

# BUILDING TOGETHER

*with customers and communities*

2021  
ANNUAL  
REPORT





**>3,000,000** CLAIMS FOR COVID-19 VACCINATIONS  
processed in support of Government of Alberta's pandemic response

**83.3%**  
EMPLOYEE ENGAGEMENT  
LEVEL ACHIEVED



ONE OF  
ALBERTA'S  
TOP 75  
EMPLOYERS



**3.58**  
MILLION  
VISITS TO OUR  
MEMBER SITE



RECOGNIZED  
AS ONE OF  
CANADA'S  
MOST  
ADMIRE  
D CULTURES



**4.6+** MEMBER  
APP RATING  
IN THE APP STORE AND GOOGLE PLAY

**Over \$700,000** invested  
IN COMMUNITIES WE SERVE THROUGH  
OUR COMMUNITY FOUNDATION



**>600,000**  
CUSTOMER SERVICES  
INQUIRIES HANDLED



ONGOING DIVERSITY AND INCLUSION  
TRAINING DELIVERED TO 1,150 TEAM MEMBERS



As the largest provider of health benefits in Alberta, we believe we have the potential and responsibility to impact people's lives for the better. We believe all communities should thrive and we are committed to serving as a champion for wellness by supporting the health of Albertans.

**WE'D LOVE TO HEAR FROM YOU**

**We would greatly appreciate your feedback on this report.**


Following your review, please take a moment to send us your comments by email to [communications@ab.bluecross.ca](mailto:communications@ab.bluecross.ca).



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*We commissioned artists, Adielle Design and Curio Studio to create a mural for our wellness park, Pisani Plaza. Dedicated to former president and chief executive officer Ray Pisani, the park is not just for Alberta Blue Cross team members but for the whole neighbourhood—a place where people are encouraged to get outside, gather together and be active.*



*Corporate*  
**ADDRESS**

## BUILDING TOGETHER WITH OUR CUSTOMERS AND COMMUNITIES

2021 was truly a year of embracing change for Alberta Blue Cross, and we moved forward together with our customers and communities to support them in living their best lives in the midst of the new reality presented by the pandemic.

While the sustained impact of COVID-19 affected every aspect of our lives over the past year, Alberta Blue Cross continued to see growth across our business while building upon our capabilities to deliver the exceptional service and experience we are known for. This growth was complemented by the introduction of new products, services and programs across all three business units to meet burgeoning customer demands.

Alberta Blue Cross appreciates our close and long-standing relationship with the Government of Alberta, and our top priority through 2021 was supporting the government with its pandemic response through administration of the COVID vaccination program. By the end of the year, we processed over three million claims for COVID-19 vaccinations.

At the same time, Alberta Blue Cross made significant progress on initiatives to gain efficiencies in the interest of enhancing customer experience. One example of this is our digitization initiatives where we have over 90 per cent of group plan members now enrolling online themselves. As well, we saw substantial year over year growth in utilization of our member website—climbing to 3.58 million visits in 2021—providing the convenience of 24/7 access to our plan members. As we have seen consumer preferences shift online through the pandemic, this has resulted in even higher utilization of our online claim submission tools. Today over 98 per cent of claims are submitted online, with most processed in real-time. This has also substantially reduced our environmental footprint.

As a champion for wellness, Alberta Blue Cross advanced our commitment to wellness in 2021 through the introduction of new products and services including care navigation, wellness screening, internet-based cognitive behavioural therapy and virtual care. Meanwhile, we had phenomenal success with our Faces of Wellness campaign receiving more than 140 compelling submissions from across Alberta.

We accomplished all of this while we have continued to expand our community engagement in fulfillment of our Social Purpose. Through 2021 we elevated our community impact through a wide range of initiatives—including our COVID Community Roots Program through which we supported more than 50 projects spanning the province.

We also achieved Caring Company accreditation in recognition of our commitment to our communities.

Alberta Blue Cross exists to promote the health and wellness of our customers and communities. Our 2021 Leger corporate reputation study results are a testament to this commitment, as we continue to exceed our reputation benchmarks in comparison to our key competitors while also maintaining an exceptionally strong brand.

As we look beyond the pandemic, we remain committed to building together with our customers and communities.



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**MARK KOMLENIC**  
*President and Chief Executive Officer*  
*Alberta Blue Cross*



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**CHRISTINE MCGINLEY**  
*Chair, Board of Directors*  
*ABC Benefits Corporation*

## EXECUTIVE MANAGEMENT TEAM

### Alberta Blue Cross 2021

**Mark Komlenic**

*President and Chief Executive Officer*

**Mark Razzolini**

*Vice-President, People, Wellness and Innovation*

**Dianne Balon**

*Vice-President, Government*

**Jerry Rudelic**

*Vice-President, Group*

**Laraine Barby**

*Vice-President and Chief Administrative Officer*

**Nirmal Singh**

*Vice-President, Individual Products*

**Valerie Berger**

*Vice-President and Chief Financial Officer*

**Sandra Marocco**

*Vice-President, Marketing and Customer Experience*

**Brian Geislinger**

*Vice-President, Corporate Relations*





*Building a strong*  
**HEALTH CARE SYSTEM**

## BUILDING A STRONG HEALTH CARE SYSTEM

Alberta Blue Cross has a close working relationship with the Government of Alberta as we are pleased to administer a wide range of government-sponsored benefit programs. Through 2021, this role continued to grow as we expanded our support of government health programs and initiatives.

### SUPPORTING THE GOVERNMENT OF ALBERTA THROUGH COVID-19

Through the pandemic, Alberta Blue Cross has appreciated the high level of confidence that has been placed in our organization by the Government of Alberta—particularly to support its COVID-19 vaccination initiatives.

As the administrator of the pharmacy vaccination program, we processed over three million pharmacy claims for COVID-19 vaccinations in 2021 and continue to do so. Our role has not only been to adjudicate claims but to be a central hub for information and help Albertans navigate to participating pharmacies through our website.

In addition to vaccination, we have also supported Alberta Health with the administration of claims for other COVID-19 programs delivered through pharmacies including the distribution of more than five hundred thousand rapid antigen test kits.

### TRANSITIONING ALBERTA AIDS TO DAILY LIVING (AADL) PROGRAM BENEFITS

In 2021, the Government of Alberta transitioned the administration of AADL medical surgical, benchmark mobility, prosthetic, orthotic and footwear benefits to Alberta Blue Cross.

These were the third and fourth phases to transition all AADL benefits to Alberta Blue Cross, with wheelchair and large recycle equipment benefits being the final phase, which transitioned in January 2022.

The AADL program assists Albertans with a long-term disability, chronic illness or terminal illness in maintaining their wellness and independence in their community. The program provides funding for basic medical equipment and supplies to meet clinically assessed needs, with eligibility determined through an assessment by a health care professional.

Moving all AADL benefits to Alberta Blue Cross provides the government with access to our specialized expertise, modern technology platform and claims adjudication systems. It also provides the opportunity for a coordinated approach for payment and processes to deliver more efficient service to thousands of benefit providers and more than 100,000 Albertans.

### MÉTIS NATION OF ALBERTA WELLNESS PROGRAM

Alberta Blue Cross entered into an agreement with the Métis Nation of Alberta (MNA) to establish and administer the MNA Wellness Program, which offers mental health support to their 52,000 citizens.

The program launched on February 1, 2021. To be eligible for this program, a Métis citizen must be registered with the Métis Nation of Alberta and have a valid MNA ID number. MNA citizens of all ages are eligible for up to 12 hours of free counselling and lifestyle and specialty coaching through Homewood Health within the benefit year.



*In the midst of the pandemic, I sat down for a virtual call with Alberta Blue Cross. I was expecting the usual so I hardened my heart awaiting yet another sales pitch. That pitch that never came. Alberta Blue Cross was not interested in 'selling' me services. Instead, they wanted to get a better understanding of what Métis Albertans needed to achieve wellness. They listened more than they spoke and there was an authentic desire to understand and support the needs of Métis residing in Alberta.*

*Alberta Blue Cross generously guided our health department as we worked together to support the mental health of Métis across the province. Indigenous scholars often speak to a concept of 'two-eyed seeing'—a shared ethical space where the values and approaches of Indigenous peoples are prioritized while using the tools found within western approaches. This has resulted in a beautiful partnership where both worldviews walk together and lift each other up.*

*The Métis Nation of Alberta has a vision for health—a holistic model where Métis who reside in our beautiful province are healthy, happy and able to connect with their kin and community while celebrating their vibrant culture with pride. It gives me great pleasure to build authentic partnerships with organizations like Alberta Blue Cross, who share values, celebrate strength and lift up the communities they walk beside."*

**Reagan Bartel**  
Director of Health,  
Métis Nation of Alberta



*Building an even better*  
**CUSTOMER EXPERIENCE**

## BUILDING AN EVEN BETTER CUSTOMER EXPERIENCE

Our customers are at the centre of our business and making sure every experience they have with us is positive is our number one priority. Throughout 2021, we continued to ensure our customers felt heard, cared for, understood and valued.

### A NEW PARTNERSHIP WITH GEOBLUE

CanAssistance, our travel provider, partnered with GeoBlue to make it easier for members to submit emergency medical travel claims in the United States.

GeoBlue is the largest medical network in the United States with 96 per cent of American health providers part of their network.

Through this partnership, which is exclusive to Canadian Blue Cross plans, all plans with emergency travel benefits now have access to the GeoBlue network in every state, including Hawaii, Alaska and Puerto Rico.

This means members are able to avoid upfront costs for authorized medical expenses, giving them even more peace of mind when travelling in the United States.

### COMMITTED TO CUSTOMER SERVICES EXCELLENCE

Excellent customer service is the cornerstone of our commitment to delivering an unparalleled experience to our valued customers. In 2021, we managed more than 600,000 member inquiries achieving our first call resolution target of 77 per cent. We also saw use of our member site climb to 3.58 million visits.

### WEBSITE AND APP ENHANCEMENTS

Throughout 2021, consumer preferences continued to shift largely due to the pandemic, with more consumers spending much more time online. Alberta Blue Cross has a longstanding commitment to enhance our customers' digital experience.

In 2021, we continued to expand our online services including introducing a new intuitive navigation and look to our member website and app, introducing fingerprint and facial recognition sign-in options for our app, and improving access to digital ID cards through both our website and app.

90%

#### Online enrolment

More than 90 per cent of group members now self-enrol online.



*Building personal benefit plans*  
**FOR ALL ALBERTANS**

## BUILDING PERSONAL BENEFIT PLANS FOR ALL ALBERTANS

We continued building strong relationships with our personal health plan customers, listening to their needs for and providing new and innovative products and initiatives to meet those needs.

### NATIONAL LIFE AND LIVING BENEFITS

In collaboration with Blue Cross Life and the Canadian Association of Blue Cross Plans, Alberta Blue Cross joined our fellow plans in launching a national personal term life insurance product in May 2021. This was the first time all Blue Cross plans across Canada have offered the same products across the country for the same price—leveraging each other's strengths to support our customers.

Although we had life benefits embedded in our personal health plans, Alberta Blue Cross didn't have any standalone life products. We look forward to expanding this collaboration in the future.

### HEALTHY FOOD PRESCRIPTION PROGRAM

In partnership with the University of Calgary, in 2021, Alberta Blue Cross supported the initiation of a research study to investigate whether providing healthy food subsidies

for food-insecure adults living with Type 2 diabetes will help them to better manage their condition. This research study will be conducted by the University of Calgary and is funded by Alberta Innovates and Alberta Blue Cross.

As collaborators on this research study, Alberta Blue Cross helped recruit interested personal health plan members to participate. Our partnership in this research study will help us examine the feasibility and impact of healthy food subsidies as a potential wellness solution for our members in the interest of improving health outcomes.

### TRAVEL COVERAGE RESUMPTION

When the pandemic began in 2020, Alberta Blue Cross paused sales of all travel coverage plans, including emergency medical, trip cancellation and interruption and coverage extensions, because of the COVID-19 situation.

As the pandemic continued but travelling resumed in accordance with new restrictions and precautions, we heard from our customers and took action. To support them in their choice to travel again, we resumed selling emergency travel insurance in July 2021.

At the same time, we also began providing coverage for COVID-19 related incidents for customers who have emergency travel benefits as part of their plans.

While we continued to support the federal government's position on travel, we wanted to support our customers' choices by providing travel coverage to protect them.



*Albertans covered*

We provide coverage to  
1.8 million Albertans.



*Antonia took the time to really listen and make me feel like I was being heard. She took the time to understand what I was going through and what I was feeling and what I needed in order to feel that I was being taken seriously."*

**Sherry McIntyre**  
Personal plan member



*Building resilient*  
**WORKPLACES**



## BUILDING RESILIENT WORKPLACES

Alberta Blue Cross provides group benefit plans to well over 5,000 employers across the province, ranging from small businesses to many of the largest Alberta-based public and private sector employers with employees all across Canada.

### DIGITAL ID CARD TRANSITION FOR EXISTING GROUPS

As the pandemic changed the way we work through 2021, with more and more employees working remotely and in flexible work arrangements, Alberta Blue Cross continued to enhance our online support tools and resources for our group customers and their employees.

Through 2021, we continued to focus on delivering digital solutions to our group customers. We now have more than 90 per cent of our group members enrolling themselves online, and we have also transitioned many of our group customers to fully digital ID cards.

### FIND A DENTIST DENTAL PROVIDER LOOKUP TOOL

As we provide more online self-service functionality to our customers, in September 2021, we launched our new *find a dentist* tool on our member site and app.

This tool allows Alberta Blue Cross group plan members to search for dentists (general practitioners) in Alberta, view their business contact information and compare the fees they charge for certain procedure codes to the Alberta Dental Association and College (ADA&C) provincial fee guide.

### ENABLING COVID-19 TESTING COVERAGE UNDER HEALTH AND WELLNESS SPENDING ACCOUNTS

Recognizing that many of our plan members needed to access private COVID-19 testing through the pandemic, COVID-19 testing was added as an eligible benefit under plans with Health Spending Accounts (HSA) or Wellness Spending Accounts (WSA).

Coverage under the HSA requires a prescription from a medical doctor, pharmacist, nurse or a dentist in light of the rules governing the Canada Revenue Agency's Medical Expense Tax Credits.



*From a transition perspective, your team was outstanding. This was one of, if not the best, transitions I've been involved with in my career.*

*Your team anticipated hurdles and communicated well with us. I got great commentary from across our organization about Alberta Blue Cross. Stephen and Sam left no detail unturned."*



**Bart Willmore**  
Vice-President, Human Resources,  
Calgary Cooperative Associations Ltd.



*Building a culture*  
**OF WELLNESS**

## BUILDING A CULTURE OF WELLNESS

Wellness is integral to the Alberta Blue Cross brand. We are committed to promoting the health and wellness of our customers and communities through a commitment to supporting customers to “live your best life”. Through our annual Leger reputation index study, we know our customers appreciate our commitment to supporting their wellness journeys and recognize our leadership in wellness promotion.

### FACES OF WELLNESS

In July 2021, Alberta Blue Cross launched the Faces of Wellness campaign to recognize Albertans who are everyday champions for wellness in their own lives, workplaces and communities.

Whether that’s making positive lifestyle changes toward becoming healthier, promoting a health-related cause, making the most of life while living with a chronic condition, standing up for mental health or being a role model for others, this campaign asked Albertans to nominate individuals, or themselves, for the opportunity to win great wellness-themed prizes— including the chance to win the grand prize of a weekend away in the Alberta Rockies.

By the time nominations closed on September 30, more than 140 Albertans across the province had applied or been nominated for Faces of Wellness.

Stories ranged from overcoming obstacles related to physical injuries and chronic diseases, championing mental health in the workplace, inspiring colleagues to become more physically active and leading hiking groups for seniors. We recognized one grand prize recipient, 10 finalists and 17 special honourees whose names and stories are available on [facesofwellness.ca](https://facesofwellness.ca).

Our finalists included a young woman who lost her foot and part of her leg in a life-threatening lawnmower accident but, through her rehab journey, went on to compete at the Paralympic games in Tokyo in fall 2021; a senior who leads a hiking group for fellow seniors; a mom who lost more than 150 pounds in two years and has gone from completely sedentary to running six kilometres four days a week, and is now mentoring others online from around the globe; and an Indigenous community member who not only turned his diabetes diagnosis

into an opportunity to improve his own health and inspire others but also, after overcoming COVID-19, started an online COVID support group for others.

**2021 FACES OF WELLNESS  
PROGRAM GRAND PRIZE WINNER**

The grand prize winner of our 2021 Faces of Wellness program was Steven Prudhomme of Edmonton. Steven was awarded an all-expenses-paid trip to Banff for his inspiring testament to perseverance through a time of extreme hardship. Steven overcame drug and alcohol addiction to become a social worker and now works in Edmonton's inner city to support vulnerable populations and help others discover life beyond addiction.

**140**

*Faces of wellness*  
We received 140 submissions for our inaugural Faces of Wellness campaign.



**Steven Prudhomme**  
Grand prize winner of the 2021 Faces of Wellness program



### **FEELINGS OVER PHONES YOUNG ADULT CAMPAIGN**

The pandemic has contributed to a rise in mental health concerns and individuals continue to deal with feelings of isolation and loneliness. In the summer of 2021, Alberta Blue Cross resumed our Friends Over Phones social marketing campaign to address the impact of young adults' cell phone use on mental health and the feelings of social connection.

While we're grateful for the way technology (especially our phones) kept us connected during the pandemic, the campaign messaging became even more relevant as we addressed the strain of the pandemic and the importance of maintaining authentic connections and meaningful connections with each other. The campaign received a positive response, challenging young adults to think differently about how they engage with one another.

### **CHANGE HEALTH COMMUNITY PROGRAM**

The CHANGE Health Community Program helps families "re-learn" healthy living. Focusing on the areas of physical activity, nutrition, mental health and social connection, the program supports the health and wellness of Albertans across all ages and stages of life.

As a program sponsor, Alberta Blue Cross was pleased to see positive results from the first year of this program. Delivered through 11 locations across the province, the program had participation from 122 families and saw not only positive outcomes related to increased nutrition and physical activity levels but an increased level of social connectedness.

### **NAVIGATING CHRONIC DISEASE WITH CARE**

Having a chronic health condition should not stand in the way of individuals being able to live their best lives. To help them maintain a healthy lifestyle and prevent or manage chronic conditions, we introduced a new resource on our website in 2021 to help individuals find reliable health resources and programs for chronic diseases such as mental health, diabetes and heart disease.

The new resource not only provides a wealth of educational chronic disease management information but links to publicly available supports, self-assessment tools and relevant health benefits that support a variety of conditions.

### **BUILDING BALANCE**

Our Balance® online wellness program continues to support plan members as they take control of their health and wellness. Balance is full of useful information and trackers to help users take small steps to build better habits. Plan members can use the site to learn and track their health while earning points for various prizes.

In 2021, we worked with the Institute of Health Economics to examine whether digital wellness programs work—do they change behaviours and impact health outcomes? The analysis showed that 81.5 per cent of engaged participants saw improvements in a wide range of more than 15 health indicators.



*The section I refer to the most in Balance is Learn & Earn. There are so many topics of interest to choose from. The rewards are good, but I think I'd read them even without a reward. I just like reading the topics that affect me and doing the short quizzes to make sure I understood it well enough."*

**Audrey Chykerda**  
Plan member





*Building vibrant*  
**COMMUNITIES**



## BUILDING VIBRANT COMMUNITIES

Alberta Blue Cross is deeply engaged in the communities we serve across the province—not only in fulfillment of our mandate to support the health and wellness of Albertans but as we live our social purpose to support all Albertans to live their best life. Each year we publish a Community Accountability Report as a companion document to our Annual Report to detail our community impact initiatives and outcomes.

### NEW “KEEPING WELL” SENIORS RESOURCE BOOKLET

In mid-2021, Alberta Blue Cross teamed up with the Alberta Injury Prevention Centre to create a timely new resource to support Alberta seniors as they emerge from the pandemic.

The pandemic has been a challenging time for everyone but has taken a particular toll on Alberta seniors. Many older adults have been living under quarantine and in isolation with reduced access to exercise, activity, socialization and interaction with peers—and, in many cases, have experienced an impact on their physical, mental and emotional health.

Based on a resource produced in the United Kingdom, the Keeping Well resource is a 32-page booklet that contains a myriad of useful information for seniors ranging from activity and exercise tips to advice on fall prevention, healthy eating, medication use, vision care, mental health and even avoiding fraud and scams.

Keeping Well is essentially a practical resource to help and encourage seniors to re-engage post-pandemic. As we see public health measures easing, we want to support older adults to have the confidence to get back to living their best lives.

### EXTENDING OUR COVID COMMUNITY ROOTS PROGRAM

When the pandemic began in March 2020, Alberta Blue Cross pivoted our community engagement initiatives to focus on meeting the needs of vulnerable populations. One of the programs we put in place through the pandemic that has been very well received is the Alberta Blue Cross COVID Community Roots Program, through which we provide support specifically to address the needs of rural and remote Alberta communities. Through this program, we’ve awarded a total of \$262,000 to 59 diverse projects in rural and remote communities across Alberta—

including initiatives supporting more than a dozen Indigenous communities across the province, with funding from our community foundation.

50+

### Province wide

More than 50 projects spanning the province were supported through COVID Community Roots Program.

**BUILDING HEALTHY COMMUNITIES**

After suspending our popular Built Together healthy communities grant program in 2020 to enable us to reallocate funds to priority needs areas related to the pandemic, we were pleased to bring this program back in 2021 to promote wellness and active living across the province.

The Built Together program provides grants of \$50,000 to support healthy living infrastructure projects across Alberta, ranging from outdoor adult gyms and playgrounds to skate and bike parks, walking paths and outdoor rinks. Over the last nine years, this program has supported more than 35 initiatives across the province with funding exceeding \$1.8 million from our community foundation.

We had a tremendous response to the Built Together program in 2021, receiving more than 100 applications from across Alberta. We awarded five very deserving projects in Calgary, Edmonton, Spruce Grove, the Elizabeth Metis Settlement and Ryley.

**FOSTERING YOUTH WELLNESS**

Alberta Blue Cross is pleased to have a strong relationship with Indigenous communities across Alberta. In November 2021, we were excited to sponsor the Still I Rise Indigenous youth summit which engaged students from all over Alberta to participate in a full-day session focused on the importance of physical activity, mental health and well-being.

More than 1,800 Indigenous and non-Indigenous students joined virtually to hear Indigenous elders share their wisdom and to hear Indigenous speakers with the intent to both inform and inspire. The Still I Rise summit not only brings students from across Alberta together but provides the opportunity to support Indigenous and non-Indigenous students alike in walking toward reconciliation.

As a champion for youth mental health, Alberta Blue Cross is also pleased to sponsor the MoreGoodDays text-based mental health supports program for youth. Since its launch in April 2021, more than 800 Alberta youths have signed up to receive inspirational and supportive daily messages through this program. As adolescent mental health

continues to be a key area of concern in the aftermath of the pandemic, we will continue our focus on supporting mental health initiatives through 2022.



**Sponsorships and partnerships**  
Participated in more than 60 community sponsorships and partnerships across the province.



*The grant we received was greatly appreciated! It put us in a better situation to be able to finish the playground at Ryley School. This playground doesn't only benefit the school, it benefits the village by keeping our kids active and happy."*

**Ray Vanstone**  
President, Friends of Ryley School Society



*Building a strong foundation for*  
**CONTINUED SUCCESS**

## **BUILDING A STRONG FOUNDATION FOR CONTINUED SUCCESS**

At Alberta Blue Cross, we recognize we must consistently focus on building upon our capabilities and efficiencies to continue serving our customers and communities. Our commitment to continual evolution positions us well for future challenges and opportunities.

### **EVOLVING OUR CULTURE**

This focus begins with our team members. Through 2021, we remained vigilant in protecting the health and safety of our team members through the pandemic—particularly those who continued to perform critical functions on site—while we continued to support most of our employees working safely from home. At the same time, we have been looking beyond the pandemic with a focus on evolving our culture—as we began to make investments in our facilities to make our offices a truly collaborative space for the future. We also placed more focus on building the competencies of our leaders and team members, further adapting our hybrid work styles and enhancing digital tools for our team members.

As an organization committed to advancing diversity and inclusion, in 2021, we had more than 1,150 team members complete our diversity and inclusion learning program. We recognize that our people are vital to our success and, in 2021, we not only achieved an employee satisfaction rating of 83.3 per cent based on results from our engagement survey but were recognized as one of Canada's Most Admired Cultures and one of Alberta's Top 75 Employers.

And as delivering on our customer experience promise continued to be a central focus for our organization through 2021, we delivered foundational customer experience training to more than 500 employees through 2021—with a plan to expand this training to the entire organization.

### **ADVANCING OUR TECHNOLOGY**

Our Information Technology team continues to support all aspects of our business and, in 2021, we maintained our vigilance around cybersecurity with the continuous enhancement of our cybersecurity practices and technology. As well, we introduced new life and disability management capabilities enhancing the digital customer experience for our customers and advanced our Enterprise Data Analytics Management program reinforcing our strength as an insights-driven organization.



*As the 2021 chair of the Alberta Blue Cross Staff Association, it was clear how committed our organization is to its employees. Every day I saw how much encouragement and support we had from the organization to organize events and activities.*

*It was a wonderful experience to be part of a team of dedicated and passionate people who work hard to champion our culture and ensure our employees feel cared for. While the pandemic presented challenges, the Staff Association found creative ways to keep team members engaged and connected, and I am so proud to have been a part of it."*

**Aly Angus**  
Alberta Blue Cross employee

## About us



Alberta Blue Cross is the largest benefits provider in Alberta and one of the largest in Western Canada. We serve more than 1.8 million members with coverage through more than 5,000 small and large employer group plans, individual plans and government-sponsored programs. In 2021, Alberta Blue Cross processed more than 71.7 million claim lines with a value exceeding \$3.3 billion.

Alberta-based and Alberta-grown, we provide health and wellness plans, programs and services on a viable, not-for-profit basis for the financial protection and well-being of our communities.



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