

[date]

[first name] [last name]

[address line 1]

[address line 2]

[city], [province] [postal code]

Dear [first name] [last name],

**Focused on growing your successful business?  
Concerned about the rising costs of health & dental care?**

When you’re focused on growing your business, concerns about your health and dental coverage shouldn’t get in the way. With governments cutting back on the health-related services they cover, and day-to-day medical and dental costs rising, I thought you’d like to hear about health plans that give you added protection against both routine and unexpected health expenses.

**Your solution: Health Assist plans from Green Shield Canada (GSC)**

Health Assist provides a variety of health plan options with varying levels of benefits and coverage to choose from. Many offer guaranteed acceptance\*; for others, GSC asks that you complete a medical questionnaire. All plans are competitively priced. It’s all about you, your health, and the financial protection you need.

**Plus, tax advantages:** If you’re the owner of an incorporated business, your Health Assist payments may be a tax-deductible business expense. So having your own health plan makes real economic sense. (Check with your professional tax advisor for details.)

**Health Assist plans are easy to use:**

* No waiting period – With all Health Assist plans, your coverage starts the first of the month following approval of your application.
* Benefits for life – Once your application is approved, you have coverage as long as you need it! (As long as your monthly payments are made, of course.)
* Efficient, hassle-free claiming – Most of your prescription drug, dental, extended health care (registered specialists and therapists, like chiropractors) and vision claims can be processed instantly using your GSC ID card – so you won’t have to wait for a cheque to arrive. Other claims can be reimbursed quickly with direct deposit to your bank account.
* Mobile info on the Go – GSC’s fully mobile-friendly website, GSC on the Go® app, and online services make sure you stay connected by giving you quick, easy access to your benefits, claims status, history, health care providers, and much more – any time, anywhere – on your desktop, laptop, tablet or smart phone.

more…

**With extras you’ll appreciate:**

* Rewards for living well – Change4Life® is a free online portal, available exclusively to GSC customers, that’s designed to support (and encourage!) healthy life choices by providing tools, resources and health information tailored to your specific needs. You’ll earn points for your activity on the portal that can be used for chances to win great rewards, including gift cards from major retailers.
* Legal assistance – As a GSC customer, you’ll have access to a free legal advice service in Canada 24/7 via toll-free telephone to help guide you through most major types of law. The legal advice service can also give referrals to experienced local lawyers at preferred rates.

**Get the coverage that’s right for you – it can be really simple!**

For more information or to take advantage of the benefits Health Assist plans provide, just contact me.

[Broker name]

[Broker email address]

[Broker website address]

[Broker logo]

**Then get right back to focusing on your business.**

Plans provided by **Green Shield Canada (GSC)**

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\*Acceptance is guaranteed for select plans as long as GSC receives the initial payment; other plans require completion of a health questionnaire and medical underwriting. Any other eligibility requirements? Just easy ones. To be eligible to apply for Health Assist plans, you must be a Canadian resident with valid provincial health insurance coverage; for Health Assist ZONE, you must be under 75 years of age; for Health Assist LINK you must be under 80 years of age and GSC must receive your application within 90 days of your group coverage end date.