saw high adherence rates of 91%⁷⁶



Diabetes medications achieved high adherence rates of 86%⁷⁷

Developing a new Canadian standard for electronic prior authorization

Pharmaceutical innovation has led to profound improvements in the way care is provided.

A stronger focus on the development of novel, complex therapies has led to improved outcomes for individuals living with rheumatoid arthritis, inflammatory bowel diseases (Crohn's disease/ulcerative colitis), cystic fibrosis, hepatitis C, and psoriasis.⁷⁸

However, public and private payers face the dual challenge of ensuring effective access to these treatments for those in need while maintaining financial sustainability.

Prior authorization, to predetermine if a prescription drug will be reimbursed through insurance, has emerged as a critical quality-control process, ensuring treatments are used appropriately and backed by evidence and regulatory approval.⁷⁹

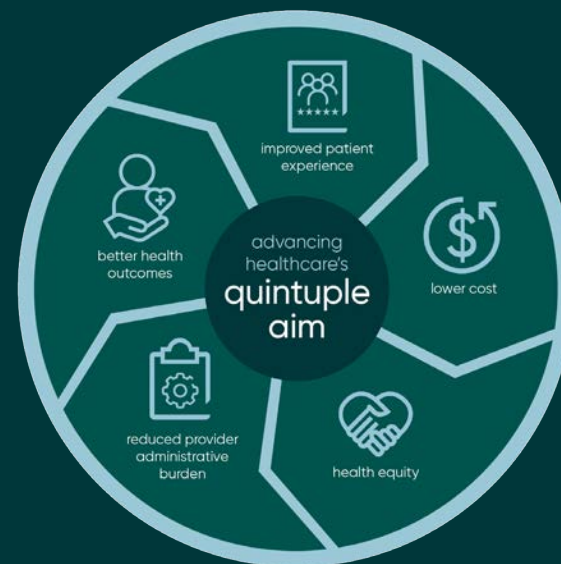
Over the past five years, the number of medications requiring prior authorization has increased by 35 per cent.⁸⁰ Although this

process is an effective tool for managing complex medication therapies, it has also added administrative burdens on healthcare providers.⁸¹ Reducing this burden is vital to improving health system performance and reducing provider stress and burnout.⁸²

To overcome these challenges, GreenShield is launching the **first electronic prior authorization standards process in Canada**.

Through a partnership with OkRx and support from the Health Care Unburdened Grant program, the initiative will facilitate the integration of electronic medical records and insurance technology to transform the prior authorization process. This Grant is part of the Canadian Medical Association, MD Financial Management Inc. and Scotiabank's long-standing, joint commitment to supporting physicians and the communities they serve across Canada.

The result: faster access to complex medicines for individuals, reduced administrative workloads for providers, lower costs, greater equity, and better health outcomes—**advancing healthcare's 'quintuple aim.'**⁸³





Key insight

GreenShield is making measurable strides toward advancing health equity by reinvesting \$75 million to positively impact at least one million Canadians by the end of 2025.





Creating a healthier, more equitable future

As a non-profit health and benefits company, GreenShield prioritizes putting people first in every aspect of its work. Through GreenShield Cares, the company's excess earnings are reinvested, and its services are redeployed to support underserved equity-seeking communities.

In 2024 alone, GreenShield reinvested \$12.7M and positively impacted over 300,000 individuals.⁸⁴ The company is on track to reinvest \$75 million, positively impacting the lives of over one million Canadians by the end of 2025.⁸⁵

With a vision for an equitable future where all Canadians can live their healthiest lives, GreenShield is dedicated to breaking down barriers and increasing access to mental health services, essential medicines, oral healthcare, and chronic disease management.

GreenShield Cares about...

Women's Mental Health⁸⁶

The Women's Mental Health program offers free culturally sensitive, trauma-informed virtual therapy and complimentary digital CBT to individuals aged 18+ in Canada who identify as women, non-binary, and gender non-conforming.

By the numbers



100,000+

women positively impacted since 2022



50%

identify as under 34 years old



50%+

seek support for stress, depression, or anxiety



55%+

experienced clinical improvements in outcomes after two therapy sessions⁸⁹

Essential Medicines⁸⁷

The Essential Medicines program, which launched in Ontario and recently expanded to Nova Scotia, addresses accessibility gaps, ensuring individuals always have access to the medications they need.

By the numbers



3,000+

lives positively impacted since 2023



100+

community partners



4,000+

prescriptions filled



75%+

of individuals have more than one chronic disease

Oral Health⁸⁸

The Oral Health program helps close gaps in Canadian dental care by collaborating with academic institutions and front-line community health providers as the Canadian Dental Care Plan is rolled out.

By the numbers



60,000+

lives positively impacted



25+

community partners involved



How GreenShield helps

Supporting health and stability for Canadians like Terri

Terri Otway, a 57-year-old part-time forklift operator based in Kitchener, was struggling to manage her diabetes and asthma without stable employment or health benefits. That is, until she entered GreenShield's Essential Medicines program.



"Things can be very expensive when you're not working, or when you're working part time," says Otway. "I started neglecting my pills. Thankfully, I was accepted to GreenShield's Essential Medicines program. They helped me get what I need. I'd be in the hospital if I didn't have help with the meds. There's no way I could afford everything on my own. I cannot be more blessed to have them in my life."

- Terry Otway



Better Health For All starts with strong, collaborative partnerships

We are partnering with like-minded organizations to expand our reach and amplify our impact, working together to drive meaningful change.

Our partnerships focus on equity-seeking communities that have a high social need and provide an opportunity to improve health outcomes for all Canadians: women, low-wage workers, youth, racialized persons (Black, Indigenous, People of colour), and 2SLGBTQ+.



Noojimo

Noojimo, the first and only all-Indigenous virtual mental wellness clinic, provides culturally informed counselling services led by Indigenous health professionals who honor the unique cultural, historical, and social contexts of Indigenous mental wellness. Through its partnership with Noojimo, GreenShield Cares offers 500 free hours of mental health counselling to Indigenous communities and extends exclusive access to Noojimo's services for Indigenous employees of GreenShield+ clients, ensuring support that is both meaningful and accessible.



Black Mental Health Canada (BMHC)

In partnership with BMHC, GreenShield piloted the QUEENS (Quest to Unite, Empower, & Encourage Nubian Sisters) program in 2024, providing specialized group counselling for over 1,800 individuals identifying as women and of Black or African heritage. This transformative initiative addresses critical mental health needs within the community, covering topics such as depression, anxiety, self-care, maternal care, meditation, and parenting, while marking a significant step toward mental health equity.



Strong Minds Strong Kids

In partnership with Strong Minds Strong Kids, Psychology Canada, GreenShield is delivering the "Make the Connection" program to more than 3,300 parents and caregivers across Canada in 2024. Designed to address the challenges of parenting without clear guidance, this evidence-based program equips caregivers with practical strategies to understand infant cues, strengthen parent-child bonds, and foster positive parenting practices, ultimately enhancing the mental well-being of both parents and their children.



About GreenShield

As Canada's only national non-profit health and benefits company, GreenShield believes health care is a right, not a privilege. We're dedicated to improving health outcomes, driving systemic change, and building a future where every Canadian can reach their full health potential.

We are revolutionizing the health and benefits experience with coverage and care

in one place. Through our unique integrated payer-provider ("payvider") model, offering insurance, administering benefits and paying claims as a 'payer' while offering health services such as mental health, pharmacy, telemedicine and chronic disease management as a 'provider'.

As a non-profit social enterprise, we don't have shareholders, which allows

us to prioritize and reinvest our excess earnings to directly support underserved communities. Through GreenShield Cares, we've committed \$75 million to improve the health of over one million Canadians by the end of 2025, focusing on mental health, essential medicines, and chronic disease management. Our scalable initiatives deliver meaningful change in pursuit of Better Health for All.



GreenShield Health is one of Canada's fastest growing digital health providers. With vast offerings in mental health, pharmacy, telemedicine and chronic disease management, and 5,000+ clinicians, we are empowering millions of Canadians to take control of their health from the comfort of home. In addition to supporting the health of individual Canadians, GreenShield Health offers holistic well-being solutions for public and private organizations of all sizes. Our innovative, tech-forward approach brings together telemedicine, mental health, disease management, well-being, and pharmacy services and our group and individual health insurance and administration services to integrate healthcare for our customers.



For nearly 70 years, GreenShield has led the way as one of the country's largest health and dental benefits providers, with innovation as our driver and a social mission at our core. We support clients across the country with flexible and automated administration of dental, drug, extended health, travel benefits, and health spending accounts. From forward-thinking claims management strategies to a unique brand of service, we have always focused on making the GreenShield experience valuable for our clients. GreenShield has earned a reputation for exceptional adjudication and administration of pharmacy, dental, and extended health claims, serving over seven million Canadians.



GreenShield Administration is at the forefront of total health benefits management across pharmacy benefits management, claims adjudication, and benefits administration, advancing our payer-provider model. Our capabilities provide access to proprietary information, invaluable insights, and an enhanced healthcare experience, all while effectively managing and controlling costs of all health and dental benefits with a focus on specialty drug costs. We are the only partner able to offer an end-to-end suite of integrated health and benefits technology and services tailored to customers of all sizes, from large organizations to small businesses and entrepreneurs.



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