

How CAA benefited from Maple

For over 115 years, the Canadian Automobile Association has been helping Canadians stay safe, mobile, and protected.

With over 2.2 million Members, CAA Club Group (CAA) provides exceptional emergency roadside and insurance services to Canadians living in Ontario and Manitoba.

When COVID-19 hit, CAA's team was glad they already had virtual care in place. Employees could receive one-on-one attention from a doctor on their schedule, fitting healthcare into other obligations around work and family. Virtual care provided employees a way to seek medical advice on COVID-19 symptoms, and get the prescriptions and checkups they need safely.

Just as CAA cares for its Members, the same level of care and accountability is replicated internally for employees. Health and wellness represents a heightened point of anxiety for Canadians right now, and access to healthcare providers is critical. CAA wanted to provide employees support and protection through enhanced healthcare offerings, and wanted an innovative, patient-centric way to do so. Their early adoption of virtual care was a perfect fit.

WHY DID CAA CONSIDER VIRTUAL CARE?

Virtual care presented an exciting opportunity for CAA to merge their employee value proposition with business goals. Since virtual care reduces employee absenteeism while boosting their productivity, CAA associates

could devote more focused time and attention to their jobs. At the same time, having access to virtual care fosters a positive, collaborative, and secure workplace culture.

WHY DID CAA CHOOSE MAPLE?

CAA surveyed the market of virtual care providers and came to the conclusion that not all are created equal. After careful analysis, CAA chose Maple as their corporate virtual care provider for the following reasons:

- **Direct access to doctors** — CAA discovered that there are many models of virtual care. Some connect patients to care coordinators, nurses, or online resources. The fact that our on-demand doctor's visits give every patient direct access to Canadian-licensed doctors was a major factor that swayed CAA towards adopting Maple.

- **24/7 availability** — Health doesn't happen on a schedule. That's why it was important for CAA to offer employees 24/7 access to doctors. Our doctors can be reached at any hour of the day or night to help with health episodes in real-time.
- **Cost effectiveness** — When looking to invest in virtual care, CAA found our pricing options to be competitive within the market based on service level. We worked collaboratively to assess their needs, structuring a customized virtual care plan which included provider coverage that would be most beneficial to CAA associates.

CAA'S RESULTS

With strong endorsement from their CEO during the program's kick-off, early results are promising. Utilization rates are already at 68% in just 10 months of service, with an average satisfaction rating of 4.8 out of 5 stars.

In terms of reducing absenteeism, CAA estimates that they regain half a day of employee time and productivity per Maple consultation. In total, over 400 days of full-time work are estimated to have been saved.

Last but certainly not least, virtual care has improved employee sentiment and overall workplace culture. Knowing that your employer actively invests in your well-being boosts feelings of loyalty and gratitude. This makes for an engaged, enthusiastic workforce that brings a great attitude to each roadside stop they make. And so, the cycle of caring continues.

*As of September 2020

“ We invested in this important new benefit because we believe that it will truly be of value to our associates and their families. Contributing to the quality of life of our associates is tied to our purpose of ensuring the safety and care of our members. ”

— JAY WOO

Chief Executive Officer of the
CAA Club Group

