



Built on trust. Focused on service.

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

A trusted partner.

We're proud to be a different kind of insurer. We seize every opportunity to help and support the health and wellbeing of Saskatchewan people and beyond.



Saskatchewan Blue Cross has made the list of top employers for seven consecutive years.



Trust in Saskatchewan Blue Cross continues to outperform competitors in Edelman's Trust Management Report.



Blue Cross is Canada's top-ranked health benefits provider in Leger's 2020 reputation survey of Canada's Top 100 brands.



Blue Cross was voted one of the Most Trusted Brands™ through the Readers Digest's 2022 poll of Canadians.

Who we serve.

1 in 5

people in Saskatchewan served

\$110M+

in claims paid each year for health, dental, drug & travel alone.

1,000+

employers count on us to support their employees.

235K+

queries from members annually online, in-person and by phone.

Building *community.*

Passionately making a difference in our communities.

Being an active member of our communities is an essential part of who we are, and Building Community is one of our core values. We're proud to be a leader in corporate social responsibility, investing meaningfully in Saskatchewan communities through our time, finances, resources, energy, and spirit to help advance the places we call home.

Giving back in meaningful ways.

Our social purpose is centered around creating purposeful impact and serving community needs. This philosophy guides our Community Investment program, and its three main areas of focus are:



HEALTH LITERACY

We strategically focus on partnerships and programs that advance health literacy in Saskatchewan to deliver lasting positive impact. We're developing health literacy-empowering community partnerships supporting:

- Newcomers and new Canadians
- The actively aging
- Indigenous populations
- Youth & educators



COMMUNITY HEALTH & WELLBEING

For charitable organizations who are advancing the overall health and wellbeing of Saskatchewan residents, Saskatchewan Blue Cross is here to help by providing support and funds.

We invest in Community Health & Wellbeing partnerships with a focus on:

- Health services
- Volunteerism

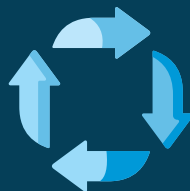


DIVERSITY & INCLUSION

Saskatchewan Blue Cross stands with organizations that honour diversity and inclusion and foster an inclusive, equitable and accessible community where everyone can feel valued, respected and supported, while having the freedom and protection to be who they are, free of discrimination, harassment, and violence.

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