

KeyContact

News from your local Chambers of Commerce Group Insurance Plan® Advisor

Stronger together with other businesses

WHEN LOCAL BUSINESSES WORK TOGETHER, THE RESULTS ARE MORE LIKE MULTIPLICATION THAN ADDITION. Whether it's promoting a local festival, a charitable endeavour, or asking city council to pay attention to your district, there's a lot that can be gained from networking with other businesses. After all, as Steve Jobs said, "Great things in business are never done by one person. They're done by a team of people."

Members of the local Chamber of Commerce or Board of Trade already know all this. That's why you joined! One reason to network with other small businesses is to raise the profile of your business and be seen as the go-to in your field, so your name (and your company) come to mind when others want to make a referral.

Other good organizations to take part in might include a business improvement area, the board of a local non-profit, the volunteers who put together a local festival, or situations where the municipal government needs citizens to serve on civic committees. Also, entrepreneurs can check social media to see which businesses and business owners are organizing meetups, or who's talking about issues that interest them.

A great thing about connecting with other businesses is that you'll discover shared common interests and projects. Other entrepreneurs might be the best ones to understand a challenge that you're facing, and they may be able to give advice if they've been in your shoes. Talking together, you could come up with ways to promote your district like a sidewalk sale, a Black Friday promotion, or a decision to present a united front in asking your municipal government for improvements like more frequent garbage pickup.

Getting to know other local businesses can create unexpected opportunities. In networking, it's not only who you're able to connect to, but also who those individuals are connected to, as you gain connections to their network. You just need to listen, be present, help others in turn, and recognize and act on the opportunities that come up for your business.



Benefits of online care for your employees

LIFE GETS BUSY, AND IT'S NOT ALWAYS EASY TO FIND TIME TO DO EVERYTHING, EVEN FOR PRIORITIES LIKE HEALTHCARE. That's where telemedicine can help your employees to balance medical care with other life responsibilities.

Especially after the pandemic, Canadians have seen the advantage of telemedicine to save time spent to commute to a doctor's office and then sit in the waiting room. A 2022 survey conducted by Environics Research, on behalf of Dialogue Health Technologies¹, found that 82% of working Canadians believe employers should provide virtual care services for their employees.

Convenient appointments

Telemedicine is useful for chronic conditions that require frequent check-ins with medical professionals such as heart conditions or asthma. In many instances, employees must take time off work to attend a medical appointment. If being absent from work means the employee has the time deducted from their pay, they might ignore a medical problem, which could lead to more serious complications later. Telemedicine can provide a convenient way for an employee to see a doctor and get the direction of a medical professional to stay on track with managing the employee's health without falling behind on the job.

Mental health care

Mental health care is also available as an online support. For example, Chambers Plan Health options include Teladoc with its whole-health approach. For more serious issues, Plan members can get help with finding a mental health care provider with Teladoc Mental Health Navigator. Teladoc's continuum of care also encompasses Teladoc myStrength, which is a digital mental health program that provides step-by-step guidance for users who want help with minor mental health issues such as workplace stress, insomnia, and some forms of anxiety and depression, and is available with all benefit packages from Chambers Plan. And all Chambers Plan members have free access to a premium version of Hugar, an app designed to guide users to improve the quality of their social connections and avoid feeling isolated.

Prescriptions and travel

In a telemedicine visit, an often-overlooked service is that doctors are able (when appropriate) to prescribe medications and send that prescription to the patient's pharmacy. This can be a time-saver for an employee or their family members with common prescriptions that need to be renewed, such as antibiotics, birth control, antidepressants or hypertension medication.

As well, some telemedicine providers such as Teladoc Health (which is available with all Chambers Plan Health options) provide service in both Canada and the U.S., so even if an employee gets sick while travelling, they can talk to a doctor.

The convenience of telemedicine and keeping medical appointments available to employees with time-crunched lives reduces absenteeism and can improve their health and productivity, which is why it's a valuable addition to employee benefits packages.



¹ <https://www.benefitscanada.com/benefits/health-benefits/82-of-canadian-workers-think-employers-should-provide-virtual-health-care-services-for-employees-survey/>

Your Exclusive **CHAMBERS PLAN** Advisor:

JoAnne Letkeman
Brightan Financial Strategies Inc.
Ph: 403-504-2166
brightan@chamberbenefits.ca
www.brightan.com