



RESPONDING TO A CRISIS IN HEALTH CARE: A NEW PARTNERSHIP

THESE ARE TRYING TIMES

The Covid 19 pandemic has brought our health care system to a breaking point. As incidence of heart disease, diabetes and cancer continues to rise, our health care system is under unprecedented pressure. As a result, Canadians are not getting the basic care they need -and their health is suffering.

WE UNDERSTAND THE CHALLENGES

The health care system is failing and the burden of cost is shifting to insurance companies and employers. Increasing rates of chronic disease, as well as increasing incidence of anxiety & depression mean escalating plan usage and an increased financial burden on employers.

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- Prescription drug claims are increasing to manage chronic disease, anxiety and depression.
- Short and long-term disability claims are increasing due directly and indirectly to Covid 19.
- Paramedical claims are increasing as employees search for a holistic approach.
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Given the state of health care, this trend is likely to intensify. Claims costs will continue to rise and renewal pricing will need to follow. **Employers will most probably shop the market to find plan features that add value at a lower cost and employees will consider benefits an important factor of employment.**

Good nutrition can reduce the incidence of disease and improve health outcomes. Therefore, increasing access to nutrition advice will have a favorable and direct impact on both employers and employees.



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EMPLOYERS ARE STRUGGLING

The cost of our strained health care system for Canadian employers manifests as reduced productivity, excessive time off, and rising costs of employee benefits plans due to increased drug and disability claims. But it is the average Canadian who suffers most - they are unwell, stressed out and, in some cases, have limited access to care.

Diet is a critical, but often overlooked piece of an employee's wellness plan. By choosing insurance carriers that offer generous access to nutritional counselling employers can empower employees to positively affect their own well-being. The result will be less absenteeism, less presenteeism, and improved plan costs.

LET US BE PART OF THE SOLUTION

Coverage for programming, health spending accounts, EAPs, and dietitians is a step in the right direction . But it is not the full picture.

Natural nutritionists are also part of the solution. Dietary strategies can strengthen immunity, improve stress resilience, and mitigate the development and worsening of chronic diseases such as CVD, diabetes and cancer. As nutrition educators, we have a vital role to play.

CANNP would like the opportunity to work with your employees. By choosing to include Natural Nutritionists (NNCP's), you will be tapping into a qualified group of nutrition professionals who have a unique skill set and approach. It is important to provide employees with choice, so that they have the option of taking the natural/holistic route. We are proud to have partnered with many Canadian insurers but require employers to opt into including our services.

Your employees need our support more than ever. With mainstream health care being taxed more than ever, many people are seeking a more holistic approach with a practitioner who will evaluate, educate, and assist with the specific needs of the person as an individual. This approach is unique in the industry and just one of the aspects that make CANNP Members so effective.

CANNP Members provide an important service.

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Increasing access to nutrition advice is proactive spending with the potential to reduce costs for the employer and increased productivity.

It is an investment in the well-being of employee benefits business and the people plans are meant to protect.

Let's work together to put smart dollars into a preventative approach.
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