



THE advantage™

NOVEMBER 2016

THE STUFF YOU NEED TO KNOW...

NEW AGREEMENT WITH CYSTIC FIBROSIS DRUG MANUFACTURER WILL MAXIMIZE PLAN MEMBER HEALTH AND COST SAVINGS FOR YOUR BENEFITS PLAN

In GSC's latest Health Study, the new drug Orkambi was identified as the drug that will likely be one of the main drivers of benefits plan cost increases in 2016 and 2017.

In January 2016, Health Canada approved Orkambi for the treatment of individuals with cystic fibrosis (CF) who have a particular genetic mutation (F508del). It is estimated that up to 35 per cent of all CF patients have this particular mutation.

CF is one of the most common genetic diseases affecting Canadian children and young adults. There is currently no cure for cystic fibrosis, and up until recently, only symptom management was available. CF causes various effects on the human body but its primary effect is on the digestive system and lungs. The typical trajectory of the disease includes progressive destruction of the lungs, infections and eventual death.

Orkambi is considered a breakthrough treatment as it addresses the underlying cause of the disease, which in turn helps to slow down disease progression. However, the drug comes at a hefty price — \$285,000 per patient per year.

The good news? GSC has worked very closely with Vertex, the manufacturer of Orkambi, to ensure that appropriate utilization of this medication is authorized. As part of an agreement between GSC and Vertex, only CF patients for whom the medication is appropriate and has been demonstrated as effective following the completion of a trial program will be approved. This involves close collaboration between the GSC prior authorization team and the OrkambiCARE patient support program to ensure the necessary information about the effectiveness of the product for the particular patient is demonstrated.

The agreement is an innovative way for GSC to continue improving plan member health, while managing the future sustainability of benefits plans.

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DIETITIAN HEALTH COACHING: INTRODUCING OUR PARTNERS

Back in September we announced Dietitian Health Coaching, another Change4Life® health management program that will be available to plan members starting December 1, 2016. We're excited to confirm that we'll be partnering with Loblaw and Sobeys Pharmacy, and their in-store registered dietitians, to help support plan members and their dependents (over age 16) prevent and manage chronic diseases by promoting healthier food choices.

What will plan members get?

They'll get four sessions with a registered dietitian at a participating grocery store location: an initial assessment, a practical hands-on session, and two follow-up sessions. It's recommended that these sessions be completed over a period of four to eight months.

The total cost of the program is \$200 per participant, and participants can access the program one time in a 12-month period, and twice per lifetime.

Why does diet matter so much (to you or your members)?

As you may have heard from our recent GSC Health Studies and other publications, while many folks are concerned about very high cost drugs, the highest drug volume and overall costs are actually tied to chronic conditions like hypertension, diabetes, cholesterol and depression, particularly for plan members aged 40 to 60. The impact of chronic disease on your plan members' health and your drug plan will likely continue to grow. For example, the number of Canadians who have been diagnosed with type 2 diabetes has doubled in Canada since the year 2000.¹ And we know that lifestyle behaviours, such as poor eating habits, are a major contributing factor in the development of chronic diseases like diabetes. By encouraging plan members to make healthier food choices, we can work to prevent the onset of these conditions, and help those who already have a chronic disease to manage their condition and improve their overall health.

Did you know that GSC benefits plans typically don't cover dietitian services? Our plan sponsors spend exponentially more on paramedical and vision expenses than on dietitian services — in fact, 1440 per cent more! We believe dietitians have an important role to play in helping plan members make healthier food choices, which in turn helps prevent chronic diseases and improve health. That's why we hope to slightly shift the balance in your benefits plan, by promoting the valuable services that dietitians offer.

Who are these dietitians?

They're regulated health professionals who have earned a Bachelor's degree in food and nutrition, and have completed supervised practical training. Dietitians must be registered with the provincial dietetic regulatory body in the province in which they practice, and they must meet established competency and practice standards.

In our continued efforts to nudge plan members towards better health, GSC worked closely with dietitians and other experts to develop our innovative Dietitian Health Coaching program, which is built on evidence-based research, quality control, and valuable long-term outcomes. We shared detailed information about the program in a GSC Update and Dietitian Health Coaching Primer late last month. For more on the program, don't hesitate to ask a member of your GSC account team.

STRIVING FOR IMPROVED PLAN MEMBER CARDIOVASCULAR HEALTH WITH PHARMACIST HEALTH COACHING

Our flagship health coaching program, Cardiovascular Pharmacist Health Coaching, has been gaining a lot of traction among plan sponsors over the last year. Under our Change4Life® banner, which is all about nudging plan members towards better health, the program provides guidance and support in achieving target blood pressure and cholesterol levels, and improving medication adherence — all from a pharmacist trained in the program. We want to make sure all eligible plan members — those suffering from both hypertension and high cholesterol — are aware of Pharmacist Health Coaching, so we'll be sending an email letting them know it's available. We've also created a new page on the GSC website dedicated to the Cardiovascular Pharmacist Health Coaching program and its many benefits. To see the page, go to greenshield.ca > Plan Members > Change4Life > Health Coaching.

¹Benchmarking Canada's Health System: International Comparisons," Canadian Institute for Health Information, November 2013. Retrieved: March 30, 2015. https://secure.cihi.ca/free_products/Benchmarking_Canadas_Health_System-International_Comparisons_EN.pdf

As an added perk, we're giving plan members bonus points on the Change4Life portal, (if it's available to them), for participating and completing each of the four coaching sessions included in the program. They'll also be entered into several draws to win a Fitbit.

Plan members are encouraged to ask their community pharmacist about the Cardiovascular Health Coaching program to find out if they are currently offering the service. If they aren't, we tell plan members to invite them to contact GSC to learn more about it.



We've also expanded the Cardiovascular Pharmacist Health Coaching program to give plan members the option of coaching over the phone from the comfort of their own home. We'll provide a phone number and email address for interested plan members to contact, and an appointment with a certified pharmacist health coach will be arranged at their convenience.

ENHANCED BILLING ON ONLINE ADMINISTRATION

You asked, we listened. You can now generate and view enrolment based billing reports in Excel format through your Online Administration account. All you need to do is click on the new Billing Report Excel icon on the "View Billings" page. You will be able to generate and download an Excel version of the report. This will make managing your billings easier and faster. If you have any questions or need help with the new formats, just ask a member of your GSC account team.

Not yet signed up for Online Administration? Now's the time, as we've recently moved exclusively to e-billing for our billing statements. The Online Administration portal also allows you to add and look up a plan member with ease, print an ID card for a plan member, and view your benefits plan booklets. Speak to a member of your GSC account team to sign up today!

Billing Statement	Billing Report	Billing Division	Print <input type="checkbox"/>
		10000 ABC Steel Limited	<input type="checkbox"/>
		10001 ABC Steel Limited	<input type="checkbox"/>
		10002 ABC Steel Limited	<input type="checkbox"/>
		10003 ABC Steel Limited	<input type="checkbox"/>

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DO YOUR PLAN MEMBERS KNOW ABOUT THE CHANGE4LIFE HEALTH PORTAL?

In this issue we've talked about a couple of the programs under our Change4Life health management banner, but the actual home for Change4Life is the portal found on our website. It offers plan members a wealth of information and tools to help them get healthier and better manage their health conditions. You've heard us talk about that before, but did you know that plan member activity on the portal also gives us access to aggregate health data that helps us gain insight into how we can work to improve plan member health? And coming in 2017, you'll be able to share in the insights that are emerging from that data. That's why now is the time to promote the Change4Life portal to plan members. For promotional materials and more information, go to www.greenshield.ca > Sponsors & Advisors > Benefits of GSC > Change4Life, or contact a member of your GSC account team.

Check out the ad we're placing in industry publications...and like the ad says, stay tuned!

DAWN OF THE DATA



MEET PETER. GOVE, THAT IS.

GSC's Health Innovation Leader, jazz aficionado, and, yes, runner of marathons. He is busy analyzing the data produced by the tens of thousands of plan members who are working to get healthier by using GSC's new Change4Life health portal.

And in 2017, advisors and plan sponsors will start to share in the insights that are emerging.

Stay tuned, health benefits professionals.

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