GreenShield™

Advancing Women's Health with an Integrated Ecosystem of Care



JULY 2026
HEALTH OUTCOMES REPORT

Measuring better health for all

Drawing on the experiences of the nearly 8 million members served by GreenShield – Canada's only national non-profit health care and insurance organization – the quarterly Health Outcomes Report series shows how integrating coverage and care delivers measurable results. Through its unique payer-provider model, GreenShield improves access, drives meaningful clinical outcomes, and reduces inefficiencies across the care journey. The Health Outcomes series is designed to equip employers, advisors, and plan sponsors with data-driven insights to make confident, forward-looking decisions for plan member health.

At its core, this report reflects GreenShield's mission of Better Health for All, which starts with evidence-based impact. By addressing systemic barriers to access, effectiveness, and equity, GreenShield is leading the way with innovative solutions designed to improve the health of individuals, workplaces and communities coast-to-coast.



Addressing the silent burden of women's health with GreenShield

Women experience unique health challenges across their lifetime — from hormonal transitions to reproductive health needs and the disproportionate mental load that shapes daily life. These challenges often go underrecognized and undertreated in traditional health care systems. The numbers tell the story: GreenShield's 2025 Women's Mental Health Report, published in partnership with Mental Health Research Canada, found that 16 per cent of Canadian women report severe symptoms of anxiety and 17 per cent report symptoms of depression — rates that remain higher than before the pandemic.[1] Nearly half of women say they cannot afford care or that their insurance does not cover it, almost double the numbers for men.[2]

GreenShield's research also reveals a striking imbalance in how women allocate their time. Women believe they should spend one hour a day on their mental health yet spend only half that amount. Instead, they spend nearly seven times more time caring for others and on household responsibilities than on mental health.[3] For mothers, this gap widens further; they spend 44 per cent more time taking care of others and 21 per cent less time on their mental health than women in general.

This report examines how GreenShield, as Canada's only national non-profit health care and insurance organization, supports women through every stage and every role. It explores the ways our integrated suite of services creates earlier access, stronger continuity, and better health outcomes for women.



1 in 6 women face severe anxiety and depression

Nearly 50% of women cannot afford care

The solution: integrated coverage and care

A note on sex and gender

Throughout this report, references to "women," "female," and "women's health" include all individuals who identify as women, as well as those whose biological sex may place them at higher risk for certain conditions. We recognize that sex and gender are not interchangeable; sex refers to biological attributes, while gender reflects a social construct. Where data permits, we distinguish between the two. Where it does not, we note those limitations.

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Report highlights



Integrated care for women delivers return on investment

For every $1 invested in integrated mental health care and coverage for women, $2 was returned through lower mental health claims, before accounting for absence or disability impacts.

Greenshield supports women in all life stages

37%

improvement in anxiety symptoms among women in young adulthood who used GreenShield's digital CBT thought journals

40%

improvement in overall well-being among women in middle adulthood after 3 GreenShield counselling sessions

32%

relative improvement in medication non-adherence among women 55+ who used GreenShield Pharmacy

Supporting women across every stage of life

Women's health needs evolve significantly across their lifespan. A 22-year-old navigating early career stress, a 32-year-old balancing new parenthood with full-time work, a 48-year-old managing perimenopause symptoms alongside aging parents, and a 60-year-old focused on healthy aging share many common health concerns — but the care they need, and the barriers they face, look different.



Report outline

This report illustrates GreenShield's impact across three life stages.

At each stage, different services are available to meet women where they are.

Early Adulthood (18 to 34 years old)

- Counselling
- Digital Cognitive Behavioural Therapy

Middle Adulthood (35 to 54 years old)

- Telemedicine
- GreenShield Pharmacy
- Counselling
- Personalized Nutrition
- Hormonal Health

Healthy Aging (55+ years old)

- GreenShield Pharmacy

Life Stage:

Early Adulthood and Family Building

Young women face some of the steepest mental health challenges of any demographic group. GreenShield's 2025 Women's Mental Health Report found that **young women aged 16 to 24 report high anxiety at a rate approximately 29 per cent higher than young men,** with broader trends pointing to heightened stress driven by ongoing economic and social pressures. This stage is also when women may begin navigating complex health systems largely on their own — for reproductive health, first-time primary care decisions, and increasingly, fertility and family-building journeys. Affordability and access remain significant barriers, particularly for women from equity-seeking communities.

This report highlights GreenShield's Counselling and Digital Cognitive Behavioural Therapy to support women in early adulthood.

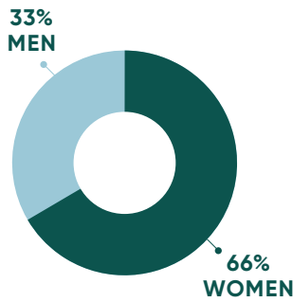


Counselling

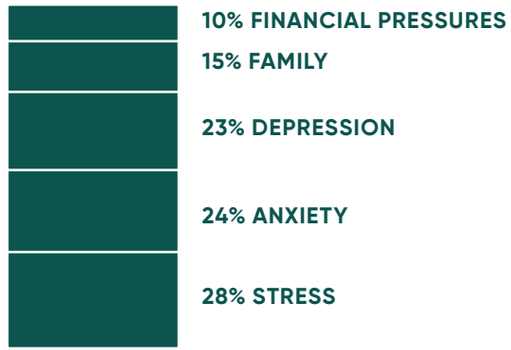
GreenShield's counselling services provide near-immediate access to qualified providers, without the wait times that characterize much of the public system. The platform's personalized matching tool offers more than 50 selection options — including culture, race, ethnicity, language, gender identity, sexuality, and religion —so women can connect with a provider who understands their identity and lived experiences, either virtually or in person.

This helps ensure GreenShield's counselling services are responsive to women's needs and lived experiences.

COUNSELLING ENGAGEMENT



STRESSORS REPORTED AMONG WOMEN



GREENSHIELD'S PERSONALIZED COUNSELLOR MATCHING

GreenShield's model supports this through strong alignment between member preferences and provider availability:

- **53%** of members using the matching tool specified a preference for a female provider
- **76%** of counselling providers are women
- **97%** satisfaction[a] with providers among women using counselling

This alignment has a measurable impact:

72% higher overall well-being[a] in early adulthood women who specified counsellor gender preference and completed at least 3 sessions

KEY TAKE AWAY

Together, these findings reinforce that matching members to the right provider is not just about offering choice — **it supports stronger engagement and leads to better health outcomes.**

Digital cognitive behavioural therapy (CBT)

GreenShield's digital cognitive behavioural therapy (CBT) program provides guided and self-guided support for anxiety and depression, offering a flexible, stigma-free option particularly well-suited to younger women balancing school, early careers, and new family responsibilities.

Members can use tools such as thought journals to help process and understand how thoughts and behaviours influence each other.

EARLY ADULTHOOD WOMEN USING GREENSHIELD DIGITAL CBT THOUGHT JOURNALS

37% showed a reliable improvement in anxiety symptoms (GAD 7)

31% showed a reliable improvement in depression symptoms (PHQ 9)

KEY TAKE AWAY

By empowering women to actively manage their mental health amid life's demands, meaningful improvements in well-being can be achieved.



Life Stage:

Middle Adulthood and Caregiving Years

For many women, this is the most demanding stage of life. They are often at the peak of their careers while balancing the needs of young children, aging parents, and their own health — including navigating perimenopause and menopause.

GreenShield's research shows **women spend nearly seven times more of their time caring for others and managing household responsibilities than on their own mental health.** Mothers face an even greater burden, devoting more time to caregiving while neglecting their own needs compared to other women.

This report highlights GreenShield's Telemedicine, GreenShield Pharmacy, Counselling, Personalized Nutrition, and Hormonal Health to support women in middle adulthood.



Telemedicine: women as care navigators

Women often serve as the main decision-maker for health care choices in their families. When examining dependent utilization patterns, the data reveals a notable difference:

53% of female main policy holders are using for dependents compared to **41%** of male main policyholders, demonstrating women's role as primary caregivers.

This pattern extends to telemedicine use across different times of day: Women consistently access care more frequently than men on **weekdays.** The gap is most pronounced **overnight,** when traditional care options are least available, with women completing **46% more consultations than men.** This demonstrates how telemedicine supports women's lifestyles both for their own health and within the caregiver role.

KEY TAKE AWAY

These findings highlight the central role women play not only in managing their own health, but in coordinating care for others within the constraints of work, caregiving, and competing responsibilities.

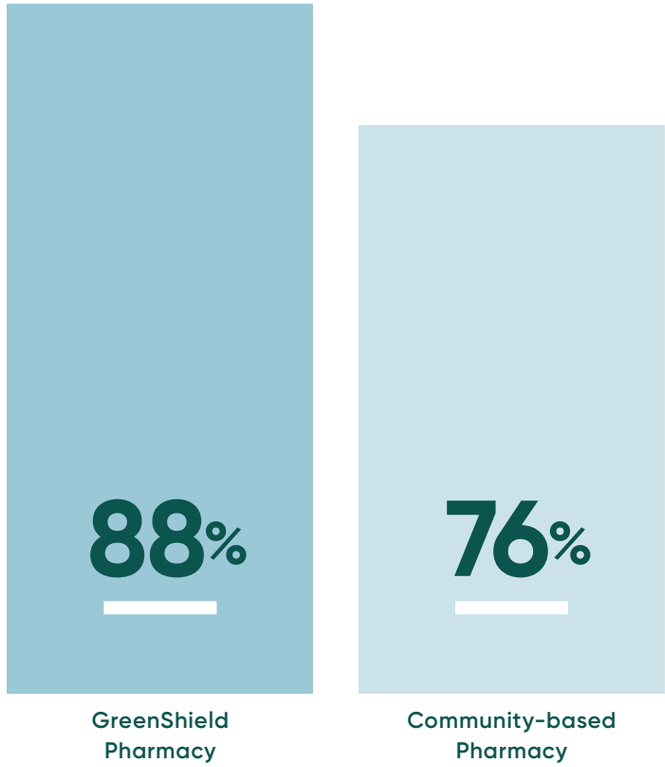
GreenShield's Telemedicine fits into women's lifestyles seamlessly with flexibility and convenience to allow them to address their own health needs and those of their dependents, without the scheduling barriers of traditional in-person care.



GreenShield Pharmacy: adherence for women managing multiple priorities

Medication adherence is a critical factor in managing chronic conditions and hormonal health. It is often the first thing to slip when women are juggling competing responsibilities. GreenShield Pharmacy, which includes both digital and specialty pharmacy, helps alleviate logistical demands and burden by enabling complete outsourcing of routine medicine management. This includes automatic prescription refills, direct cost management through benefits, and doorstep delivery.

MIDDLE ADULTHOOD % OF HIGH MEDICATION ADHERENCE[4]





KEY TAKE AWAY

Higher medication adherence through GreenShield Pharmacy means better continuity of care, consistent treatment and health management.

Counselling and ongoing mental health support

Counselling needs often intensify in middle adulthood, as women navigate career pressures, relationship transitions, or caregiving stress.

Women aged 35 to 54 accessing counselling through GreenShield reported family, grief and loss, and marital relationships as their primary concerns 12% more often than younger women and men.

40% greater improvement in well-being among women in middle adulthood after 3 counselling sessions

KEY TAKE AWAY

GreenShield's counselling helps women navigate complex life transitions, supporting and improving their mental health.



Personalized nutrition: fostering healthy eating habits during menopause

Nutrition plays a vital role in supporting women through the hormonal changes of menopause, yet many lack access to guidance tailored to their specific needs. GreenShield's Personalized Nutrition program addresses this gap by offering dedicated women's health pathways to address specific dietary needs.

23%

In 2025, **23%** of women who utilized GreenShield's personalized nutrition services identified managing menopausal symptoms as a health goal.

Those women showed healthier dietary patterns, such as **increased consumption of fish, legumes, nuts and seeds, and reduced consumption of sugary beverages and ultra-processed foods** compared to men and other women who did not identify managing menopausal symptoms as a health goal.[5]



KEY TAKE AWAY

Positive dietary changes, such as adopting a Mediterranean diet, are well-established to reduce the likelihood of chronic conditions.[6]

Canada's First Personalized Hormonal Health Program

Hormonal health is one of the most overlooked aspects of women's care. While three in four Canadian women experience disruptive menopausal symptoms,[7] many struggle to access timely and appropriate support. GreenShield's March 2026 national survey found that one in three women wait at least two years after first noticing symptoms to receive effective treatment, and nearly 40 per cent of women do not know where to seek care.[8]

The impact extends into the workplace. Nearly **two-thirds of women aged 35 to 55 say menopause symptoms affect their job performance,** yet only 13 per cent report having access to adequate employer-sponsored support. GreenShield's own survey data also confirms that hormonal transitions lead to absenteeism, reduced performance, and career disruption[9]. By providing accessible, integrated hormonal health support, GreenShield helps plan sponsors address a largely invisible driver of workforce disruption.

GreenShield launched Canada's first Personalized Hormonal Health Program in 2025, a nurse-led, integrated model designed to provide coordinated, end to end support. The program combines diagnostic testing, personalized care plans, virtual consultations, and pharmacy services within a single experience.

Early results show strong engagement

72% of people who submitted requests to learn about the Hormonal Health Program within GreenShield+ were women

85% of people experiencing menopausal symptoms were referred into the Menopause program stream after a nurse assessment

~ 40% of people experiencing menopausal symptoms were supported with health coaching after nurse assessments

~ 25% opted for GreenShield Pharmacy after being prescribed medication for at-home delivery

KEY TAKE AWAY

These trends show how GreenShield's personalized Hormonal Health Program show connected, ongoing engagement across the broader continuum of care to support women in middle adulthood.

"I had a very informative and validating appointment with the [nurse] assigned to me... Everything has been very well organized so far. The online pharmacy has been communicative and helpful in making sure I get the prescribed medications shipped to me as soon as possible... So far I am very pleased that I was able to be a part of this program and feel like I am finally getting some much needed support."

– HORMONAL HEALTH PROGRAM PARTICIPANT

Life Stage:

Healthy Aging and Chronic Disease Management

In the postmenopausal years, health priorities shift toward managing age-related chronic conditions, such as cardiovascular and bone health, and maintaining overall support. Many women also continue to take on caregiving roles for aging parents or partners.

GreenShield's integrated care model helps women maintain continuity of care as their needs evolve.

This report highlights GreenShield Pharmacy to support women in healthy aging.



GreenShield Pharmacy and chronic disease adherence

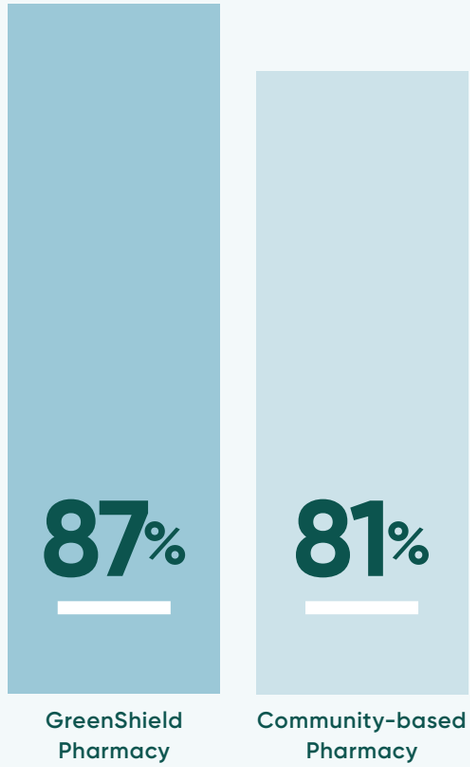
Medication adherence becomes increasingly important as chronic conditions emerge and accumulate with age.

GreenShield Pharmacy, which includes both digital and specialty pharmacy, supports this population with access and convenience, and has shown a higher medication adherence for members than community-based pharmacies.

THE LEADING CONDITIONS MANAGED AT THIS STAGE INCLUDE

- 9% CONTRACEPTION
- 12% CHOLESTEROL
- 14% DERMATOLOGY
- 13% HYPERTENSION
- 26% DEPRESSION/ANXIETY/ SLEEP DISORDERS
- 26% RHEUMATOID ARTHRITIS AND OTHER AUTOIMMUNE DISEASES

HEALTHY AGING % OF HIGH MEDICATION ADHERENCE[10]



KEY TAKE AWAY

Healthy aging can be supported by consistent medication use, which helps reduce complications across common conditions and prevent escalating health care costs.



The power of integration: cross-utilization and connected care

The most distinctive aspect of GreenShield's model is the ability and convenience to access multi-specialty care.

15%

Women are 15% more likely to use two or more GreenShield Health services than men. The most common service combinations are counselling and digital CBT, however this pattern shifts meaningfully by life stage:

- Younger adult women most commonly combine **counselling and telemedicine**
- Middle-aged women most commonly combine **hormonal health, pharmacy, and counselling**
- Older women most commonly combine **pharmacy, telemedicine, and personalized nutrition.**



KEY TAKE AWAY

When plan members use more than one GreenShield service, they can address physical, mental, hormonal, or reproductive health together — supported by a single platform, a single member record, and a single team behind the experience.

The value case: return on investment for women's health

Investing in women's health is not only the right thing to do, it also delivers measurable value for plan sponsors. GreenShield's integrated model enables a tiered approach to demonstrating return on investment, from direct cost avoidance to long-term productivity gains.

In the March 2026 Health Outcomes report, GreenShield's integrated model of mental health services **showed a return of $1.50 for every $1 invested through mental health claims alone for all genders.**

In this report, we analyzed the same mental health claims trends from plan members who identified as women only across all age groups. Our results showed: **a return of $2 for every $1 invested for after adopting the integrated model of health services for women.**



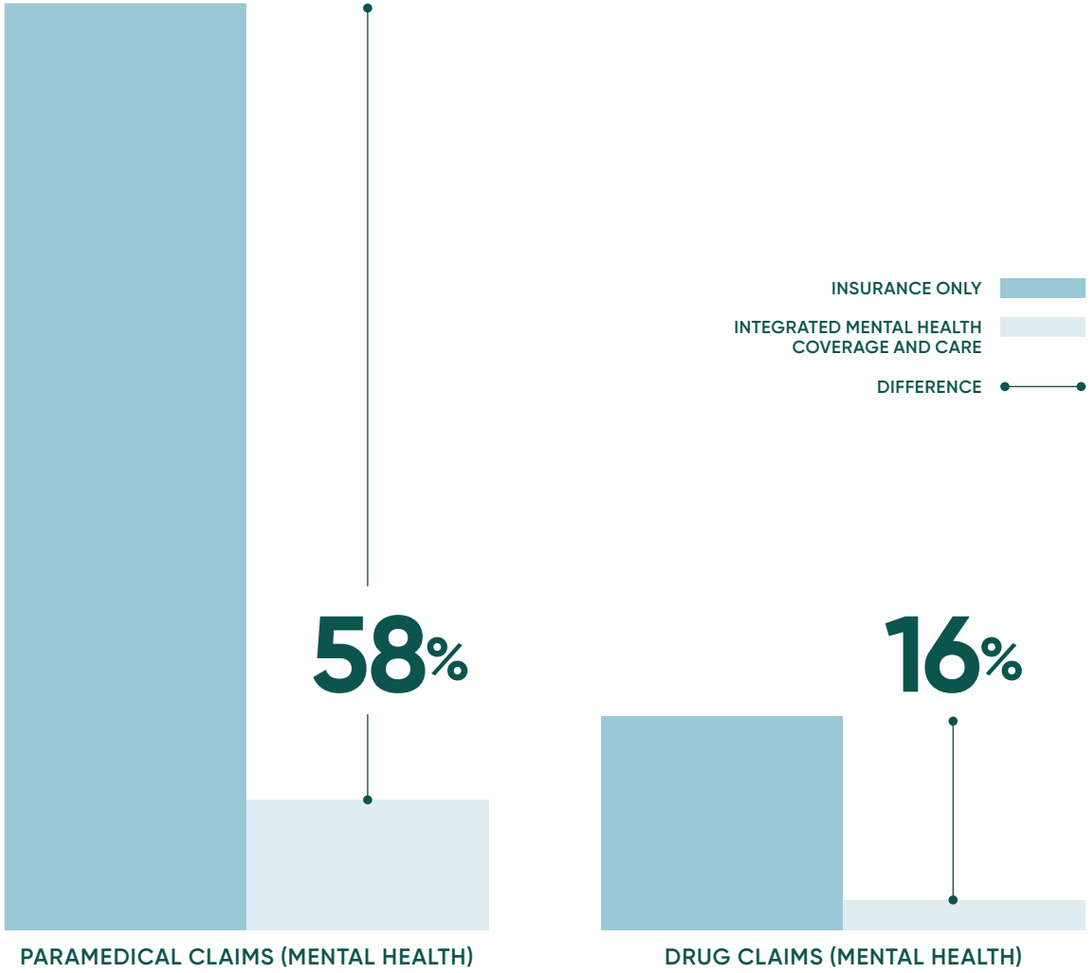
$2 RETURNED

$1 INVESTED

KEY TAKE AWAY

A return of $2 for every $1 invested after adopting the integrated model of mental health services for women. Compared to the March report findings across all plan members, these results suggest women may realize outsized value from integrated mental health support.

Reduction in claims when integrating women's mental health coverage and care



KEY TAKE AWAY

Similar to the previous Health Outcomes report, by the second year, women with integrated mental health services showed lower-cost growth in mental health paramedical and drug claims.

- **MENTAL HEALTH PARAMEDICAL CLAIMS:** Insurance-only members saw mental health paramedical claims costs rise **ten times higher** than women members with access to integrated mental health support.
- **MENTAL HEALTH DRUG CLAIMS:** On average, insurance-only mental health drug claims were **35%** greater than women members with access to integrated mental health support.

Translating trends to plan-level impact on women's mental health

We applied the observed differences to a group of women employed by a sample organization.



EMPLOYER SIZE: **5,000** EMPLOYEES

AVERAGE ANNUAL EAP COST (INFLATION ADJUSTED)[11] **$31.83** PER EMPLOYEE PER YEAR

TOTAL ANNUAL EAP INVESTMENT: **$159K**

AVG. MENTAL HEALTH PARAMEDICAL CLAIMS **$90** PER EMPLOYEE PER YEAR

AVG. MENTAL HEALTH DRUG CLAIMS **$109** PER EMPLOYEE PER YEAR

ESTIMATED FINANCIAL IMPACT:

Mental Health Paramedical Claims Savings (58% reduction in cost)

$52 PER EMPLOYEE PER YEAR

Mental Health Drug Claims Savings (16% reduction in cost)

$17 PER EMPLOYEE PER YEAR

Total Estimated Claims Savings

$69 PER EMPLOYEE PER YEAR

$345K

GROSS ANNUAL SAVINGS

$186K

NET ANNUAL SAVINGS

For a typical 5,000-employee plan investing $159,000 annually in an integrated mental health approach, the observed claims impact translated to $69 in savings per woman employee per year, or roughly $345,000 in annual gross mental health claims savings.

A connected, women-centred health experience

GreenShield offers a comprehensive women's health ecosystem that evolves with women over every life stage. By bringing together mental health, telemedicine, pharmacy and well-being supports in one accessible platform, GreenShield is making care easier to access and navigate.

This model removes barriers to care, supports early intervention, and reduces the fragmentation women often face in traditional health care systems.

The data in this report reflects what becomes possible when coverage and care work together. Women are accessing services more easily, engaging more deeply, and achieving better health outcomes. This integrated model also delivers value for plan sponsors, with reduced mental health claims: **For every $1 invested in mental health support, GreenShield observed a $2 return for women.**

GreenShield's commitment to women's health spans generations. Since 2021, the Women's Mental Health Signature Initiative has connected nearly 200,000 women from equity-deserving communities with free, culturally relevant mental health services.[4] The launch of Canada's first Personalized Hormonal Health Program in 2025 extended that commitment to life-stage care,[6] while through its Youth Mental Health Initiative, GreenShield is now expanding early, preventative support for young women. Together, these efforts reflect a sustained, evidence-driven approach to supporting women's health across life stages, one that is proactive, coordinated, and designed around how women actually engage with care.



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 positively impacted the health and well-being of over one million Canadians between 2020 and 2025.

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

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.

GreenShield™ Insurance

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

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.

[a] The Outcome Rating Scale (ORS) measures a plan member's overall well-being across four dimensions — individual, interpersonal, social, and overall functioning — and is measured at each session. The Session Rating Scale (SRS) measures the therapeutic alliance between plan member and provider. Together, these tools help GreenShield track whether counselling is making a real difference.

[b] The data presented in this report is drawn from GreenShield's integrated platform, including claims data, service utilization records, and validated clinical outcome measures (ORS, SRS, GAD-7, PHQ-9). All data is de-identified and reported in aggregate. External context is drawn from GreenShield's published research, including the 2025 Women's Mental Health Report (in partnership with Mental Health Research Canada, based on survey responses from more than 27,000 Canadians between 2022 and 2025), GreenShield's March 2026 National Menopause Survey (1,000 women aged 35 to 60 across regions and employment sectors), and the Menopause Foundation of Canada's economic impact estimates. Life-stage age bands used throughout this report are approximate; women's health journeys do not follow fixed timelines. Demographic categories reflect plan member self-reported information; "undisclosed" may not be available for all services.

[1] GreenShield & Mental Health Research Canada. (2025). 2025 Women's Mental Health Report: How Mental Health and Women's Health Intersect Across Life's Transitions. https://grnshld.com/wmhreport2025

[2] GreenShield & Mental Health Research Canada. (2025). 2025 Women's Mental Health Report. Original analysis: affordability barriers by gender.

[3] GreenShield. (2023). The Current State of Women's Mental Health in Canada. Survey conducted by SAGO, April 2023 (n = 820 women aged 18+). https://www.greenshield.ca/en-ca/our-stories/the-current-state-of-women-s-mental-health-in-canada

[4] High medication adherence is defined as greater than 80 per cent adherence. The data excludes the province of Quebec.

[5] RxFood (2026). [Internal data].

[6] Bazzano LA, Green T, Harrison TN, Reynolds K. Dietary approaches to prevent hypertension. Curr Hypertens Rep. 2013 Dec; 15(6):694-702. Doi: 10.1007/s11906-013-0390-z. PMID: 24091874; PMCID: PMC4366416.

[7] GreenShield. (2025, July 17). GreenShield Expands Women's and Men's Health Offerings with Canada's First Personalized Hormonal Health Program [Press release]. https://www.greenshield.ca/en-ca/newsroom/personalized-hormonal-health-program

[8] GreenShield. (2026, March 26). Many Canadian Women Wait Years for Adequate Menopause Care, National Survey Shows [Press release]. Survey conducted among 1,000 women aged 35 to 60. https://www.newswire.ca/news-releases/many-canadian-women-wait-years-for-adequate-menopause-care-national-survey-shows-887341827.html

[9] GreenShield. (2026, March 26). Many Canadian Women Wait Years for Adequate Menopause Care, National Survey Shows [Press release]. Survey conducted among 1,000 women aged 35 to 60. https://www.newswire.ca/news-releases/many-canadian-women-wait-years-for-adequate-menopause-care-national-survey-shows-887341827.html

[10] High medication adherence is defined as greater than 80 per cent adherence. The data excludes the province of Quebec.

[11] This includes users who are sponsored, have paramedical coverage, or are pay-out-of-pocket.

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