

Colleges of Applied Arts and Technology
GROUP INSURANCE BENEFITS COMMUNIQUÉ
IMPORTANT INFORMATION

SUN LIFE LAUNCHES “BRIGHT MINDS” PLAN MEMBER-INSIGHTS COMMUNITY

Sun Life Financial is introducing “BRIGHT MINDS”, a private online insights community made up of Sun Life plan members. This new private online community will allow Sun Life to create an ongoing dialogue with plan members and gain valuable feedback. This in turn will help to improve the experience Sun Life delivers to you and your dependents and commitment to provide the best products and services possible.

What to expect?

- Beginning April 24th, Sun Life will be sending out an email invitation to plan members who provided their email address to Sun Life encouraging them to join the community.
- Employees who are interested will opt-in to join the community through the email invitation from Sun Life.
- Participation is voluntary and plan members can opt-out of the community at any time.
- Plan members’ participation in the community and any information they share with Sun Life will be treated with the strictest of confidence. Individual responses will not be identified and will be combined with those from other plan members in the community.
- Community members will be given the opportunity to participate in a variety of engaging qualitative and quantitative research studies (through group discussions, forums and surveys) and be entered into periodic draws for prizes to thank them for participating. Members will not be contacted more than twice a month.
- Community members will be encouraged to contact the Sun Life Client Call Centre should they have any questions or concerns about the online community.