

AI-Powered Programs to Launch in 2019

TORONTO, ONTARIO (THURSDAY DECEMBER 13, 2018) – With artificial intelligence opening up more paths to improving health outcomes, Green Shield Canada (GSC) is excited to announce two new programs that will be live early in 2019.

Introducing Dot the Diabetes Carebot...

Advanced analytics and machine learning have the potential to be game changers in the detection and management of diabetes. In the new year, in partnership with the health analytics company, MEMOTEXT, GSC will be launching Dot the Diabetes Carebot. Dot is a chatbot and navigator developed to help GSC plan members who may be at risk for pre-diabetes and those who already have type 2 diabetes.

“We wanted to better understand, or even predict, who was at risk of developing this increasingly common chronic condition, and once they did, who was likely to escalate to higher-cost diabetes therapies,” explains Erin Crump, GSC’s leader of strategic innovation.

Dot will help plan members navigate through GSC service offerings by recommending available programs and tools, offering daily support, and engaging them using insightful tips and motivational content.

...and Coach Ivan, GSC’s digital exercise coach

This service will be targeted towards inactive or barely-active plan members. By working with Ivan, a virtual coach, GSC plan members can create a personalized video with a recommended action plan based on their current activity level and interests.

These programs represent the next step in insurance industry innovation and will inform future GSC strategies. “While we are thrilled to provide engaging tools to our plan member population, another critical component of these initiatives is that they will allow us to collect data and feedback from our plan members to help drive further innovation and investment,” Crump adds.

-30-

For more information:

Media Department
Green Shield Canada
1.800.268.6613 ext. 3409
media@greenshield.ca

[Click Here to Listen to the PODCAST Episode on innovation in the financial/insurance industry](#)

[Click Here to Read the latest issue of GSC’s INSIDE STORY: The Insurance Industry...
From Jurassic to Futuristic](#)

About Green Shield Canada

GSC is Canada’s only national not-for-profit health and dental specialist, and their reason for being is the enhancement of the common good. GSC seeks innovative ways to improve access to better health for Canadians. From coast-to-coast, their service delivery includes drug, dental, extended health care, vision, hospital and travel benefits for groups and individuals, as well as administration services. Supported by cost containment strategies, advanced technology and exceptional customer service, they create customized programs for over two and a half million plan participants nationwide. greenshield.ca