



Sun Life and Rogers Communications Group Benefits Program Rollout

# Hand in Hand



THE  
**BRIEF**

## Background

On July 1, 2015, Rogers Communications moved its Group Benefits Program to Sun Life Financial. We needed an engaging and creative way to communicate with nearly 26,000 of their employees about their new health and dental benefits at Sun Life.

## Objectives

Convey to Rogers employees that everything – including their pension and group benefits – is now together under the sun. One phone number, one website. Easy and convenient.

Our aim was to encourage use of Sun Life's plan member website, and to promote electronic claim submission.

## How did we do?

- Online claim submissions have increased from 32% of eligible claims to 46% of eligible claims! This is a huge win for Rogers as their corporate direction is to move to a paperless environment.

- Percent of employees who have accessed the Sun Life Plan Member website (group benefits section) between July 1 and September 30, 2015: Target was 75% and we far surpassed that number with 89% of members going on to check out the member website, with 90,000 total views!

Additionally, view rates of Rogers Zone (intranet) entries – target was top 5. The three stories that were posted were top 3... one of them the top read for the week!



THE  
**PITCH**

We shake hands. Things go hand-in-hand. We express. We comfort.  
We talk with our hands. We pray. We high-five. We clap. We pat. We wave.  
Things are 'handy'. And nothing says trust like a 'gentleman's handshake'.

We take things 'in hand'. And things beyond compare are  
'hands-down' the best. We give the 'thumbs up' and the thumbs down.  
We keep things 'at hand'. And we call all hands on deck.

We put ourselves in good hands. And we deal ourselves good hands.  
We avoid idle hands. We experience things first hand. We give others a hand.  
We try to gain the upper hand. Our hands get full. And sometimes... we throw  
up our hands. Holding, waving and clapping are the first things we teach  
our children to do as forms of communication.

Rogers—delivering innovation since 1968 and has taken technology  
that used to fill entire floors of office buildings and placed it – literally—into  
our hands. We text, we call, we email. Our hands have become our main  
source of communicating.

Rogers and Sun Life. The perfect pairing. Hand in hand.  
Total Benefits. The perfect pairing. Hand in hand.  
Easy. Convenient. Mobile. One website. One Call Centre.

**Very handy. The best, hands-down.**

THE  
WORK



# THE MAGAZINE



# THE FLIPBOOK

<http://read.uberflip.com/i/508815-in-good-hands-magazine>



# THE BUCKSLIP

## Key facts at your fingertips

The transition is easy.

**Hold on to records** of any predeterminations, claims in progress, and receipts you may need for income taxes. Record how much you've claimed so far.

**Any claims on or after July 1?** You will need to use policy number **150302**. Also, please make sure your dentist, pharmacist and other health providers have this policy number.

**Note:** Your past claim history has been sent to Sun Life to track maximums and limits, but you must get prior claims details from Manulife.

**Drug Card information not correct?** If it needs a correction, call Sun Life. If you're enrolled in family coverage, you will receive two drug cards – one for you and one for your eligible dependents to share. Both pay direct drug cards will have your name on them, as you're the account holder.

**Include your direct deposit banking information online**, so claim reimbursements are quicker and easier.

**No matter where you are**, you'll have your benefits in the palm of your hand by downloading the **my Sun Life Mobile App** or by visiting **m.mysunlife.ca**.

**Have travel plans?** Your drug card cannot be used as your travel card any longer. Print a travel card from Sun Life's Plan Member Services website, or you can access it any time on **my Sun Life Mobile**.

**Any old claims forms saved on your computer?** Check out myHR > My Benefits for the new Sun Life claim forms.

**No need for a stamp if you submit claims online.** Make claims even "greener" by signing up for paperless claim statements. And you could be reimbursed in as little as 24-48 hours.

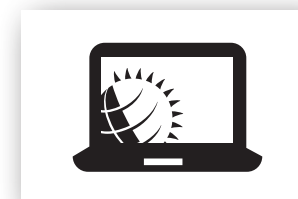
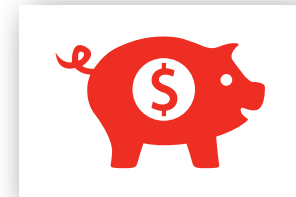
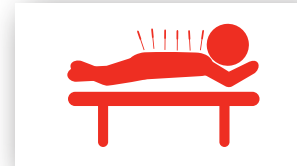
**Drop in for help anytime.** Sun Life's Plan Member Services website is available through myHR or at [mysunlife.ca/rogers](http://mysunlife.ca/rogers). The Customer Care Centre is the same for the Rogers Wealth Accumulation (WAP) and Group Benefits Programs.

**Contact Sun Life Financial at 1-855-214-3080 from 8 A.M. to 8 P.M. ET Monday to Friday.**



Group Benefits are offered by Sun Life Assurance Company of Canada, a member of the Sun Life Financial group of companies. PDF6569-E 04-15 pd-mp

# THE ICONS





# THE SWAG



# THE CUSTOM SIGN-IN PAGE

English



**ROGERS GROUP  
BENEFITS AND WEALTH  
ACCUMULATION  
PROGRAMS**

**Your program details are here, whenever you need them.**

Find out what's covered and submit claims online. Track progress towards your savings goals or change your contributions, any time you want.

**Sign in**

Access ID:

Remember my Access ID 

Password:

[Forgot your Access ID?](#)

[Forgot your password?](#)

[Don't have an Access ID?](#)


[Register now](#)

By signing in, you agree to these [terms and conditions](#).

 If you are not a member of this group plan, please use [mysunlife.ca](#) to sign in and access your account.

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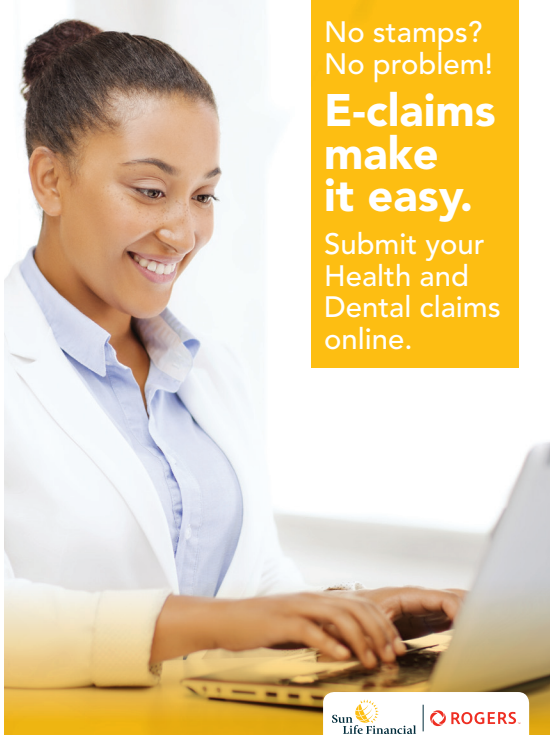
# THE POSTERS



Rogers Group  
Benefits and Wealth  
Accumulation  
Programs:

**Hand in hand  
at Sun Life  
Financial**

Sun Life Financial | ROGERS



No stamps?  
No problem!  
**E-claims  
make  
it easy.**  
Submit your  
Health and  
Dental claims  
online.

Sun Life Financial | ROGERS



Rogers Group  
Benefits and Wealth  
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**Hand in  
hand at  
Sun Life  
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Sun Life Financial | ROGERS

# THE BANNER BUGS

No stamps?  
No problem!

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Health and  
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Rogers Group  
Benefits and Wealth  
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**Hand in hand  
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Financial**



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Programs:

**Hand in hand  
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Financial**



Sun Life Financial | ROGERS

Rogers Group  
Benefits  
and Wealth  
Accumulation  
Programs in  
the palm of  
your hand with  
**my Sun Life  
Mobile**



Sun Life Financial | ROGERS

# THE FLOOR DECALS





# THE ONSITE SCREEN MESSAGING



*Hand in Hand*  
Rogers Group Benefits & Wealth Accumulation Programs **TOGETHER** at **Sun Life Financial**



Your Health & Dental Benefits have moved to **Sun Life Financial**

*One...*  
Member Website  
Phone Number

Stop for **ALL** your Group Benefits and Wealth Accumulation needs




*No stamp? No problem!*  
**E-claims makes it easy.**

Claims are processed **real-time**, so you'll know how much you're getting back instantly and reimbursements are deposited into your bank account in two days!

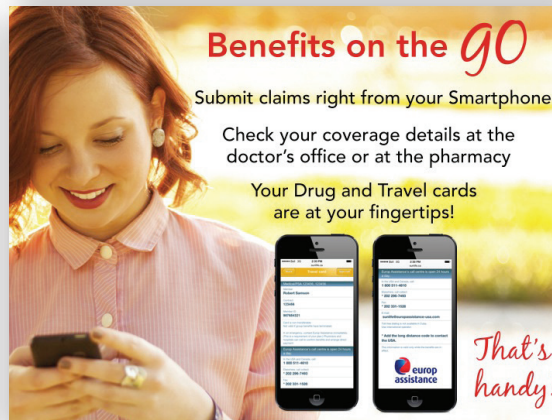
   



Rogers Group Benefits and Wealth Accumulation Programs in the palm of your hand with **my Sun Life Mobile**

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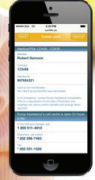
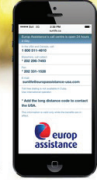


**Benefits on the go**

Submit claims right from your Smartphone

Check your coverage details at the doctor's office or at the pharmacy

Your Drug and Travel cards are at your fingertips!

*That's handy!*



Download the app through the app store. Just search for **my Sun Life (Canada)**

(Free for iPhone, BlackBerry or Android devices)

Use your Access ID and password from Sun Life's Plan Member Services website, and you're good to go!



**Put your hand UP for your chance to WIN!**

1 of 10 seats to cheer on the Toronto Raptors from the Rogers Box at the Air Canada Centre

For your chance to win, do one or all of the following:

- 1 Log in to the *my Sun Life Mobile* app
- 2 Visit the Group Benefits section on the Plan Member Services website
- 3 Provide your banking information

(For full Contest details, visit Rogers Zone - You can earn a maximum of 3 ballots)



Your Group Benefits and Wealth Accumulation Programs

*Hand in Hand*

# THE CLAIM SUBMISSION CHEAT SHEET

## Submitting your Health & Dental Claims to Sun Life Financial

Visiting your healthcare provider is great for your well-being, but it typically leaves you with an expense to pay. The good news is, the Rogers Group Benefits Program has you covered! Here's how you can get your claim processed.



*It's fast, easy and convenient!*

### 1 Submit your claims online through Sun Life's Plan Member Services Website



The last thing we have at home these days are stamps. Remember those? When you're submitting benefit claims, you don't need them! It's so easy to submit online through Sun Life's Plan Member Services website.

**IMPORTANT:** To submit claims online, or through my Sun Life Mobile, you must register for direct deposit. It's quick and easy, and you can register through Sun Life's Plan Member Services website (if you haven't already). Plus, with direct deposit, you could have your reimbursement in your account within 48 hours!

#### Here's how easy it is to submit your claim:

- 1 Access the Sun Life Plan Member Services website through the single sign-on link on myHR (Sun Life Group Benefits from the Quick Links menu), or visit [mysunlife.ca/rogers](http://mysunlife.ca/rogers).
- 2 Once you're logged in, you'll see the Rogers Group Benefits Program section.
- 3 From the Quick View page, in the Take me to section, click on Submit a claim.
- 4 Register for direct deposit, if you haven't already.

Most claims are processed in real-time - this means you'll know how much money you'll get back right away.

**Claims submitted online are subject to random audit, so always keep your original receipts in the event you're asked to submit them.**



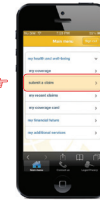
### 2 Submit your claims through my Sun Life Mobile

my Sun Life Mobile gives you fast and easy access to the Rogers Group Benefits Program using your mobile device. You can do almost any transaction...on the go. In addition to using the app as your Pay Direct Drug card, travel card or looking up drug information, you can use it to submit your health and dental claims!



#### Get started in three easy steps:

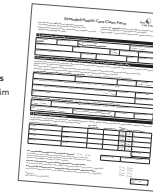
- 1 Go to your favourite app store and search "my Sun Life (Canada)." Click on the **Free** button and then click the **Install** button. You can also visit [m.mysunlife.ca](http://m.mysunlife.ca).
- 2 Sign in to the app using the same access ID and password you use for [mysunlife.ca/rogers](http://mysunlife.ca/rogers). You can select **Save my Access ID** to make signing in more convenient on future visits. Don't have an access ID and password? You can register on [mysunlife.ca/rogers](http://mysunlife.ca/rogers) or call Sun Life at 1-855-214-3080.
- 3 Register for direct deposit, if you haven't already.



*Easy, convenient, and exclusive to Sun Life plan members*  
- check out **my Sun Life Mobile** today!

### 3 Submit Paper Claim Forms

Submitting your claims the traditional way? Use the customized claim forms found on myHR. Once you're on myHR, select the **My Benefits** tab from the top menu, then select **Group Benefits Information and Forms**. From there, look for the applicable claim form in the **Health & Dental Claim Forms** section.



#### Questions?

Contact Sun Life Financial at 1-855-214-3080 from 8 A.M. to 8 P.M. ET Monday to Friday.

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## THE WEB BANNER

Your health and dental benefits have moved to Sun Life Financial!



Sun Life Financial!



# THE CONTEST

## Put your hand up! (If you want to win)

We'll hand over some great prizes to those who check out Sun Life Financial's Plan Member Services website and the my Sun Life Mobile app.

**A suite prize!** Cheer on the Toronto Raptors from a suite at the Air Canada Centre!

Win one of 10 tickets to a home game, hosted by Tony Cimino, SVP, Total Rewards.\*

**Put your hand up if you like the prize and want to win... OK, here we go!:**

- 1 Access my Sun Life Mobile, or visit [m.mysunlife.ca](http://m.mysunlife.ca) and you earn a ballot
- 2 Access the Plan Member Services website (via myHR or [mysunlife.ca/rogers](http://mysunlife.ca/rogers)) and visit the Group Benefits section – you get a second ballot
- 3 Access the Plan Member Services website (via myHR or [mysunlife.ca/rogers](http://mysunlife.ca/rogers)) and sign up for Direct Deposit – you guessed it, we'll hand you a third ballot

You can give yourself one, two, or three chances to win.

**It's that easy!**

Entry period: July 1 to August 31, 2015. Prize draw: September 25, 2015.  
Start signing in today, and try your hand at winning a great prize!  
Full contest details are on Rogers Zone.



\* Approx. \$700 prize value. Flight to Toronto and one night's accommodation included for out-of-town winners, at Rogers discretion.

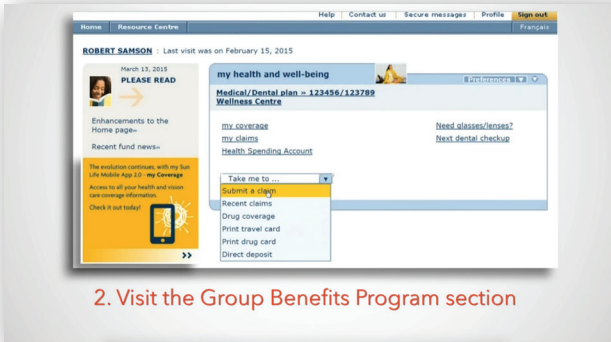


# THE VIDEOS

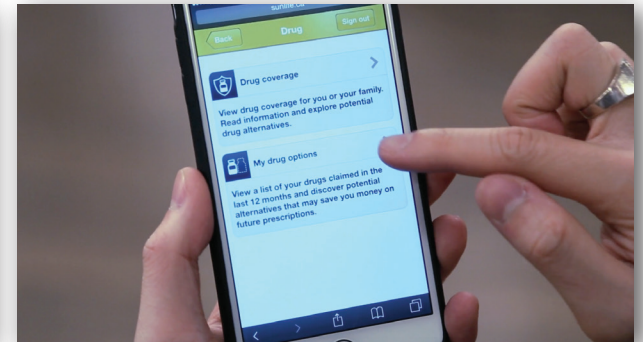
## Rogers Group Benefits Program Online Claim Submissions



1. Access the Sun Life Plan Member Services website



2. Visit the Group Benefits Program section



1. Log in to the my Sun Life Mobile app





**Thank You!**