



# Measuring Better Health for All

December 2025 Health Outcomes Report





# Measuring Better Health for All

GreenShield's Quarterly Health Outcomes Report offers ongoing assessments of Canada's health-care landscape, providing actionable insights into how care is accessed and delivered, and how the pivotal impact of integrating coverage and care improves health outcomes.

Drawing on the experiences of the 7.5 million Canadians served by GreenShield, each report highlights the measurable results of our integrated health and benefits model, while identifying opportunities to innovate, enhance and reimagine care for individuals, workplaces and communities across the country.

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 care and insurance company, GreenShield integrates insurance with care delivery

across mental health, pharmacy, telemedicine and chronic disease management. By addressing systemic barriers to access, effectiveness and equity, GreenShield is leading the way with innovative solutions designed to improve the health of individuals and their communities.

The GreenShield Health Outcomes Report captures this journey and commitment. This report demonstrates 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 in pursuit of Better Health for All.



**William Wilkinson,**  
GreenShield Founder

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# Caring for health: The missing centre of health care

From the finest quality low-risk imaging to biologically tailored therapeutics, the advances of modern medicine have forever improved our ability to treat both common and complex diseases. And yet, despite these innovations, equally remarkable improvements in our health and longevity over the last 50 years have more to do with the quality of our food, air, relationships, physical activities and social environment than the health care we have received. We need strong health systems for when our health fails us, but now, more than ever, we need systems to help us maintain our health. We need new ways of connecting with care to fit our modern world, and continuity of care to drive better experiences and outcomes.

Canadians are already more engaged in their health than ever before.<sup>1</sup> Whether through health-oriented food and beverage choices, smart watches and other wearable devices providing direct access to performance data, or fitness studios progressively developing clinical-grade health offerings, health is increasingly understood by individuals, businesses and governments as our most precious asset and investment opportunity. While supporting day-to-day strength, focus and positive mental health, proactive health management importantly also prevents disease and supports healthy development and aging.<sup>2</sup> Investing in effective health care leads to significant returns for families, plan sponsors and health systems.<sup>3</sup>





# What is proactive health care?

Proactive care focuses on keeping people well and reducing health risks rather than curing disease. In chronic disease, effective and proactive management helps prevent escalation and health crises that are devastating to families and place strain on the health-care system. Through approaches such as healthy living, early intervention, personalization, team-based care and continuous monitoring, proactive care aims to improve health outcomes and reduce costs.

A proactive approach is one that considers overall health, as lifestyle is a well-understood factor in the development of many diseases. About one in five cancers can be prevented by eating well, staying active and maintaining a healthy body weight.<sup>4</sup> Stress is a factor in the development and escalation of many health conditions. And proactive mental health management can reduce stress and equip people with the tools they need to navigate emotional challenges.

Proactive care is collaborative and requires high continuity of care. Good relationships, frequent communication, co-ordinated care teams and the meaningful mobilization of data are required for success. The data and technologies needed to make integrated and proactive care a reality have only emerged in the last few years, and GreenShield has been at the forefront of building these tools and new models of care for Canadians.

# Proactive care as a national priority

For every \$1 invested in preventive health support, there is an estimated \$14 in cost savings for the health system and the economy.<sup>5</sup> Disease prevention and health promotion are national priorities and are considered essential to the long-term sustainability of the health-care system.<sup>6</sup> Almost all Canadians believe preventive health strategies are beneficial for themselves and the future of Canada's health services.<sup>6,7</sup> Accordingly, many Canadian employees, especially younger workers, expect their employers to support their personal well-being with high-quality health products and services.<sup>8</sup>

Many Canadians lack the resources to adequately maintain their health. One in five Canadian adults does not have a primary care provider.<sup>9</sup> Among those who do, many face challenges accessing timely appointments, which are often scheduled during work hours and can be difficult to attend.<sup>10</sup> Virtual care appointments, often held outside of office hours, help to fill the gaps and address minor concerns before they worsen. Integrated virtual care is an important component of Canada's increasing national priority on primary, preventive and proactive care.<sup>11</sup>

# Executive insights

At GreenShield, we take a comprehensive and rigorous approach to improving health outcomes by supporting Canadians across the full continuum of care. From proactive prevention and early intervention to advanced chronic disease management, our integrated digital health care and insurance ecosystem empowers individuals to stay healthier longer and recover quickly. By bringing coverage and care together, our unique payer-provider model enables us to identify needs sooner, close care gaps faster and measure impact more effectively. This translates into better health outcomes for members and greater value for plan sponsors.



## Our third-quarter impact includes:



**Convenient claim submission and care via our integrated digital health care and insurance ecosystem:** GreenShield+ supported nearly **800,000** coverage and care interactions this quarter.<sup>12</sup>



**Digital-first care that meets users' needs:** **94 per cent** satisfaction with GreenShield Employee Assistance Program (EAP) counselling services and **93 per cent** satisfaction with our telemedicine service.<sup>13,14</sup>



**Innovative and proactive mental health care:** For those who used digital cognitive behavioural therapy (CBT), **63 per cent** showed reliable reductions in symptoms of anxiety and **44 per cent** showed reliable reductions in symptoms of depression.<sup>14</sup>



**High continuity of care and strong bonds with counselling providers:** Demonstrating the strength of our personalized therapist matching algorithm, **94 per cent** of users stay with their first matched counsellor each year and **87 per cent** stay with the same provider throughout their counselling journey.<sup>14</sup>



**Seamless medication delivery driving high rates of adherence:** GreenShield Pharmacy's medication adherence rates were **9 per cent** higher than competitors this quarter with **95 per cent** adherence rates for medications treating asthma, **91 per cent** for those treating pain and **88 per cent** for those treating diabetes.<sup>15</sup>



# ...All while advancing Better Health for All

As a purpose-driven, non-profit health care and insurance organization, we reinvest excess earnings and redeploy services to support underserved, equity-seeking communities across Canada.

GreenShield takes a proactive, upstream approach to health, targeting the root causes of illness rather than its symptoms. Our prevention-focused programs support Canadians in maintaining physical, mental and social well-being by providing access to tools, education and resources that empower them to take charge of their health.





# Proactive care at GreenShield

GreenShield empowers Canadians to take control of their health and optimize their well-being through accessible, digital-first care. By ensuring the right care is available at the right time, we help prevent minor issues from escalating into serious health concerns.

Our continuum of care includes telemedicine, chronic disease management, hormonal health support and preventive programs for conditions like diabetes and heart disease. We also offer lifestyle and health coaching through our Total Health and Life Services team, proactively supporting healthy living before problems arise.

Mental health is a cornerstone of our approach. GreenShield offers flexible, personalized options to meet a range of needs. Our digital cognitive behavioural therapy (CBT) program equips users with self-guided tools to manage low-risk mental health concerns, while our unique matching algorithm connects individuals with the best-fit counselling provider from the very first appointment.

We believe that supporting individual health starts with strengthening the communities in which we live and work. Through GreenShield Cares, we invest in direct initiatives and strategic partnerships that foster health-supporting environments across Canada. This quarter, we reached a historic milestone ahead of schedule, investing over \$75 million to positively impact the health and well-being of one million Canadians. By 2030, we aim to expand this impact to three million Canadians, focusing on scalable solutions in mental health, access to essential medicines, and chronic disease management.

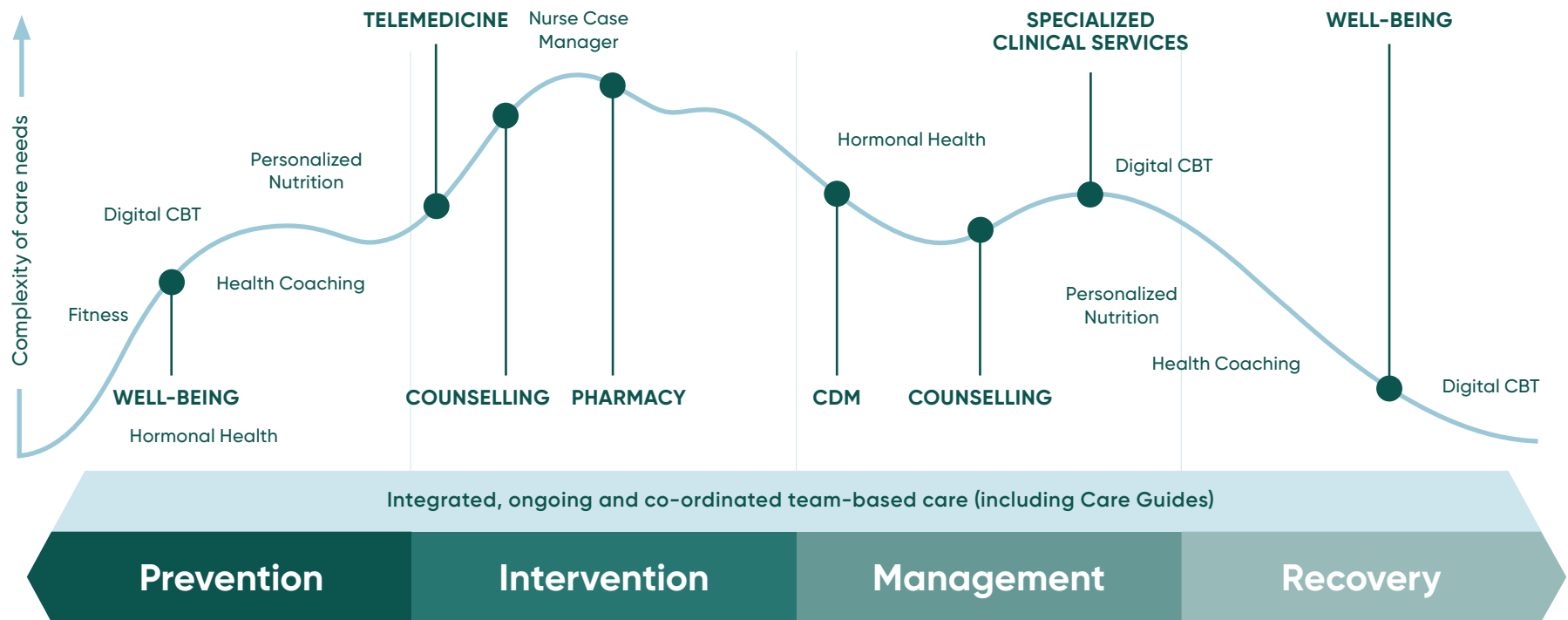
GreenShield is in the business of investing in health. As Canada's leading payer-provider, we are uniquely positioned to deliver health services that prevent serious complications and reduce long-term costs. Our purpose-driven, non-profit model ensures that excess earnings are reinvested and services deployed to support equity-deserving communities across Canada, further advancing our mission of **Better Health for All**.





# Continuum of care

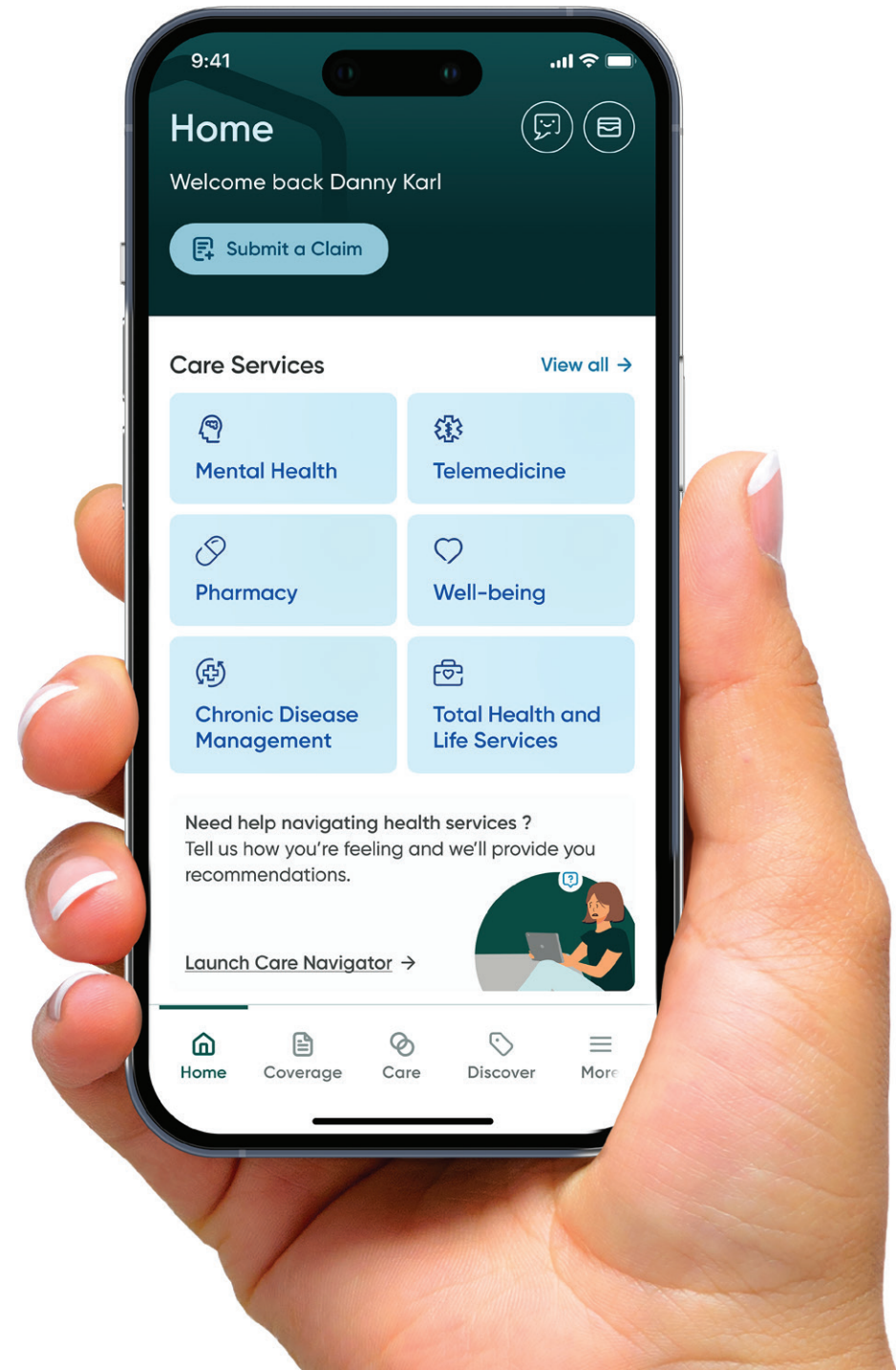
GreenShield's programs are designed to appear at multiple stages of the care journey, ensuring continuity and tailored support.



Note: Programs and Services offered span across phases of care  
CDM = Chronic Disease Management



A first-of-its-kind integrated solution that has reinvented the health care and insurance experience.



# GreenShield+

GreenShield’s platform and application, GreenShield+, is a first-of-its-kind digital health care and insurance ecosystem that offers unprecedented levels of integration between health-care services – including telemedicine, pharmacy, chronic disease management and mental health services – and insurance plans. With GreenShield+, employees can check their coverage, access their benefits, connect with health-care providers and get reimbursed for their claim all in one easy-to-use platform. Through our new AI-enabled Care Navigation feature, we make it even simpler for users to understand their benefits and access support for their unique health needs.



GreenShield+ supported over 800,000 coverage and care interactions



Over three million visits this quarter, with over seven visits per user indicating high engagement



94 per cent of users return to GreenShield+ monthly

## Top support needs among users of GreenShield+ Care Navigation<sup>16</sup>

**39%**

Mental health or stress

**12%**

General health

**3%**

Career or occupational support

**20%**

Minor ailment

**8%**

Diet, nutrition, exercise

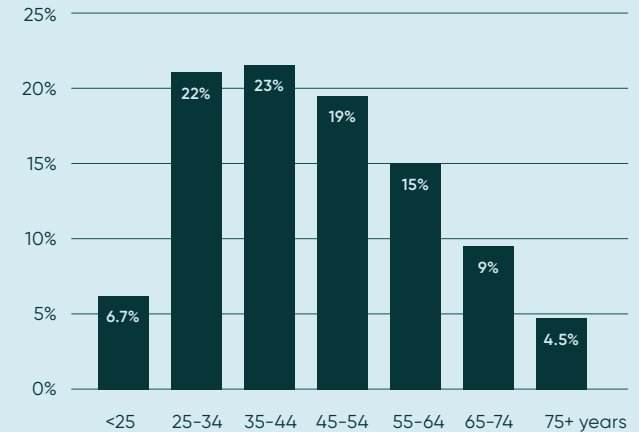
**3%**

Financial or legal advice

## The numbers show that GreenShield+ is in high demand

### Age breakdown

GreenShield+ registered individuals (July to September 2025)<sup>12</sup>



### Gender breakdown

**48%**

Identify as women

**50%**

Identify as men

**2%**

Identity not disclosed



## TELEMEDICINE

Rapid connection with Canadian-licensed health-care professionals for effective virtual care.



# Telemeter

Telemeter has revolutionized proactive health care by changing how care is accessed, delivered and experienced. Virtual access to routine and specialist care removes geographic barriers and reduces wait times. Employees also save time and miss less work when they don't have to travel to appointments. Telemeter appointments are available to fit any schedule: **44 per cent** of GreenShield telemeter appointments occurred outside of traditional office hours, preventing avoidable work disruption.<sup>13</sup>

In addition to expanding access, virtual care has been shown to be as effective, and at times more effective, than traditional care for a variety of health conditions.<sup>17</sup> Use of telemeter is associated with significantly improved health, demonstrated by decreases in disease-specific markers and symptom severity, as well as general improvements in health status.<sup>18</sup>

## GreenShield telemeter by the numbers

(July to September 2025)<sup>13</sup>

 **14,000+**  
virtual consultations completed

 **1,500+**  
remote lab tests ordered

 **18 minutes**  
average consultation duration

 **400+**  
specialist referrals issued

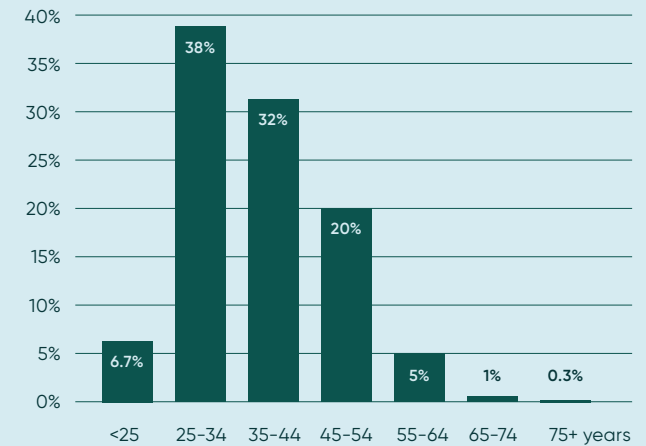
 **9,000+**  
prescriptions issued

 **93%**  
Average user satisfaction rating

## GreenShield telemeter demographics

### Age breakdown

GreenShield telemeter registered individuals (July to September 2025)<sup>13</sup>



### Gender breakdown

**57%**  
Identify as women

**43%**  
Identify as men

**0.2%**  
Identify as non-binary

**0.1%**  
Identify as other



# Preventive Healthcare: Combining biometric screening and personalized consultations to improve employee health

A proactive approach, including investing in preventive health, has long-term benefits for quality of life and productivity.<sup>19</sup> GreenShield's Preventive Healthcare Program takes a proactive approach to improving long-term health and productivity through targeted screening and personalized care plans. Employees receive a customized panel of blood marker tests tailored to their unique employee demographic. Following the screening, program nurses review results, conduct one-on-one consultations and provide follow-up care for identified health optimization opportunities. During each consultation, the nurse creates a personalized health plan to support both the immediate health needs and long-term well-being of the employee, with referrals to resources such as GreenShield's Hormonal Health Program or trusted providers within our extensive care network.

## How it works:

- 1** Employees participate in on-site, comprehensive biomarker screening that includes a full panel of lab tests and cardiac risk assessment.

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- 2** A nurse from GreenShield's Health Services Team follows up within two days of receipt of the screening results to offer an assessment appointment.

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- 3** During the assessment appointment, a care plan is created and employees receive personalized guidance, referrals to health practitioners on the GreenShield+ platform and take-home resources.

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- 4** With employee consent, findings from all employees are aggregated and shared with the employer quarterly to allow them to adapt well-being resources to suit their workforce's specific needs.



# Results that matter

After one year in the Preventive Healthcare Program, a sample group of over 10,000 employees completed follow-up screenings to measure changes in their health status. The results showed clear, clinically significant improvements across multiple blood markers. Notably, employees who participated in a nurse consultation demonstrated greater improvements in cholesterol, blood sugar and other metabolic indicators compared to those who did not. The Preventive Healthcare Program delivers measurable impact on employee health while providing employers with actionable insights to better support workforce well-being.





## MENTAL HEALTH

Easy access to personalized, effective and completely confidential mental health support.



# No health without mental health

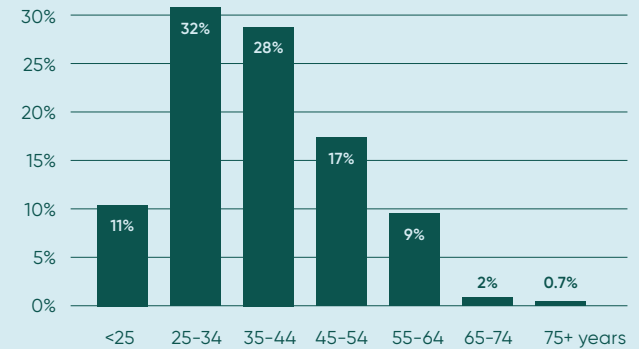
Mental health is a core component of overall well-being. Chronic stress can weaken the immune system and increase inflammation, leading to a high risk of heart disease, diabetes and obesity.<sup>21,22</sup> Mental health challenges are increasingly common and a pressing concern for workers and their employers.<sup>23,24</sup> One in five Canadian employees described their mental health as "poor" in a recent survey, and employees who described their benefits plan as poor were more likely to report poor mental health (58 per cent).<sup>8</sup> Mental health challenges and reduced well-being can lead to lower work satisfaction, worse performance and burnout.<sup>25</sup>

Taking a proactive approach to mental health includes seeking resources and developing strong coping skills before challenges arise. Building and maintaining good mental well-being helps combat stress and improves focus, creativity and decision making.<sup>26,27</sup> Mental health at GreenShield includes traditional counselling, digital CBT and treatment for more complex concerns, such as trauma or substance use, with Specialized Clinical Services. Counselling is offered for couples or individuals and, in advisory services, employees can focus on career and life transitions or receive legal and financial guidance. Providing a full continuum of services with flexible appointment types and scheduling ensures we can meet the mental health needs of a variety of workforces. Appointments are available when needed: on average, users are connected with a provider and offered their first appointment only 11 hours after registering.

## Mental health demographics

### Age breakdown

GreenShield mental health counselling and digital CBT registered individuals demographics (July to September 2025)<sup>14</sup>



### Gender breakdown

**68%**  
Identify as women

**30%**  
Identify as men

**0.5%**  
Identify as non-binary

**0.3%**  
Identify as other



## Counselling

Almost

**40,000**

hours of counselling completed online, by phone or in-person

**7,000+**

Employee Assistance Program (EAP) cases completed: 77 per cent individuals, 16 per cent advisory services, 7 per cent couples

**3.5**

average number of hours per counselling user

**94%**

client satisfaction with counselling services

## Most common concerns expressed by counselling users:

### STRESS

14% of all concerns  
65% of all users

### FAMILY

7% of all concerns  
32% of all users

### ANXIETY

12% of all concerns  
55% of all users

### FINANCIAL

5% of all concerns  
25% of all users

### MARITAL/RELATIONSHIP

5% of all concerns  
23% of all users

### LONELINESS

4% of all concerns  
19% of all users

## Most common concerns expressed by advisory services users:

### CAREER TRANSITIONS

15% of all concerns

### FAMILY LAW

13% of all concerns

### NUTRITION

8% of all concerns

### CAREER DEVELOPMENT

7% of all concerns

### CIVIL LAW

6% of all concerns

### DEBT AND CREDIT

5% of all concerns





# Continuity of care: The key to building and maintaining momentum

Continuity of care improves disease management and patient satisfaction. Ensuring consistent, co-ordinated and personalized care leads to better outcomes and user experience.<sup>28</sup> In mental health care, continuity of care is especially important. Finding the right mental health provider and building a lasting relationship is key to achieving symptom relief and recovery in counselling.<sup>29</sup> Continuous and consistent therapeutic relationships foster trust and safety, while breaks may cause setbacks and anxiety.<sup>29</sup> Flexibility and timeliness are also priorities for counselling users.<sup>29</sup>

GreenShield offers a range of mental health services with rapid access to appointments. In counselling, GreenShield works with over **4,000** mental health care providers across the country with diverse backgrounds and specialties to ensure that everyone can find exactly the care they are looking for, right when they need it.<sup>14</sup>





## How counselling users can find their best match...

GreenShield’s unique, personalized therapist matching algorithm uses client-provided data, including preferences and priorities, such as spoken language and cultural or religious experience, and the strengths and specialties of the counsellor to find the best and fastest match possible.

Clients with prior counselling experience and defined preferences can select a provider directly from our easily navigable directory. Employees who already have a counsellor who works with GreenShield can match directly to them using a referral code.

An initial 15-minute consultation is free to ensure the best fit from the first session. There are no limits to the initial matching visits to make sure the connection is right.

## GreenShield’s counselling matching is driving continuity of care

Each year, **94 per cent** of members who start counselling stay with their matched therapist.\*

Once people match with a provider, they stay with that provider throughout and beyond their EAP. GreenShield+ makes this possible by allowing users to seamlessly transition after their sponsored hours are complete.

Overall, across the entire counselling journey, beyond the first year of counselling, **87 per cent** stayed with their matched provider.

## Outcomes are stronger among those who stayed with their matched provider

Those who stayed with their matched provider had 90 per cent satisfaction (Session Rating Scale).

The average Outcome Rating Scale, which measures progress across four key areas of well-being (personal life, interpersonal relationships, general social interactions and overall functioning), for those who stayed with their provider was 35 per cent greater than for those who switched providers.

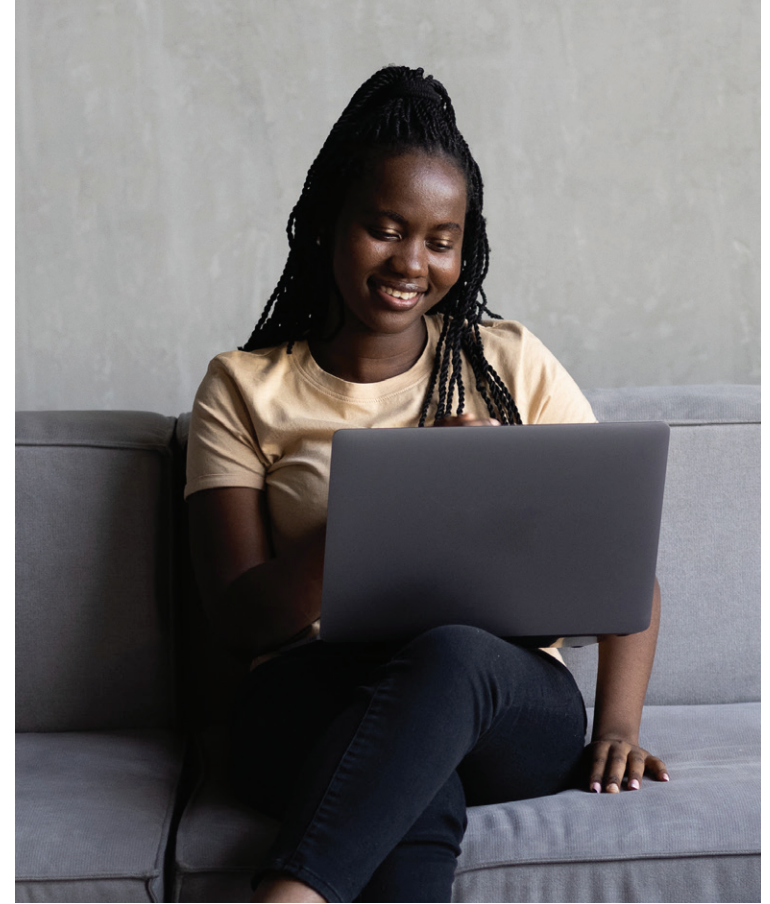
*\*Represents unique users of counselling who had their first consultation within that year (2022-2025). 2022: 6,000, 2023: 11,000; 2024; 14,000; 2025: 15,000.*





# Digital Cognitive Behavioural Therapy (CBT)

GreenShield's digital CBT can play an important role in proactive mental health management. Many mental health conditions are low-acuity, meaning they are not complex or severe. Considerable research shows that providing structured skills and resources that build capabilities and resilience is what helps most in these low-acuity cases. With digital CBT, self-paced virtual modules help users better understand how their thoughts and behaviours impact mood. Self-managing symptoms reduces the need for more intensive treatment and provides an opportunity to identify and co-ordinate care connections when it is needed.<sup>30</sup> Digital CBT is accessible and convenient, and it can be easily integrated into other treatments, improving ongoing engagement, continuity and effectiveness.<sup>31</sup>



**63%**

of users experiencing anxiety demonstrated a reliable reduction in symptoms (GAD-7).

**44%**

of users experiencing depression demonstrated a reliable reduction in symptoms (PHQ-9).

# Specialized Clinical Services

Mental health care at GreenShield offers a spectrum of services for every level of need. While proactive management can delay serious issues or reduce their severity, GreenShield also helps employers and employees react and rebuild when they do happen. Specialized Clinical Services (SCS) equip employees with the tools and strategies needed to manage and reduce mental health symptoms. SCS are available to provide workforces with more support when they need it. These supplementary services expand beyond traditional counselling and employee assistance programs, offering more comprehensive psychological assessment and treatment to ensure employees get the help they need.

When crises and complex issues occur, specialized care providers help employees recover and return to a mentally healthy state. By building a strong bond between provider and member, a connection known as a therapeutic alliance, SCS are driving continuity of care and creating better outcomes that keep employees engaged and on track toward lasting recovery.



**Specialized Clinical Services (SCS) at GreenShield supplement traditional counselling and digital CBT to respond to more complex needs. They are designed to help organizations when employees require comprehensive assessment and more intensive treatment services.**

- Adult ADHD Assessments
- WorkHealth Psychological Assessment and Treatment Services
- Psychiatric Consultations and Assessments
- Substance Use Assessment and Treatment (SUAT) Services
- Specialized Trauma Intervention and Treatment Services
- Specialized Complex Mental Health Programs



# 53%

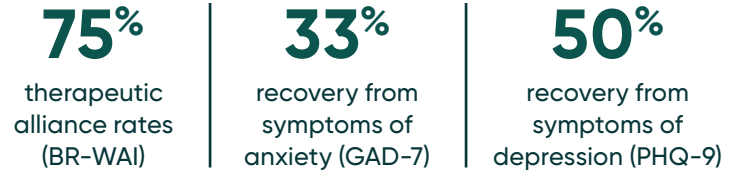
of anxiety cases demonstrated recovery\* versus 34 per cent (GAD-7)

# 56%

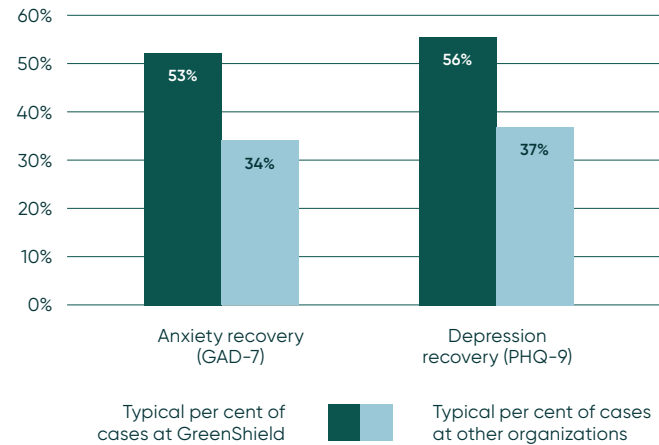
of depression cases demonstrated recovery\* versus 37 per cent (PHQ-9)

*\*Patients are considered to have reached [psychometric] recovery if their symptoms are not severe enough to be classified as a clinical case based on the results of the validated screening tool, e.g., PHQ-9 for depression and GAD-7 for anxiety.*

## Between July and September 2025, SCS drove early therapeutic gains. We expect these results to improve with continued and long-term engagement.



Comparing historical data from January 2022 onward, GreenShield’s SCS helped more counselling users achieve clinical symptom improvement than other Canadian mental health treatment providers.<sup>32</sup>



Comparison of anxiety and depression recovery scores with GreenShield Specialized Clinical Services versus other Canadian organizations that partnered with Greenspace to collect and measure mental health care data about their clients.



## GREENSHIELD PHARMACY

Manage prescriptions,  
set up refill reminders  
and meet with a  
pharmacist, all from  
the comfort and  
privacy of home.



# Digital pharmacy

Like continuity of service between providers and clients, ongoing medication adherence is a critical factor in optimizing care. Adherence prevents disease progression and complications, reduces avoidable hospitalizations and emergency visits, and lowers health-care costs.<sup>35</sup> Achieving high rates of adherence is especially important in chronic conditions such as diabetes, hypertension and cardiovascular disease. More than 5 per cent of all hospitalizations are due to medication non-adherence, with costs of almost \$2 billion per year.<sup>36</sup> Despite its importance, maintaining adherence is a pervasive health challenge. The solutions lie in improving access and support.

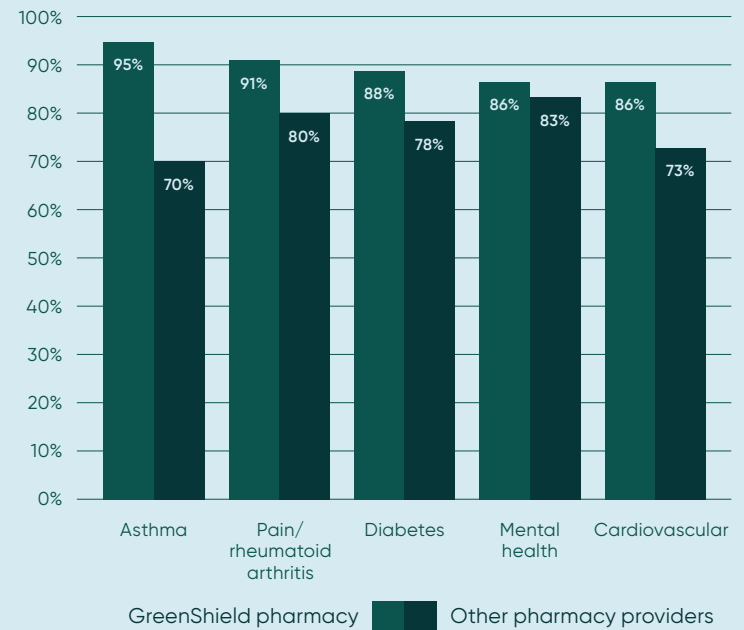
GreenShield Digital Pharmacy is fully integrated with telemedicine; the moment a prescription is written, it can be sent to the pharmacy, filled and delivered to an employee’s door. GreenShield pharmacists follow up by phone to offer consultations and answer any questions. Easy access and informed support empowers employees to effectively manage their medications and take control of their health. Almost all GreenShield+ users have access to digital pharmacy (**98 per cent**).<sup>37</sup> Convenience and proactive self-management with GreenShield Pharmacy are powering high rates of adherence.

## GreenShield Pharmacy by the numbers

(July to September 2025)<sup>15</sup>

*Note: The data excludes the province of Quebec*

- Adherence rates were 9% higher with GreenShield Pharmacy than other pharmacy providers
- High rates of medication adherence



Comparison of medication adherence with GreenShield Pharmacy and other pharmacies in top five conditions.

# Drivers of claims

**15%**  
Rheumatoid arthritis & other autoimmune diseases

**5%**  
Asthma/  
COPD

**13%**  
Depression/  
anxiety/sleep disorders

**5%**  
Diabetes

**7%**  
Dermatology

**5%**  
Obesity

**7%**  
Hypertension

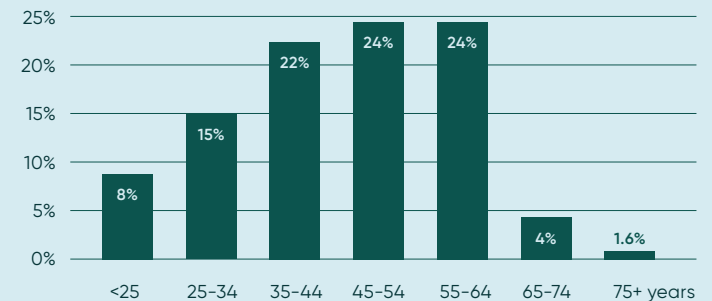
**5%**  
Cholesterol

# GreenShield Pharmacy registered individuals

(July to September 2025)<sup>37</sup>

## Age breakdown

Note: The data excludes the province of Quebec



## Gender breakdown

Digital pharmacy utilization by gender

**60%**  
Identify as women

**40%**  
Identify as men

**0.2%**  
Identify as non-binary



# Personalized Nutrition: Food as the foundation for better health through proactive care

Most employees now expect their employer to support their health and well-being beyond what is included in a typical benefits plan.<sup>8</sup> That’s why GreenShield created Total Health and Life, a suite of services including health coaching, support for life transitions, career coaching, legal services and financial services to augment a traditional EAP. A vast network of practitioners with over 100 different specialties works with the Health and Life team to provide employees and their families with the support they need to navigate obstacles and achieve their goals.

Health coaching plays a key role in proactive health management by providing employees with the information and guidance they need to prevent and adapt to health challenges. Coaches work with employees on topics including smoking cessation, illness or disease management, weight management and nutrition, and healthy eating models. Personalized health coaching has been shown to modify behaviour and decrease risk factors, leading to reduced absenteeism and higher productivity.<sup>38,39</sup> Workplaces that integrate a nutrition promotion program see a 325 per cent average return on investment in terms of absenteeism benefits.<sup>40</sup>

As part of the Personalized Nutrition Program, GreenShield health coaching clients now benefit from clinically proven, AI-powered dietary assessment technology.<sup>41,42</sup>

- 1 Users skip manually tracking their meals by uploading photos to the RxFood application, which generates a detailed breakdown of nutritional content and evidence-based diet quality metrics.
- 2 These dietary assessments are shared with a GreenShield nutrition coach who creates personalized nutrition recommendations for each client.



Flow of information with Personalized Nutrition

The results speak for themselves. In 2025, participants in our Personalized Nutrition Program achieved:

**20%+**

average increase in fruit and vegetable intake<sup>43</sup>

**31%+**

decrease in consumption of ultra-processed food<sup>43</sup>

**33%+**

improvement in Mediterranean Diet Score (MDS), a proven metric linked to better health outcomes<sup>43-47</sup>

A healthy diet also supports physical and mental well-being and long-term vitality.<sup>48,49</sup> GreenShield Personalized Nutrition combines cutting-edge technology and expert coaching to help users achieve their health goals today while building a foundation for tomorrow.



As a non-profit social enterprise, we reinvest our excess earnings to directly support underserved communities. Through GreenShield Cares, we've positively impacted the health and well-being of over one million Canadians since 2020.





# Prevention in action

At GreenShield, we know that the best care starts before illness begins. Through our social impact platform, GreenShield Cares, we're advancing health equity and improving health outcomes with a focus on mental health, essential medicines and chronic disease.

## Taking a proactive, upstream approach

GreenShield Cares tackles health challenges at their source. Our programs focus on early identification, health literacy and equitable access to preventive care. By partnering with community organizations, health innovators and academic institutions, we're embedding prevention into everyday life and making proactive care both achievable and scalable.

## Driving impact across Canada

**Mental health promotion:** Through our *Youth Mental Health* and *Women's Health* programs, we're emphasizing early intervention and resilience building. Community-based education, peer support and digital tools help prevent mental health concerns from escalating into crises.

**Chronic disease prevention:** We're supporting Canadians to manage risk factors like hypertension, diabetes and high cholesterol before they progress into serious illness by



expanding access to essential medicines, preventive screenings and personalized wellness programs.

**Health literacy and behaviour change:** We're normalizing preventive health conversations and encouraging proactive action through national campaigns and educational toolkits. Collaborations with partners such as Jack.org and Noojimo Health are helping Canadians make informed, lasting choices for better health.

## Looking ahead

We're proud to have exceeded our goal of improving the lives of one million Canadians by the end of 2025. At the core of this goal is prevention, which remains at the heart of our mission. By investing in early, equitable and evidence-based care, GreenShield Cares is redefining what it means to be a health partner and helping Canadians live longer, healthier lives.



# About GreenShield

As Canada's only national non-profit health care and insurance organization, 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 and well-being potential.

We are revolutionizing the health care and insurance experience by bringing coverage and care together in one place. Through our unique integrated payer-provider ("payvider") model, we offer insurance, administer benefits and pay claims as a payer while offering health care services such as mental health, pharmacy, telemedicine and chronic disease management as a provider.

As a non-profit social enterprise without shareholders, we reinvest our excess earnings to directly support underserved communities. Through GreenShield Cares, we've positively impacted the health and well-being of over one million Canadians since 2020.

What's driving us now is the commitment to measurably impact an additional three million Canadians by 2030 – across mental health, essential medicines and chronic disease management – through scalable initiatives that deliver meaningful change in pursuit of our mission of Better Health for All.

GreenShield is proud to be recognized multiple times as one of Canada's Most Admired Corporate Cultures, certified annually as a leading Imagine Canada Caring Company, and honoured with repeat placement on Fortune's prestigious Change the World list – a testament to our sustained commitment to purpose-driven innovation and impact.



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 health care 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 health-care 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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