

**2014 Stakeholder Meeting (SHM)**  
**Date: May 22<sup>nd</sup>-23<sup>rd</sup> 2014**  
**Location: Montreal, QC, Canada**



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**Preamble:**

*The Stakeholder Meeting is an annual conference held by Student Care in Montreal. Representatives from Student Unions who work with Student Care, as their health insurance broker, get together for this 2 days conference to learn more about the [ihaveaplan.ca](http://ihaveaplan.ca) program and new trends in health care. It is an opportunity to share concerns and visions with other student leaders as well as the management team of the company.*

*This report contains a summary of the different sessions of the conference as well as a list of recommendations for future Boards of Directors.*

## **1- Media Session**

*Presented by: Les Perreux*

“Be Sincere, Be Brief, Be Seated” are the key words that we should think about when making a press release or responding to an interview. Les shared with us his expertise in the domain of Public relations and Media. He, also, gave us tips on how to communicate positively and effectively with the public through various media. This session was very informative, as Les did not only present, but opened the discussion to the attendees and various student leaders shared some of their experiences, positive and negative, with media and collectively we built a better understanding of effective public relations strategies and practices.

## **2- Corporate Social Responsibility (CSR)**

*Presented by: Peter Schiefke*

This session revolves around Student Care’s practices in terms of embracing and supporting student-led initiatives. These initiatives can be health-related or community-related. Student Care has been supporting various student initiatives on various campuses. The closest example is our 2013 Fall Kickoff Concert. The second part of the presentation touched upon Student Care’s environmental responsibility and managing their environmental footprint through sustainable design, materials, furnishing of offices, E-Health implementation as well as member empowerment through education.

On a side note, as part of CSR, Student Care offered help organizing environmental education events and hosting significant guest speakers to the various Student Unions represented in the room.

## **3- Communications: Google Analytics & Website Updates**

*Presented by: Martin Beaulieu & Fadi Brahimcha*

The first section of this presentation was about the statistical measures and techniques that Student Care communications office uses in order to evaluate their

services. Data shows that the number of website visits has significantly increased and exceeded 1,380,000 views in the past year. Another important result that the analyses show is the order of the services that students use the most on the website:

- i. Change of coverage (Mostly opt outs)
- ii. Network (Partner Doctors nearby)
- iii. Claims
- iv. Benefits (Students are not necessarily aware of all the benefits their plan includes)

The second section, and the most important one, was about a new version of the website that will be launched soon. We have had the privilege of experiencing the first version of the new online platform. It is based on new online marketing trends such as live feed dashboards, live concierge and total online experience. It is not limited to interactive graphics but is shows a simpler web experience. More importantly, students will have easier access to the services that they need the most from the website, namely: Opt outs. Points have been made by Student Representatives about the importance of making the opting out process easy, as that is the number one feature that the students look for.

#### **4- Managing Your Privacy**

*Presented by: Kristen Lemoyne*

“If data is the new oil, privacy is the new green”

This session revolved around issues related to data exposure and privacy while storing one’s personal information on the World Wide Web.

#### **5- Student Health Trends: Mental Health and Wellbeing**

*Presented by: Sohpie Haque*

The three main takeaways from this session are:

- i. Stigma identified as a major concern

- ii. Shortage of on-campus tools/resources
- iii. Prescription drug abuse

A lengthy discussion was held around the use of Adderall within the student community and the issues related to it.

## **6- Student Health Trends: Biologics**

*Presented by: Del Pereira*

Biological drugs are prescription drugs made from a living cell as opposed to chemical drugs made by chemists based on chemicals. These drugs are characterized by higher effectiveness and also by the higher costs associated, hence the \$1,800 average per claim for biological drugs. The increase of the demand for these biological drugs has a significant financial impact on the plan. In other words, if few members claim a large share of the costs, it will eventually increase the premiums for all members. This issue is starting to develop in few schools around the country but will definitely have a bigger impact in the future. It is important for our future Extended Health and Dental Plan committees to keep this change in the radar when they plan ahead.

## **7- Mobile App: Update on Pilot Launch**

The pilot launch of the mobile app is projected in September and more updates will follow in the next few weeks.

## **8- Student Care Offices**

The last session of the conference was an onsite visit to Student Care offices where we had the chance to see how the claims are dealt with and how the system functions. The tour included the different departments of the company, including the IT department, where a small presentation was made about privacy protection and information security.

**Recommendations:**

- I strongly suggest that a similar training to the first media session becomes part of the board training in the future.
- This conference is not only a good opportunity to become familiar with the internal and external operations of Student Care but also a great chance of networking with other student leaders from other large schools in Canada.
- Student Care representatives have shown interest in cooperating with Student Societies in hosting guest speakers to raise environmental awareness. This is an initiative worth investigating.
- The Health and Dental Plan committee in conjunction with the VP Student Services should stay up to date with the Smart Phone application to make sure that students' needs are thoroughly met through this new service.
- Increase the co-operation between the society and the Hi F.I.V.E movement given the alarming status of mental health issues across the Canadian Universities.

**Final Words:**

*The 2014 Stakeholder Meeting had been a great success and we would like to thank Student Care staff for their hospitality and for the wonderful time we had in the beautiful city of Montreal. We truly appreciate the warm reception and the courtesy. It was also a pleasure meeting Student Leaders from across the nation and having the opportunity to discuss common matters and learn from each other's experiences.*