

maple



# Maple and CAA Club Group

Healthcare that's as mobile as your employees



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

## About CAA

CAA Club Group (CCG), provides exceptional emergency roadside and insurance services to 2.4 million Members living in Ontario and Manitoba.

A CAA Membership gives you that added safety when on the road.

Whether you're driving to the supermarket or going on an epic, cross country road trip, CAA has you covered in Canada and the United States.

For the last 10 years CCG has been recognized as a Greater Toronto Top Employer. Just as CAA cares for its Members, the same level of care and accountability is replicated internally. To that end, CAA has a dedicated corporate wellness strategy to improve workplace culture and boost ROI.



### CCG values:

- Being care-driven.
- We always do what is right for our Members.
- Leading by example.
- We are ethical, accountable and honest.
- Being innovative.
- We strive to always do better and never settle for the status quo.
- Being collaborative.
- When we work together, we can accomplish great things.



# The driving force

## IMPROVE THEIR CORPORATE WELLNESS STRATEGY

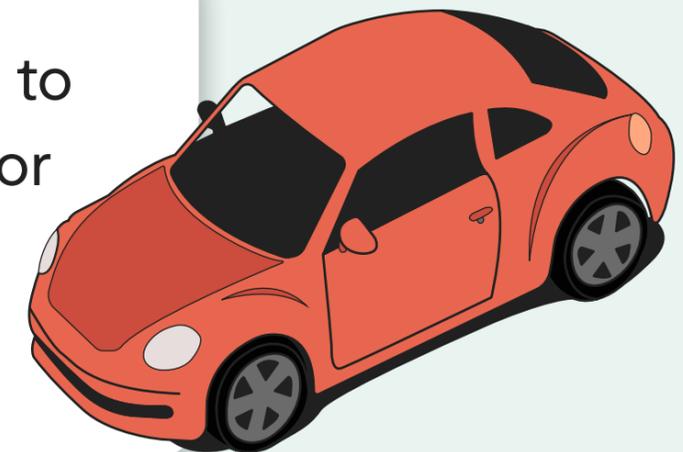
A pillar of CCG's core beliefs is to be care-driven. They always do what is right for their Members. They use the same principle when it comes to their Associates and creating their corporate culture. This makes for a desirable workplace, a motivated team, and overall productivity improvements boosted by a healthy workforce. Over time, a positive culture becomes the internal brand.

## REDUCE ABSENTEEISM

One of CCG's goals was to reduce employee absenteeism. One of the many drawbacks of seeking medical attention the old-fashioned way is having to take time off work. That doesn't include travel to a hospital or clinic or spending untold time in a waiting room. CCG wanted to help their Associates use their days off for more fulfilling purposes, and to save their sick days for when they really need them.

“ I was worried about COVID-19 since I had a sore throat. In five minutes, I was talking to a GP on Maple, and they were able to relieve some of my stress. Speaking to a doctor greatly relieved my anxiety. ”

- KAITLYNN, CCG ASSOCIATE



# Why Maple?

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



- **Direct access to doctors** — CCG discovered there are many models of virtual care. Some connect patients to care coordinators, nurses, and online resources. But it was Maple's on demand and direct access to Canadian-licensed doctors, that was a major factor in swaying CCG towards selecting Maple.
- **24/7 availability** — Employees don't plan when they get sick that's why it was important for CCG to offer 24/7 access to doctors to help with health

episodes in real-time. And, we're the only virtual care provider offering both 24/7 care and a direct connection to medical doctors.

- **Cost effectiveness** — When looking to invest in virtual care, CCG 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 CCG associates.





## The results



CCG launched Maple with great enthusiasm from the Chief Executive Officer of the CAA Club Group.

“We invested in this important new benefit because we believe it will truly be of value to our Associates and their families,” said Jay Woo, CEO. “Contributing to the quality of life of our Associates is tied to our purpose of ensuring the safety and care of our Members, as our Associates are Members too.”

When COVID-19 hit, CCG was glad it already had virtual care in place. Their associates could receive one-on-one attention from a doctor on their schedule, fitting healthcare into other obligations around work and family. Some associates needed medical attention to ease their worries about symptoms

that resembled COVID-19. Other associates used virtual care to continue receiving prescriptions and routine checkups without risking virus exposure at a clinic or hospital.

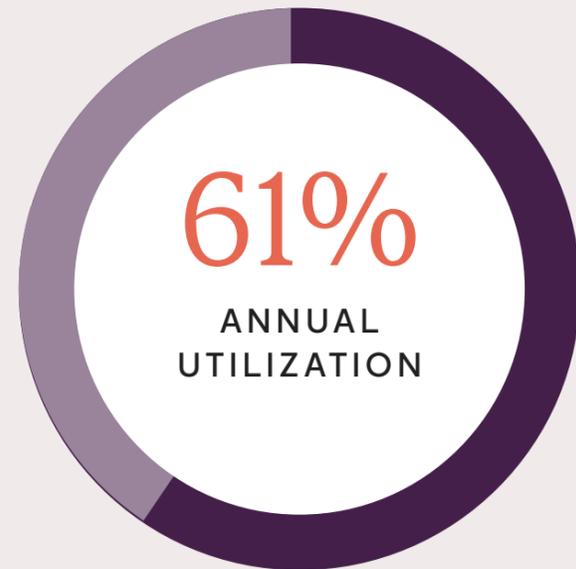
With strong endorsement from their CEO during the program’s kick-off, early results are promising. Utilization rates are already at 61% in just over 10 months of service.

In terms of reducing absenteeism, CCG estimates they regain half a day of employee time and productivity per Maple consultation.

Lastly, virtual care has improved associate sentiment and overall workplace culture. Knowing that your employer actively invests in your well-being boosts feelings of loyalty and gratitude.

“ Regain half a day of employee time and productivity per consultation ”

# The impact



CAA Club Group Stats for Case Study (As of March 31, 2021)

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