



Transforming the group benefits experience

Clients and their plan members are looking for engaging, effortless experiences. Equitable® continues to deliver, investing in new technology and digital tools that make interacting with us simple, easy and intuitive.

Enhanced online experience based on real user feedback

We conducted extensive user research and experience testing to find out what information plan members want most when they log in to their group benefits account.

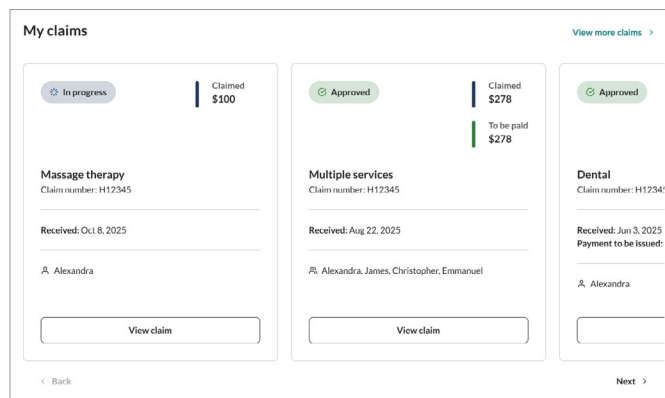
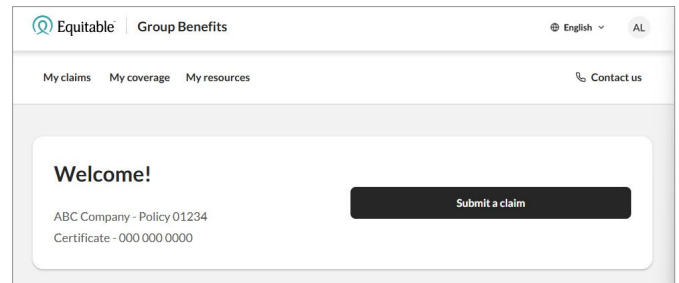
The result: our new EquitableHealth.ca plan member home page experience, built with their feedback in mind and tailored to their needs.

Faster access to claim submission

When plan members log in, they can quickly and easily submit a claim without scrolling or searching the page.

Claim status information at their fingertips

Plan members can see the status of their most recent claims immediately, along with information about each claim that's easy to understand.



Easy way to share feedback

If plan members want to share comments about the new online experience, they won't have to search for our contact information. We've built a tool for sharing feedback on the new digital experience right into the home page.



Digital tools make plan administration simpler

Digital tools for plan administrators include:

- a secure online portal at EquitableHealth.ca, available 24/7 to access reports, add new plan members, make plan updates and more;
- our online plan member enrolment (OPME) tool, which simplifies the onboarding and enrolment process and removes the need to complete paper forms; and
- payroll file integration to sync updates from payroll platforms to Equitable's systems (available for human resources information system (HRIS) platforms with benefit suites).

Even stronger account security

We've implemented new digital controls and enhanced the login process for EquitableHealth.ca and the Equitable EZClaim® mobile app. This has allowed us to take our robust online security and data-protection measures to the next level.

Users can also create a passkey to log in, saving time and adding an extra layer of protection to their personal data.

A passkey is a security feature that works using a person's biometrics – face or fingerprint – to authenticate their identity when they attempt to log in. A password is not required – reducing cyber risks, such as password theft and phishing schemes.

Learn more about our new plan member experience

You will continue to see improvements as we strive to make our clients' experience effortless.

For more information about how we're transforming the benefits experience, contact your Group Account Executive, or learn more [here](#).