

Canadian Health & Wellness Innovations Conference

March 1-3, 2027

Fairmont Empress | Victoria Conference Centre
Victoria, British Columbia

Preconference:

February 28, 2027 | 8:30 a.m.-12:30 p.m. PT

Aligning
Health, Data
and
Happiness

Sponsorships Available!

www.ifebp.org/chwi

International Foundation
OF EMPLOYEE BENEFIT PLANS



CANADA

Canadian Health & Wellness Innovations Conference

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Data, technology and AI are reshaping the benefits landscape faster than ever. Thriving benefit plans and workplaces utilize these tools to improve health outcomes without sacrificing trust, empathy and the human connection that members value most.

Join us at the Canadian Health and Wellness Innovations Conference to discover how prevention and personalized plan design are redefining the future of employee benefits. Learn how flexibility, culture and engagement enhance the value of your plan while prioritizing member experience, privacy and well-being.

This year's program features keynote presentations on happiness and human connection, plus sessions on nutrition's role in managing chronic conditions, the evolving link between drug and disability experience, supporting caregivers, and sleep as a pillar of health and wellness. You'll leave with actionable takeaways to share with your board and team so you can provide the health benefits and quality of life your members deserve.

Who Should Attend

We encourage trustees, administrators and staff who represent group benefit and health care plans in the Canadian corporate, multi-employer and public sectors to attend. This conference would be of interest to any individual, including our U.S. counterparts, with an interest in wellness topics.

Benefits of Attending

- Learn firsthand about the latest trends in health and wellness that could impact your plan design.
- Find out how others have successfully introduced wellness initiatives to their members.
- Discover ways to motivate plan participants to share the responsibility for their own health.
- Network with peers and industry leaders who have faced the issues you have and learn what worked for them.
- Get inspired to improve employee engagement and produce positive outcomes for plan members.
- Explore practical applications that can be applied right away for health and wellness in the workplace and beyond.

SESSIONS AT A GLANCE

SUNDAY February 28, 2027	
8:30 a.m.-12:30 p.m.	Preconference (includes breakfast)— Tuning Your Wellness: Linking Music and Mindfulness
3:00-5:00 p.m.	Registration Check-In and Conference Information
MONDAY March 1, 2027	
8:30-9:30 a.m.	Keynote—Futureproof and Build Stronger Human Connection in the Age of AI
9:45-10:45 a.m.	Using AI-Enabled Nutrition to Improve Outcomes and Value in Group Benefit Plans
11:00 a.m.-12:15 p.m.	The Art and Science of Benefit Plan Cost Projections
1:15-2:15 p.m.	Drugs, Disability and the Missing Middle Layer
2:30-2:45 p.m.	Refresh Activity
2:45-3:45 p.m.	Uncovering Fraud: Navigating the Legal Challenges of Service Provider Misconduct and Claims Abuse
TUESDAY March 2, 2027	
8:30-9:30 a.m.	Keynote—The Art of Happiness: How to Build a Life That Works
9:45-10:45 a.m.	Sleep: A Foundational Pillar of Long-Term Health and Well-Being
11:00 a.m.-12:00 noon	When Sleep Does Not Come Easily: The Most Effective Treatment for Insomnia You've Probably Never Heard Of
1:00-2:00 p.m.	Building Mental Health in Your Organization
2:15-2:30 p.m.	Refresh Activity
2:30-3:45 p.m.	Reviewing EAP and Virtual Care in a Multi-Employer Plan: Are You Getting Value?
WEDNESDAY March 3, 2027	
8:30-9:30 a.m.	Optimizing Paramedical and Naturopathic Coverage in a Post-Pandemic World
9:45-10:45 a.m.	Personalization Meets Prevention: The New Rules of Health Benefits
11:00 a.m.-12:00 noon	Supporting Employee Caregivers: Aligning Benefits With Employee Needs

(All times are listed in Pacific Standard Time.)

Preconference Workshop

Tuning Your Wellness: Linking Music and Mindfulness

Sunday, February 28

8:30 a.m.-12:30 p.m. *(includes breakfast)*

Join us for this experiential workshop that illustrates the deep connection between the healing power of music and mindfulness. Music has profound therapeutic properties, serving as an evidence-based tool to lower stress, alleviate chronic pain and improve cognitive function. Mindfulness has similar benefits.

Learn how:

- Rhythm affects attention, focus and function
- Melody and harmony impact well-being, mood and energy
- Celebrating your festival of emotions improves your wellness.

This workshop will be led by mindfulness instructor Ari Kaplan and co-led by several musicians, including Mitch Dorge from the Crash Test Dummies!



Workshop Leader:

Ari Kaplan

Principal

Kaplan Law

Toronto, Ontario



Mitch Dorge

Drummer, Record Producer

Crash Test Dummies

Winnipeg, Manitoba

PROGRAM SCHEDULE

(All times are listed in Pacific Standard Time.)

SUNDAY, February 28, 2027

3:00-5:00 p.m.

Registration Check-In and Conference Information

MONDAY, March 1, 2027

7:30-8:30 a.m.

Registration and Continental Breakfast

8:30-9:30 a.m.

Keynote—Futureproof and Build Stronger Human Connection in the Age of AI

What if the most valuable skill in an AI-powered future isn't technology—it's human connection?

As artificial intelligence transforms the way we work, leaders face a critical challenge: How do we embrace innovation without losing the trust, engagement and relationships that drive great organizations? Learn how to foster a stronger culture where people feel genuinely seen, valued and appreciated—even as technology accelerates the pace of work. Participants will leave with a new blueprint for leadership: one that inspires more meaningful interactions at every level of the organization.



Speaker:

Blake Fly

Husband, Dad,
Nine-Time TEDx
Speaker
Toronto, Ontario

9:45-10:45 a.m.

Using AI-Enabled Nutrition to Improve Outcomes and Value in Group Benefit Plans

Despite nutrition being foundational to health, many plan members managing chronic conditions receive little practical support to translate medical advice into daily food decisions. This gap can undermine health outcomes, productivity and even the effectiveness of high-cost medications. AI-enabled nutrition support can improve outcomes using a scalable, member-centric approach. This session will explore:

- The role of nutrition in preventing and managing chronic disease
- How AI-driven nutrition support helps members make sustainable, real-world changes
- How better nutrition support can complement wellness programs, improve medication effectiveness and enhance overall plan value.

MONDAY, March 1, 2027 *(continued)*

11:00 a.m.-12:15 p.m.

The Art and Science of Benefit Plan Cost Projections

Accurate cost projections are critical to the sustainability of benefit plans. This session will:

- Address how common assumptions and forecasting errors can lead to unexpected financial challenges
- Explore the key principles of sound cost projection practices and highlight common pitfalls
- Provide practical strategies and actionable insights to improve the accuracy and reliability of future projections and support informed decision making.

12:15-1:15 p.m.

Lunch *(provided)*

1:15-2:15 p.m.

Drugs, Disability and the Missing Middle Layer

Connecting investments in drug benefits with disability experience optimizes the design of the drug plan benefit and reveals the true drivers of disability within their plan experience.

- What questions do plan sponsors need to ask to assess the combined drug and disability benefit experience and why?
- How do plan sponsors link drug and disability experiences without breaching member privacy and confidentiality?
- How can the existing plan experience lead to early intervention models that can benefit members and drive value with third parties?

2:30-2:45 p.m.

Refresh Activity

2:45-3:45 p.m.

Uncovering Fraud: Navigating the Legal Challenges of Service Provider Misconduct and Claims Abuse

When fraud and claims abuse are suspected, benefit plan trustees and insurers face a complex legal landscape. This session examines the key considerations involved in investigating, managing and responding to questionable claims and service provider conduct. Attendees will explore:

- Challenges proving fraud
- Strategies for quantifying financial losses and damages
- Legal duties, standards of care and fiduciary exposure in claims adjudication.

TUESDAY, March 2, 2027

7:30-8:30 a.m.

Registration and Continental Breakfast

8:30-9:30 a.m.

Keynote—The Art of Happiness: How to Build a Life That Works

What if happiness isn't something we stumble into, but something we can build—intentionally, consistently and joyfully?

Take an eye-opening journey into the psychology, neuroscience and everyday habits that shape our well-being. Explore how our brains process joy, why we might self-sabotage it, and what we can do to become more engaged, more resilient and more alive. Grounded in the simple belief that happiness is a skill—not a destination—this keynote empowers audiences to create meaningful shifts in their personal lives, workplace culture and relationships.



Speaker:

Mitch Dorge

Drummer,
Record Producer
Crash Test Dummies
Winnipeg, Manitoba

9:45-10:45 a.m.

Sleep: A Foundational Pillar of Long-Term Health and Well-Being

Sleep is one of the most powerful drivers of overall well-being, influencing everything from physical and mental health to workplace performance and financial wellness.

For plan sponsors looking to enhance employee health, productivity and resilience, understanding sleep is more important than ever. This session will explore:

- Why quality sleep is increasingly difficult to achieve—shift work, increased screen time and the growing pressures of work, family and financial responsibilities—and solutions
- The anatomy and science of sleep
- How healthy sleep supports cognitive function, improved mood and energy, a stronger immune system and better appetite regulation
- The critical connection between sleep and chronic health conditions.

11:00 a.m.-12:00 noon

When Sleep Does Not Come Easily: The Most Effective Treatment for Insomnia You've Probably Never Heard Of

What can we do when sleep problems become persistent? Given the importance of sleep for mental and physical health, insomnia should be treated as soon as possible.

Fortunately, there are effective treatments with enduring health benefits, but they are not yet well-known. This session will explore:

- What chronic insomnia is and why receiving treatment matters
- The drive to make CBT-I accessible to Canadians across the country and in Indigenous communities
- Cognitive behavioural therapy for insomnia (CBT-I): What it is and why it's the recommended first-line treatment (above any medication).

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TUESDAY, March 2, 2027 *(continued)*

12:00 noon-1:00 p.m.

Lunch *(provided)*

1:00-2:00 p.m.

Building Mental Health in Your Organization

An effective workplace mental health strategy requires courageous leadership, authentic trust and team building, and a commitment to conflict resolution. This session will provide insight to:

- Improve access and utilization
- Reduce burnout
- Measure psychological health and safety
- Pathways and pipelines to address provider shortages.

2:15-2:30 p.m.

Refresh Activity

2:30-3:45 p.m.

Reviewing EAP and Virtual Care in a Multi-Employer Plan: Are You Getting Value?

EAP and virtual care services have grown rapidly, but many multi-employer plans struggle to assess whether these programs are truly meeting member needs or delivering value. This session will provide a practical framework for evaluating utilization, outcomes, access and overlap between EAP and virtual care, with a focus on governance, cost-effectiveness and member experience. In this session, you will learn:

- How to assess whether EAP and virtual care services are complementary or duplicative using meaningful performance metrics
- How to address common gaps and barriers in multi-employer plans (awareness, access, demographics, shift work, language)
- How to apply a trustee-focused decision framework for reviewing vendors, plan design and communication strategies to improve member outcomes.

Register online at
www.ifebp.org/chwi
by January 19, 2027
to save C\$300

WEDNESDAY, March 3, 2027

7:30-8:30 a.m.

Registration and Continental Breakfast

WEDNESDAY, March 3, 2027 *(continued)*

8:30-9:30 a.m.

Optimizing Paramedical and Naturopathic Coverage in a Post-Pandemic World

The COVID-19 pandemic profoundly transformed health care delivery, placing paramedical practitioners at the forefront of recovery and wellness. This session examines the expanded roles of paramedical practitioners, the growing demand for naturopathic care and how benefit plans can support access to a broader range of evidence-informed health practitioners. This session will allow attendees to:

- Examine current trends in paramedical and naturopathic benefit utilization and design across Canada
- Understand how to optimize benefit programs to enhance access for union members
- Analyze how expanded coverage options can improve outcomes and engagement with preventive health services.

9:45-10:45 a.m.

Personalization Meets Prevention: The New Rules of Health Benefits

The health benefits industry is sitting on a goldmine of employee data—yet most insurers and organizations are still using it to react rather than prevent. Today's employees expect the same level of personalization from their health benefits that they get from Netflix, Amazon or Spotify. It's time for our industry to step up, use data better and prove that prevention pays. Learn how insurers and benefits providers can shift from offering static, generic plans to delivering dynamic, trust-based and personalized solutions powered by behavioural science.

11:00 a.m.-12:00 noon

Supporting Employee Caregivers: Aligning Benefits With Employee Needs

A growing number of employees are balancing their careers while caring for a loved one. As caregiving responsibilities continue to rise across the workforce, employers have an opportunity to make a meaningful difference by supporting employees through life's most challenging moments. Topics for this session include:

- The emotional, financial and practical demands of employee caregivers
- Strategies for navigating complex health care systems
- Connecting caregivers to community resources
- How employers can strengthen caregiver well-being through flexible and meaningful benefits, policies and workplace practices.

Hotel Information

Fairmont Empress | Victoria Conference Centre Victoria, British Columbia

Reservation Deadline: Monday, February 1, 2027

Rates: C\$289 single/double occupancy

Additional C\$50/person per night
for a third and/or fourth guest

Hotel Accommodations: You will be charged
a C\$450 deposit upon registration.
Visit www.ifebp.org/chwi to register.

*Note: Hotel room availability is not guaranteed outside
of scheduled program dates.*



Hotel Details

Enjoy your stay at the chateau-style building built in 1908. This historical hotel is minutes away from the harbour and the Royal BC Museum. Amenities include an on-site restaurant, spa, indoor pool, fitness centre and more. Rooms come with free Wi-Fi, coffee maker, flat-screen TV and parking.

Location Details

The hotel is a short walk away from the Royal BC Museum and the Victorian harbour. Get outside and take a walk through Beacon Hill Park. Visit the gates at Victoria's Chinatown and the one-of-a-kind Miniature World. Other great sites include Legislative Assembly of British Columbia—a landmark parliament building with free guided tours, historical paintings and outside gardens.

We look forward to seeing you in Victoria!

Victoria is a charming seaside city on the southern tip of Vancouver Island, known for its walkable waterfront, blooming gardens and some of the mildest weather in Canada. With a distinctly British character, a thriving food and craft beer scene, and easy access to stunning coastal wilderness, it's a city that rewards both a quick visit and a longer stay.

Register online at www.ifebp.org/chwi.



Sponsorship Opportunities

Elevate your brand with the decision makers responsible for purchasing group benefit and health care solutions for corporate, multi-employer and public sector plans.

Sponsorship is an excellent opportunity for those organizations showcasing innovative products, services and solutions including prescription drug management, women's health, preventive care, chronic condition management, mental health and substance use, employee assistance programs (EAPs), AI-powered health solutions, nutrition, sleep health and more.

As a sponsor, you'll receive visibility before, during and after the conference, including your company logo on the conference website, in preconference promotional emails and in prominent on-site signage; with a company listing in the mobile app; an opportunity to display brochures in the Sponsor Resource Area; and a complimentary six-month listing in our Service Provider Directory featured on our website home page.

Learn more at www.ifebp.org/sponsorships.



For more information or to discuss how you can maximize your participation as a sponsor, contact Diane Mahler, Manager, Business Development and Industry Engagement, at dianem@ifebp.org or (262) 373-7656.



Upcoming Conferences

37th Annual Art & Science of Health Promotion Conference

Intensive Training Seminars: April 13, 2027

April 14-16, 2027

Saddlebrook Resort

Tampa, Florida

www.ifebp.org/healthpromotionconference

The Art & Science of Health Promotion Conference narrows the gap between research and practice by facilitating dialogue and engendering meaningful collaborations between practitioners and scientists from corporate, clinical, educational policy and entrepreneurial spheres.

Annual Wellness Summit

Preconference: August 2, 2027

August 3-5, 2027

Manchester Grand Hyatt San Diego

San Diego, California

www.ifebp.org/annual-wellness-summit

You'll walk away from the 2027 Annual Wellness Summit with new strategies, connections and resources needed to advance well-being for yourself, your workplace and your community. Focused on bringing the latest wellness trends and practices to the forefront, this conference features inspirational keynote sessions from industry experts, breakout sessions with solutions you can implement right away, and activity sessions that prepare the mind and body for optimal learning.



These programs are brought to you by the Wellness Alliance.

Online Toolkits

Workplace Mental Health

www.ifebp.org/mentalhealth

Workplace Wellness

www.ifebp.org/wellness

Plan Ahead



NOVEMBER 2026

- 7-8 **Advanced Trust Management Standards (ATMS®) Sessions A and B**
Nassau, The Bahamas
www.ifebp.org/atms
- 9-11 **Canadian Investment Institute**
Nassau, The Bahamas
www.ifebp.org/canadainvest



MAY 2027

- 5-6 **Canadian Legal and Legislative Update**
Preconference: May 4, 2027
Québec City, Québec
www.ifebp.org/canupdate
- 6 **Séminaire sur la gestion des caisses de retraite**
Montréal, Québec
fr.ifebp.ca/seminaire



JUNE 2027

- 8-10 **EVOLVE Benefits and Workforce Strategies Summit**
Niagara-on-the-Lake, Ontario
www.ifebp.org/EVOLVE
- 14-15 **Foundations of Trust Management Standards (FTMS®)**
Vancouver, British Columbia
www.ifebp.org/ftms
- 14-15 **ATMS Sessions A and B**
Vancouver, British Columbia
www.ifebp.org/atms
- 16-17 **Master of Trust Management Standards (MTMS®) Sessions A and B**
Vancouver, British Columbia
www.ifebp.org/mtms

REGISTRATION

Visit www.ifebp.org/chwi to register.

CONFERENCE REGISTRATION FEES

Through January 19, 2027	Member: C\$2,195 Nonmember: C\$2,525
After January 19, 2027	Member: C\$2,495 Nonmember: C\$2,825

Save C\$300 when you register by January 19!

PRECONFERENCE REGISTRATION FEES

Through January 19, 2027	Member: C\$695 Nonmember: C\$805
After January 19, 2027	Member: C\$845 Nonmember: C\$955

Separate registration for the preconference is required.

MAIN CONFERENCE REGISTRATION INCLUDES

Breakfasts | Lunches | Beverage Breaks | Welcome Reception

POLICIES

Cancel and transfer fees are based on registration fee paid: 60+ days of meeting is 10%; 31-59 days of meeting is 25%; within 30 days of meeting is 50%. Hotel deposit is forfeited for cancellations/transfers received within 3 days of arrival. Registration fee is forfeited once program commences. Visit www.ifebp.org/policies for more details.

CONTINUING EDUCATION CREDIT

Continuing education (CE) credit for professions and designations MAY be available for attendance at live sessions. You must request CE credit on your program registration at least 60 days prior to the beginning of the program so that the Foundation can seek preapproval from the governing agency. Visit www.ifebp.org/ce for additional information.

Note: Requests made for CE credit do not guarantee administration of credit. For further information on CE credit, please call (888) 334-3327, option 2, or email continuinged@ifebp.org.



Educational sessions at this program can qualify for self-reported CEBS® Compliance credit. Visit www.cebs.org/compliance for additional information.



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Victoria, British Columbia

Register by January 19 to save C\$300!

Sessions Include:

- Futureproof and Build Stronger Human Connection in the Age of AI
- The Art and Science of Benefit Plan Cost Projections
- Drugs, Disability and the Missing Middle Layer
- The Art of Happiness: How to Build a Life That Works
- Sleep: A Foundational Pillar of Long-Term Health and Well-Being
- Building Mental Health in Your Organization
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- Personalization Meets Prevention: The New Rules of Health Benefits
- Supporting Employee Caregivers: Aligning Benefits With Employee Needs

Visit www.ifebp.org/chwi to register,
or call (833) 886-3749 for more information.

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