

GROUP BENEFITS SOLUTIONS IS PLEASED TO ANNOUNCE...

The EASE Program has a New Brand Identity

The Health Association Nova Scotia LTD Trustees and Group Benefits Solutions Service are delighted to announce the launch of a new brand identity for the EASE Program (Early Assistance and Support for Employees). Effective November 1, 2017, the name of this unique, support program will be changed to Personalized Assistance to Health (**path**).



“We are excited to introduce the new name and logo design for the EASE program,” says Susan Belmore-Vermes, Director of Group Benefits Solutions. “The new name more accurately reflects the purpose and essence of the program. It’s personalized, flexible and designed to ensure eligible employees receive the support and assistance they need along their journey to getting well. The new name and logo are also better aligned with the Health Association’s brand identity.”

EASE is an initiative of the Health Association Nova Scotia Long Term Disability Trustees and is fully funded through LTD contributions paid by both employers and employees. It is available to employees who participate in the Plan and who have been absent from work for more than 21 calendar days due to any illness or injury that is not related to worker’s compensation (WCB). A consultant from Advantage, the program provider, works with participants to determine their individual needs. Some examples of program support include funding for physiotherapy, massage therapy, counselling, functional assessments, job site analysis, nutrition consults, gym memberships, etc.

Since its inception, the program has proven successful in transitioning employees back to good health and gainful employment; helping employees to transition to LTD if needed; or helping to reduce the LTD duration period through early involvement. However, early referral and participation is critical.

Feedback from former EASE participants and Benefits Administrators in member facilities informed the development of the new brand identity for EASE. Focus groups were held over the spring and summer months to discuss communication challenges surrounding the program and to ask for their opinion on prospective names and logos.

“The input received through the focus groups was invaluable,” says Jackie Smith, EASE Program Manager. “We learned that there are some commonly held misperceptions around the purpose of the EASE program and that the program is often confused with WCB’s EASE Back program. It’s also not well understood that EASE is a benefit program sponsored by the Health Association. We believe the new name and logo will help promote a better understanding and awareness of the program and, ultimately, increase the number of plan members who are accessing the services and supports they need to help speed their recovery.”

Leading up to the official launch on November 1, new brochures and other resources featuring the **path** name and logo will be distributed to Employer and Employee LTD Plan Members. Likewise, the relevant sections of the Health Association’s website will be updated. Please watch for the new materials to arrive by email in the next few weeks!

In the interim, please do not hesitate to contact Jackie Smith, EASE Program Manager, at jackie.smith@healthassociation.ns.ca or by phone at 902-832-8527 (Toll Free: 1-888-824-3273) if you have any questions.