

Agenda Item 4(e)(i)
February 15/22 EOC Meeting

Subject: You're Invited: Upcoming CAFII Webinar On The Ins and Outs of Life Insurers' Health and Wellness Incentivization Programs

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Hello Brendan,

You're Invited!

We are pleased to invite you to attend our first CAFII Webinar of 2022

The Ins and Outs of Life Insurers' Health and Wellness Incentivization Programs

Monday, January 31, 2022
from 1:00 to 2:00 pm ET
via Zoom Webinar

A CAFII-Moderated Panel Discussion with



Patti Annable, Assistant Vice-President, Marketing Communications, Lumino Health, Sun Life
(For capsule biography, [click here](#))



***Lisa Heath, CEO, MediResource Inc, business partner to
Canada Life's Health Connected***
(For capsule biography, [click here](#))



***Paul Savage, Head of Product and Pricing, including for
Vitality, Manulife***
(For capsule biography, [click here](#))

This dialogue with representatives from the health and wellness incentivization programs offered by three CAFII member life and health insurers will address the following aspects of these programs:

- Current and future target markets;
- Goals and objectives;
- Key program features;
- Internal management versus outsourcing;
- Importance and influence of plan sponsors in customizing programs;
- Importance of “gamification” to design, engagement, and success;
- Importance of technology: wearables; Artificial Intelligence; Internet of Things (IoT);
- Privacy concerns around “privately-held individual health data”;
- Challenges and impediments, including from the regulatory environment;
- Prevalence, success, and ROI of such programs to date;
- Program modifications made based on in-market experience;
- Further growth or plateauing ahead; and
- Other learnings and “words to the wise.”

[Register Here](#)

We look forward to welcoming you to this first CAFII webinar of 2022.

Sincerely,

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