

# Healthy living, made easy

**Manulife Mobile Enhancement Capabilities**



# Personalized medicine – a **fast track** to health



**Personalized pharmacist input**  
discuss with member and physician



**Curated program**  
mental health, ADHD, neurology,  
and pain



**Precise recommendations**





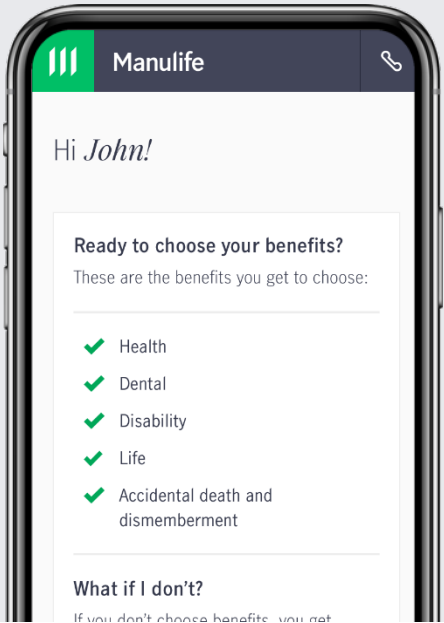
# Enhancements to member digital experiences

Screen shots are subject to change. For illustration purposes only.

## Mobile enhancements

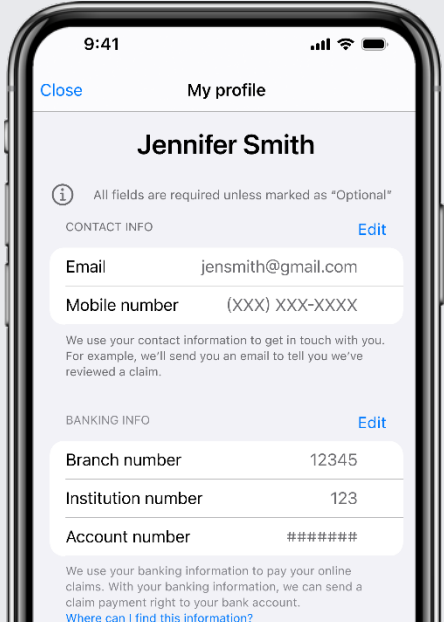
2024

### Mobile enrolment



Launched!

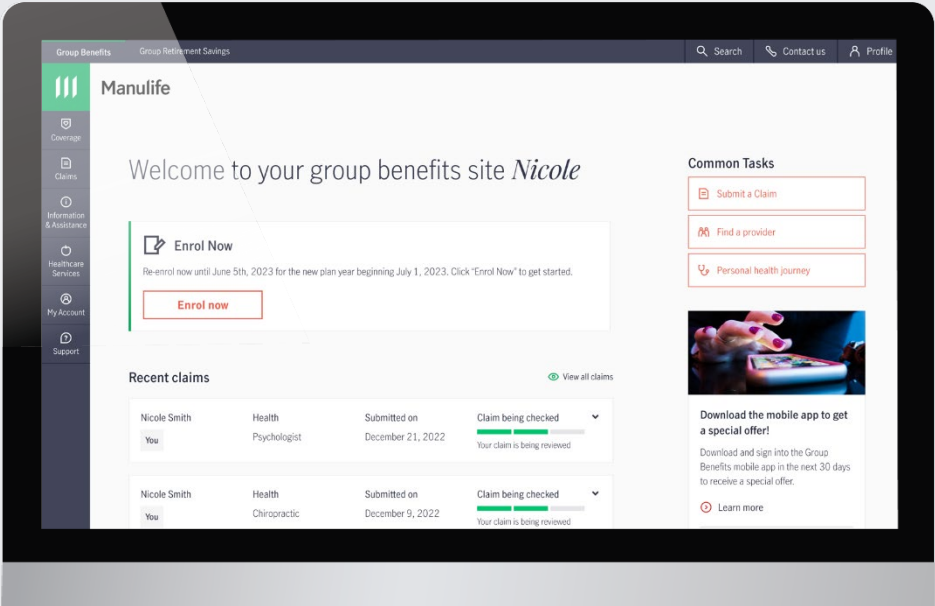
### Member profile



## Web enhancements

Q1 2024

- New plan member home page
- Improved claims information, including detailed status tracking



Q4 2023

### New online claims practitioners



# Digital disability portal

Upcoming digital enhancements will make it easier, more efficient, and more secure to submit and manage disability claims.

## Features



Secure access



Digital claims submission



Secure 2-way messaging with Manulife



Sponsor dashboard

- claims overview
- high-level case details



Single sign on with Manulife ID



Digital document upload



Automated notifications

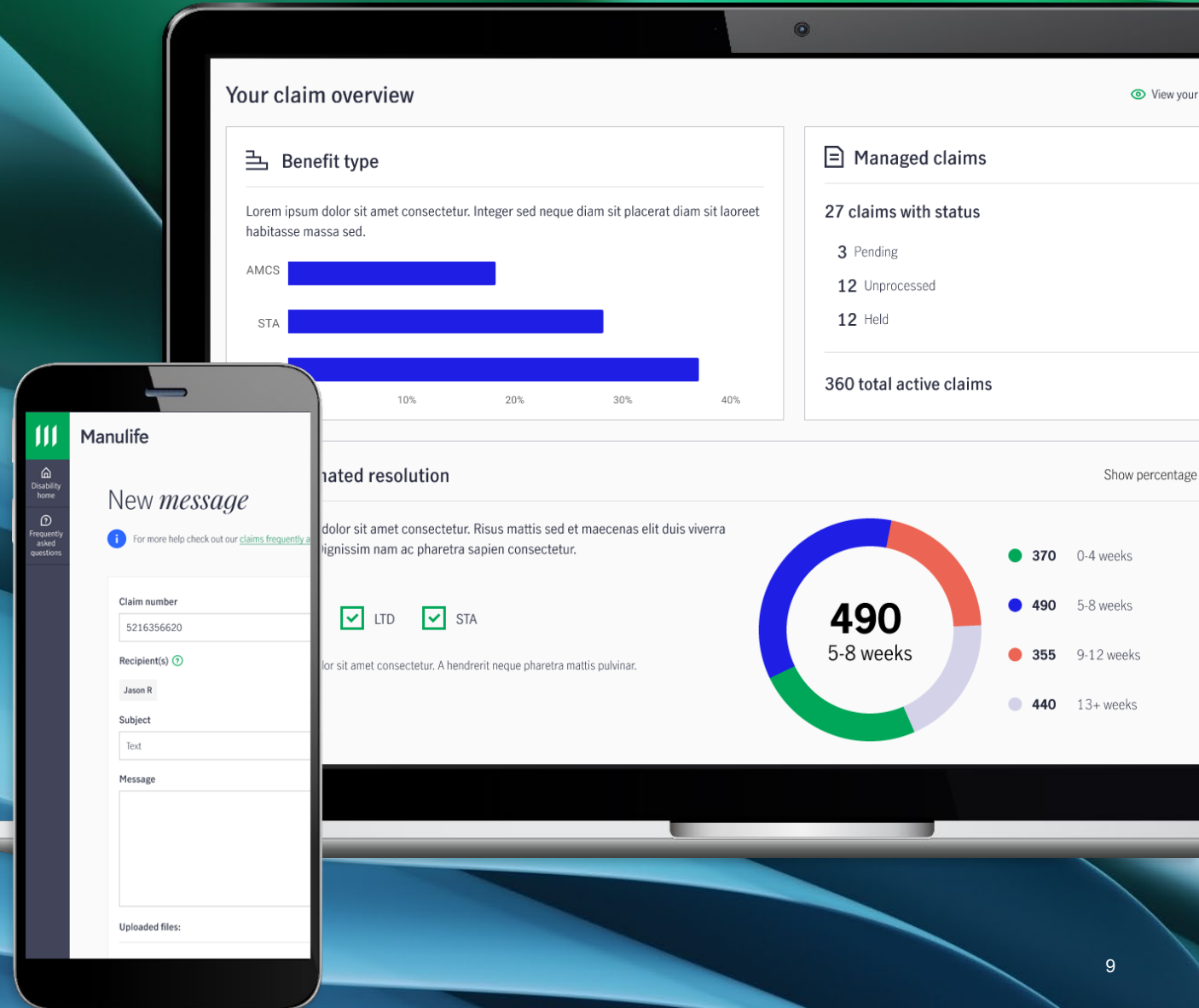


Member dashboard

- active and past claims details

# Digital disability portal

Upcoming digital enhancements will make it easier, more efficient, and more secure to submit and manage disability claims.





# Paying claims doesn't improve health



## It unlocks insights.

**Powerful analytics**  
processed over 66M  
claims last year – that's  
a lot of insightful data to  
make personal connections  
with members.



# Health matters most.

**48 working days a year** are lost per employee due to health-related absenteeism and presenteeism.



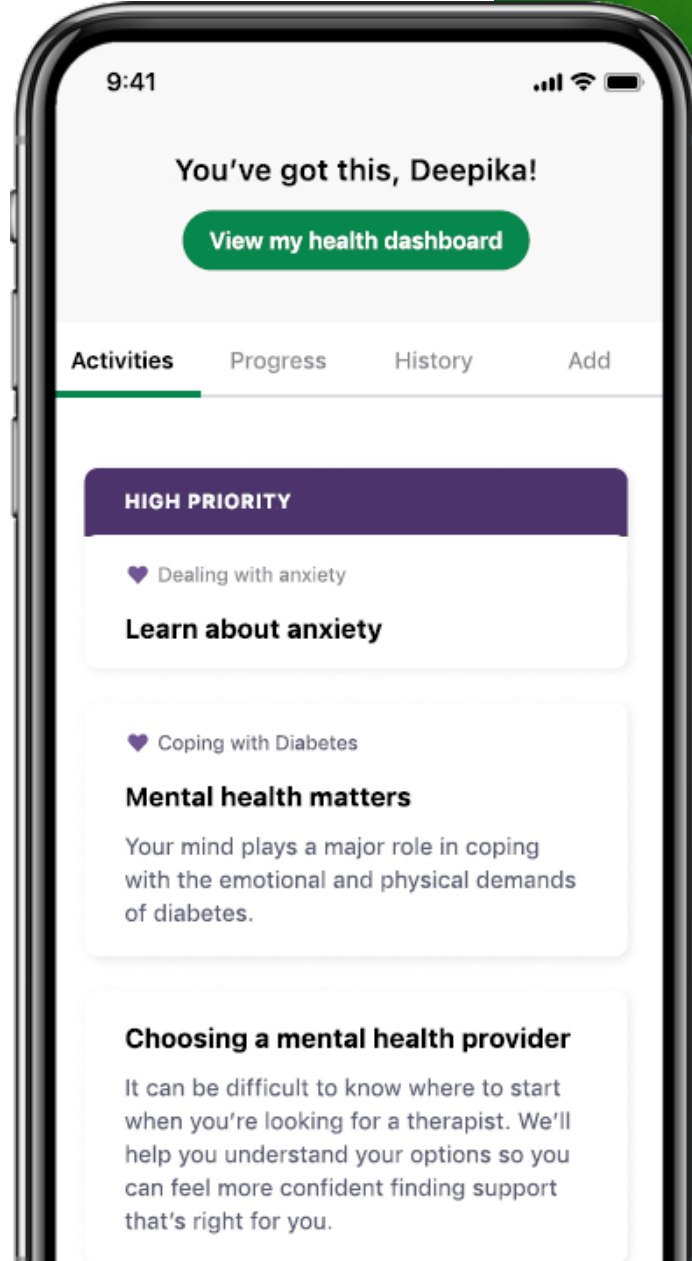


# Enhancements coming in 2024

- Benefit enrolment
- Health profile
- Digital health programs
- Get care services and resources
- Customer care live chat

## Setting your organization up for success

Screen shots are subject to change.  
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## All-in-one value Manulife Mobile app



Health journeys



Get care



Claims



Coverage



Card



# Optimizing your benefits experience



## Self-serve made easy

- Intuitive navigation
- Educational programs for members on the “ins and outs” of their benefits plan and understanding their plan design
- Live chat with a customer service rep (English and French)
- Seamless access to products and services – without leaving the app!
- Recommended programs to support members' overall health and well-being
- Data driven insights puts the right information / education in the hands of members at the right time
- Mobile enrolment





# Health profile: personalizes the experience

- Evolving view of each member's health
- Self-reported and insight-generated data from questionnaire, pulse checks, claims, in-app behaviour, and wearable device integrations
- Powers personalized relevant insights to enrich their experience





# Improving health one step at a time

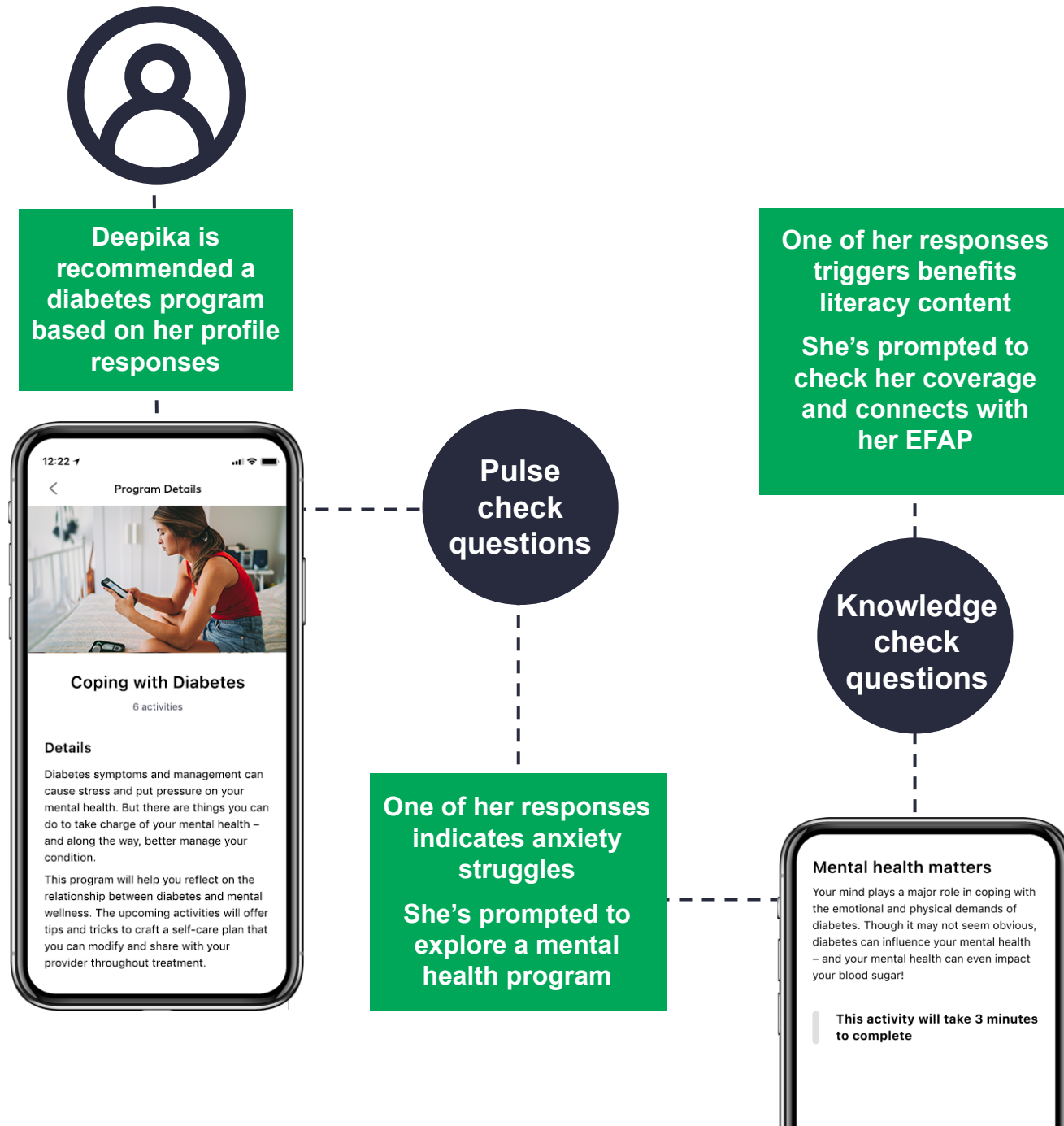
## Meet Deepika

- Diabetic
- Concerned about anxiety
- Doesn't understand her coverage



# Journeys are unique to each individual

They present the right activities, at the right time, to motivate members towards a healthier future.





# Engagement motivates members



**Deepika stays motivated because she got the right message at the right time**



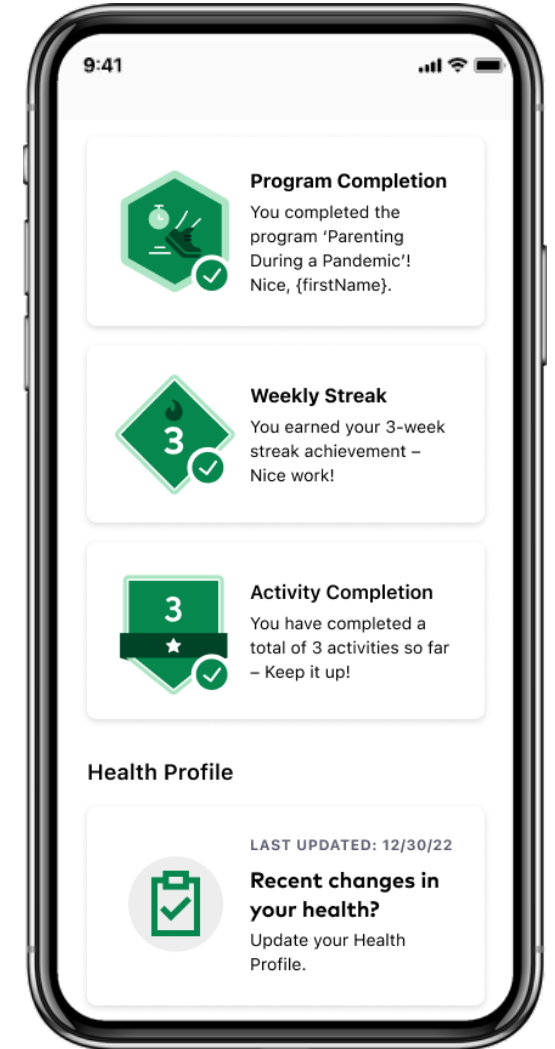
**Data driven insights personalize the experience**

- Access to care and programs for each individual
- Personalized nudges and recommendations based on data and health profile



**Engagement strategies power small steps towards big goals**

- Behaviour nudges drive next best action across user lifecycle
- Intuitive experience to optimize the benefits experience
- Pulse, knowledge and NPS checks to increase data and insights
- Rewards (badges) to encourage healthy behaviour



# Journey experiences



## Variety of program types

- Healthy habits
- Benefits 101
- Challenges
- Educational
- Physical activities

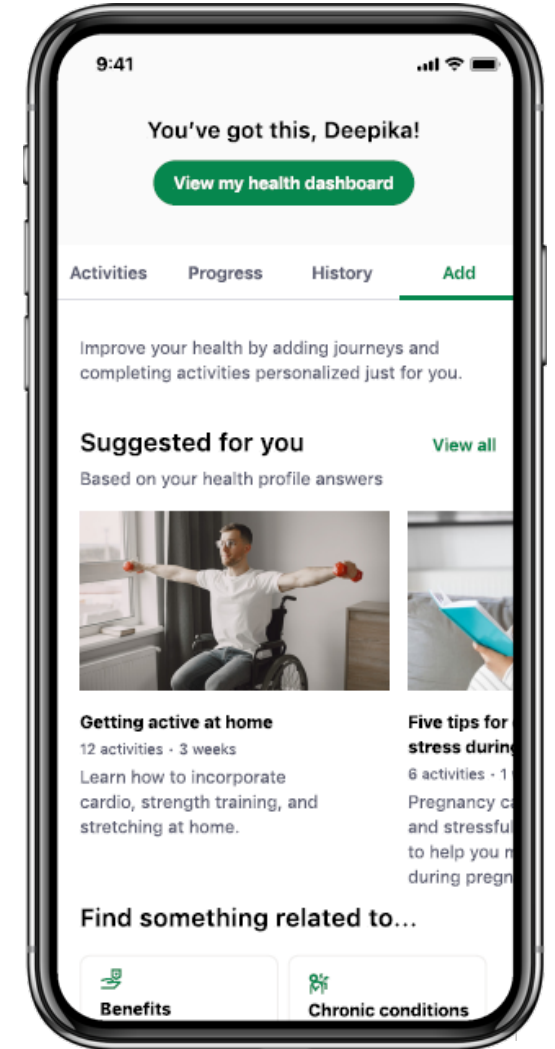


## Variety of topics

- Benefits literacy
- Preventative care
- Nutrition
- Mental health
- Chronic conditions
- Fitness
- Family health
- Financial health
- Lifestyle (sleep)

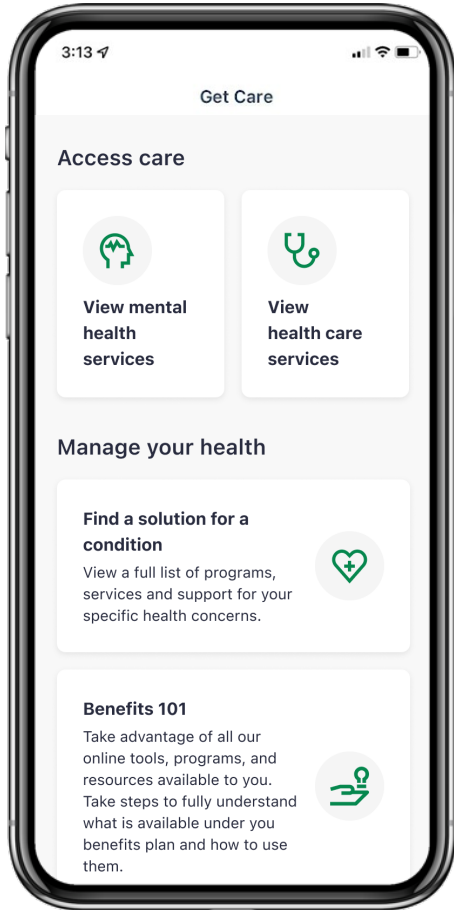


## Steps towards a healthier future





# Connecting with care



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## Closes the gap between managing health and receiving care

### Access partners, apps, and resources (depending on plan design)

- Travel
- Personalized Medicine
- EFAP
- Virtual healthcare
- Medical second opinion
- Virtual health coaching
- Medication review
- Online mental health support

# Push Notifications



Earn badges  
while you learn.



Take a tour of the app! See how you can seamlessly switch from accessing your benefits information, to completing a health program, and connecting with care.

[Take the tour](#)



## Then dive right in. Start your first program.

The programs are designed to help you better understand how your benefits work, make positive changes, and encourage you to reach your goals and stay motivated – one step at a time. They're broken down into bite-sized activities that you can complete to earn badges and streaks.

Pick your first program today and come back regularly to find new activities recommended for you!



[SELECT A PROGRAM NOW](#)



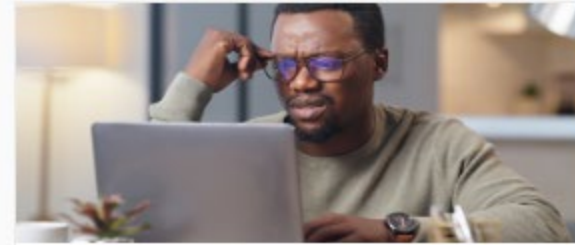
# Push Notifications

Not sure where to start? Try our top picks.



Benefits card FAQ

 GET STARTED



Is your claim refund less than you expected?

 GET STARTED



Manage your stress more calmly

 GET STARTED



Take 5,000 steps today

 GET STARTED

# Your partner in health.



With a group  
benefits plan  
powered by  
Manulife, every  
action builds  
towards a  
**healthier future.**



# Thank you

DEEPIKA NOW HAS...

## An improved experience

- ✔ Integrated with the existing claims experience
- ✔ Personalized and orchestrated by data
- ✔ Met her digital expectations
- ✔ That improves her satisfaction and NPS

## Personalized navigation

- ✔ Timely information and next-best-actions that guided her through this critical life event
- ✔ Provided awareness and access to care across her benefits ecosystem (ex; EFAP)
- ✔ Allowed her to add services (ex; voluntary benefits)

## Simplified access to information

- ✔ Self-service that was on-demand, efficient, and curated
- ✔ Answered her benefits, health, and well-being questions
- ✔ Reduced the need to make a call

## Motivation for behavior change

- ✔ Engaged her throughout the experience
- ✔ Had her participate in a group challenge
- ✔ Helped her become proactive in her health



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