

## WHY CHOOSE Saskatchewan Blue Cross?

### Who we are.

Some think insurance is only for when bad things happen. At Saskatchewan Blue Cross, we see it differently. What if insurance was instead assurance? A pledge to support people as they build whole, healthy lives. With Saskatchewan Blue Cross, insurance is bigger than “in case of emergency”. It’s about building wellness for individuals and communities. It’s to help people thrive.

When we listen to and care for people as real people, we hear their stories, their goals and understand their needs. When we invest in communities, we’re investing in care and wellbeing - we’re strengthening local networks and helping people live healthy lives. **When we look at insurance differently, we see the possibilities.**

#### DRIVEN BY A MISSION



to empower our communities on their journey to whole health and wellness.

#### INSPIRED BY A VISION



for a future of lifelong health and wellbeing for every person in Saskatchewan.

#### GUIDED BY OUR VALUES



- Empathy
- Flexible & Disciplined
- Building Community
- Ambitious
- Dependable

## Committed to our *communities.*

We’re committed to investing meaningfully in Saskatchewan when and where our communities need it most - through strategic partnerships that focus on wellness and prevention, health literacy, community development, youth and education. Here’s a snapshot of our dedication to our province.



**\$170M**  
recirculated yearly  
into our local  
economy



**139**  
SK communities  
supported in  
2022



**9 new**  
health literacy  
partnerships  
created in 2022

### Our areas of community investment focus:



HEALTH  
LITERACY



COMMUNITY  
HEALTH &  
WELLBEING



DIVERSITY &  
INCLUSION

# More than health coverage.



## Knowledge-building resources.

Visit our website at [sk.bluecross.ca/build-your-knowledge](https://sk.bluecross.ca/build-your-knowledge) to access a wealth of resources designed to build your understanding of insurance and take care of your health and wellness.

### INSURANCE BASICS

Your crash course in Insurance 101 - get back to basics and build a strong foundation of insurance knowledge.

### WELLNESS WEEKLY

Check out our weekly health and wellness blog for tips and tricks to take care of yourself.

### HEALTH EMPOWERMENT

Resources created to support you in taking charge of your health and building your health literacy.

## Stronger Minds by MindBeacon

Members have access to free, reliable and relatable mental health information through Stronger Minds by MindBeacon. Strengthen your mental health with access to videos, quick reads and resilience-building activities. Visit [mindbeacon.com/strongerminds](https://mindbeacon.com/strongerminds).

## Blue Advantage

Through the Blue Advantage program, members have access to savings and discounts on wellness-related products and services. You can save on purchases at participating providers across Canada. Visit [blueadvantage.ca](https://blueadvantage.ca).

## Easy plan management for members.

Personal Health Plan members have access to the Saskatchewan Blue Cross Personal Member Portal and mobile app to help members manage their plan from one centralized platform. The self-service portal allows users to:

- Submit claims and check claims status
- View coverage benefits
- Update personal information
- Make premium payments
- Upload documents
- Access their member ID card
- And much more, all while keeping your information completely secure

