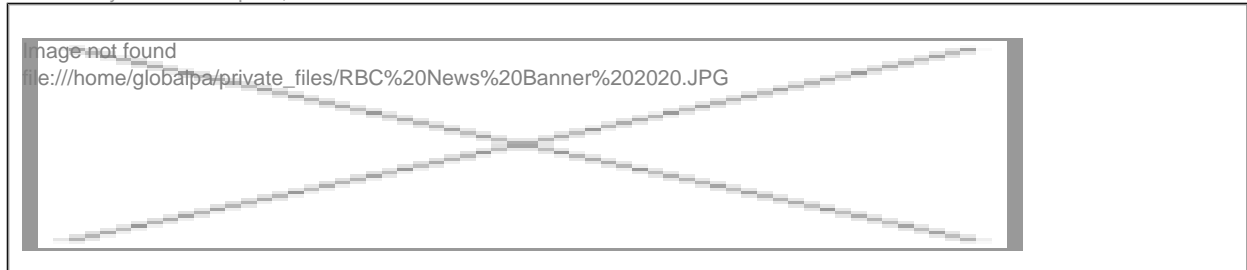




GLOBAL PACIFIC
FINANCIAL SERVICES LTD.

Introducing Virtual Primary Care from RBC Insurance

Submitted by Victoria on April 7, 2021 - 9:06am



Introducing Virtual Primary Care from RBC Insurance

As the world around us continues to change at an unprecedented pace, so do consumer expectations. With more and more services switching to an online presence, consumers have grown accustomed to accessing a variety of services and activities virtually.

And with the ever present challenge many Canadians face with long wait times for primary, and specialist care, we look no further than to stats like these from a 2020 Canadian Medical Association survey to further highlight the opportunity for virtual healthcare services:

- 20% of Canadians do not have a family physician
- 50% of Canadians that do have a family physician are not able to get a same or next day appointment
- 87% of patients feel as comfortable receiving care virtually as they would face-to-face
- 70% of primary care can be handled effectively by phone

Partnering with Maple, a leading virtual care company, we at RBC Insurance® are excited to bring Virtual Primary Care to your clients and their employees.

Program highlights

Effective May 1, 2021, your Extended Health Care clients will have the ability to add an optional Virtual Primary Care package to their group policy. This service will be offered on a fee-for-service basis at the policy level for clients in either a Standard or Premium package. With integrated billing, Plan Sponsors who choose to purchase the service will pay a monthly fee, added to their RBC Insurance invoice as a separate line item.

This is a differentiating feature of our program as unlike many of our competitors, we are offering your clients the choice to purchase this product rather than embedding it into their plan and passing on the cost.

Benefits to plan members

Easy to enroll and easy to use, plan members will have a direct, secure connection to a licensed Canadian doctor, 7 days a week in under 5 mins (hours of service vary by package).

With a seamless, intuitive and fully bilingual patient experience, plan members have the option to receive care on their terms ? by text, phone, or video, whatever is most comfortable for them ? from consultations

for medical advice and diagnosis, to treatment, including prescriptions and lab work.

Benefits to plan sponsors

By providing this service to their employees, plan sponsors continue to play a part in ensuring the health and wellbeing of their employees, helping to keep them engaged and at work.

Next steps

If your client is interested in adding this exciting new optional service, we require the [attached Product Selection form](#), now available on the Sales Resource Centre, completed and returned to your RBC Insurance Sales Consultant. Once the form is submitted they will receive additional material and resources from their group service representative to share with their employees. More information about the platform is available on the [RBCI branded Maple webpage](#).

We will share the [attached communication](#) with plan administrators on April 8, 2021.

And if you subscribe to Benefits Canada or the Benefits & Pension Monitor, you'll see our launch emails later this month.

Source URL: <https://www.gpfs.ca/bulletins/rbc-insurance/2021-04-07/introducing-virtual-primary-care-rbc-insurance>