



Insurance

RBC Insurance *News*

FOR ADVISOR USE ONLY. NOT INTENDED FOR CLIENT DISTRIBUTION.



June 2018

Introducing a unique wellness experience for your clients

We're thrilled to announce the launch of our industry-leading digital wellness program, available to all RBC Insurance GBS clients **with health coverage at no additional cost.**

Why do your clients need this wellness program?

Some of the biggest challenges employers face in today's highly competitive talent market include recruiting and retaining top performers. Few factors have a more direct bearing on a business's ability to attract and retain talent than the benefits package they offer.

Today more than ever, people care about their emotional and physical well-being and they expect no less from their employer.

That's where we come in...

Check out this new promotional video (available this week) about the RBC Insurance® Wellness Program. Powered by Lifeworks, this easy-to-use digital platform offers plan sponsors and their employees a unique wellness experience, with access to:

- Discounts and perks;
- Exclusive, personalized 'snackable' content;
- Short, easy-to-complete Health Risk Assessments (HRAs);
- Gamification to motivate and engage employees; and
- Dashboard reporting to measure participation and outcomes.

What's in it for your clients?

- A healthier, more engaged and more productive workforce;
- A digital solution that makes it easy for employers to provide a wellness program for their employees at no additional cost
- Enhanced employer brand – employers who provide this industry-leading program will be recognized as caring about the well-being of their employees.

Later this week, we'll be [announcing the launch](#) of this exciting new program to Plan Administrators.

How can I find out more about the program?

Have a look at our [brochure](#) and [prelaunch announcement](#) to see how your clients and their employees can benefit from this innovative wellness program.

Contact us!

Your RBC Insurance Group Benefits Sales Consultant is ready to tell you more about this industry-leading program. Call them at 1-855-264-2174 to book a presentation.

RBC Life Insurance Company.

® / ™ Trademarks of Royal Bank of Canada. Used under licence.

[Privacy & Security](#) | [Contact Us](#) | [RBC Insurance News](#)