

2025 WORKPLACE
BENEFITS CONFERENCE

Pathways to Growth

Seizing Opportunities: Embracing Digital Transformation in the Canadian Market



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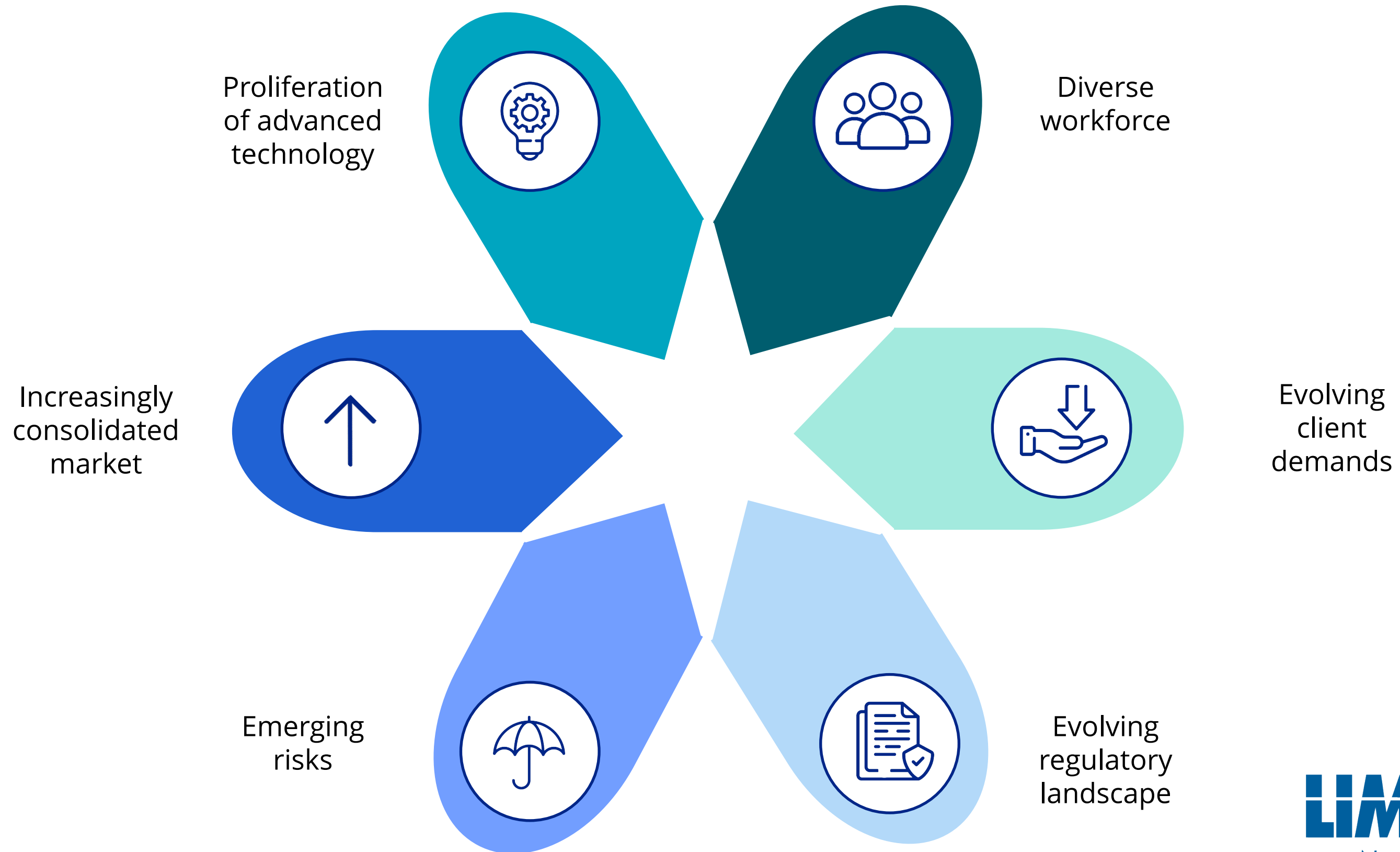
AVP, Disability Operational Solutions and Performance
Canada Life



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Managing Director, Insurance industry
Accenture

State of the Canadian Workplace Benefits Industry



The Insurance Sector Is Ripe For Productivity Reinvention Based On The Nature Of Work

Insurance services spend most work hours in tasks with high potential for time reduction and quality increase.

Core operational insurance functions have **one of the highest degrees of potential exposure to automation and augmentation**, due to the **highly-manual and procedural nature of tasks**

Claims

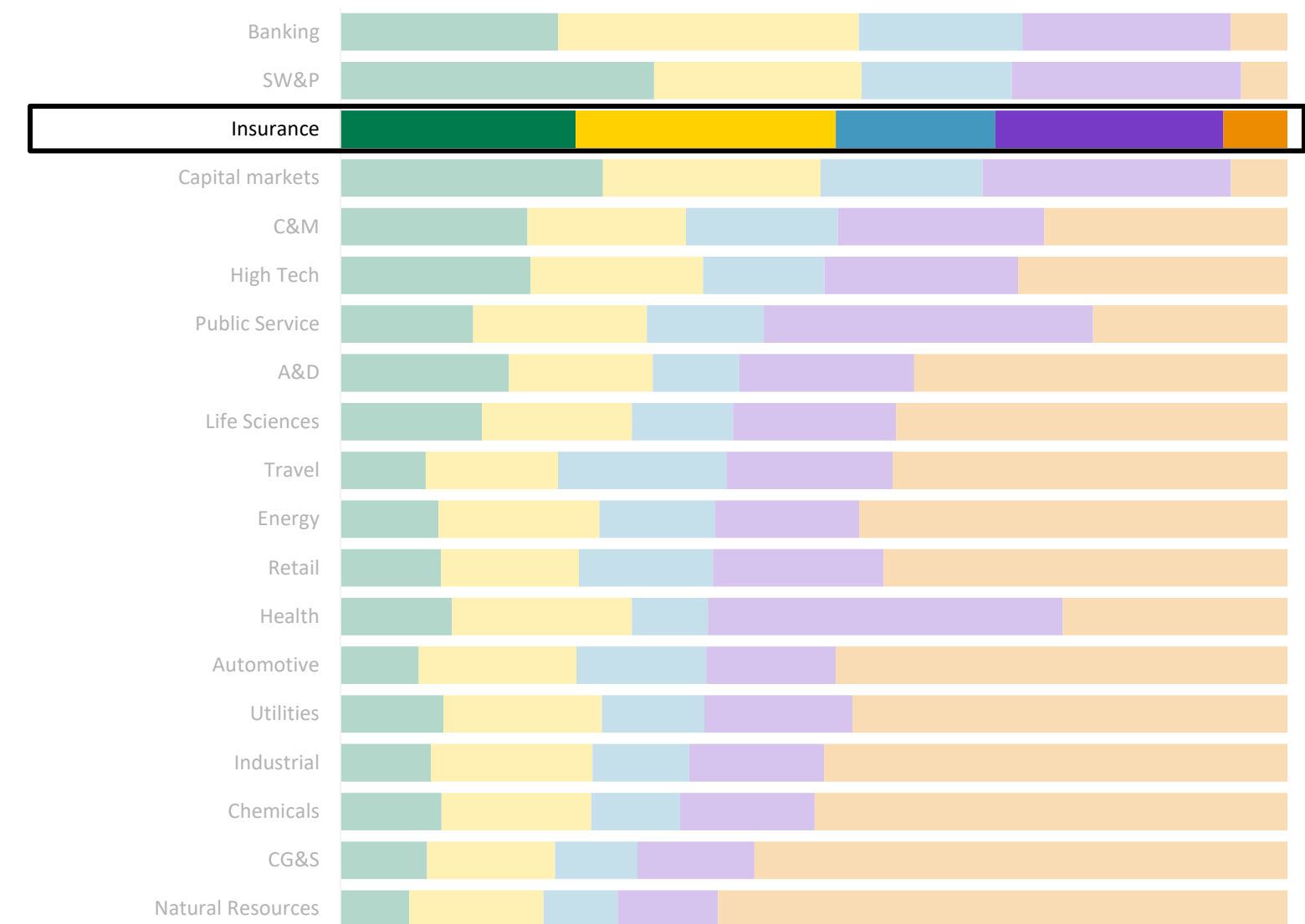
- Claims-handling and servicing will be one of the most highly-impacted functions by Generative and Agentic AI, with 50% automation and 35% augmentation potential

Underwriting

- 100% of underwriting activities (both on the group and individual side) have the potential to be augmented, as Generative AI will allow underwriting professionals drive faster, more actionable insights
- With Gen AI, carriers have the potential to process 100% of submissions, double their submission-to-quote rates, and reduce premium leakage from missed underwriting controls

Share of work time by industry

% of work time, by type & level of exposure to Gen AI



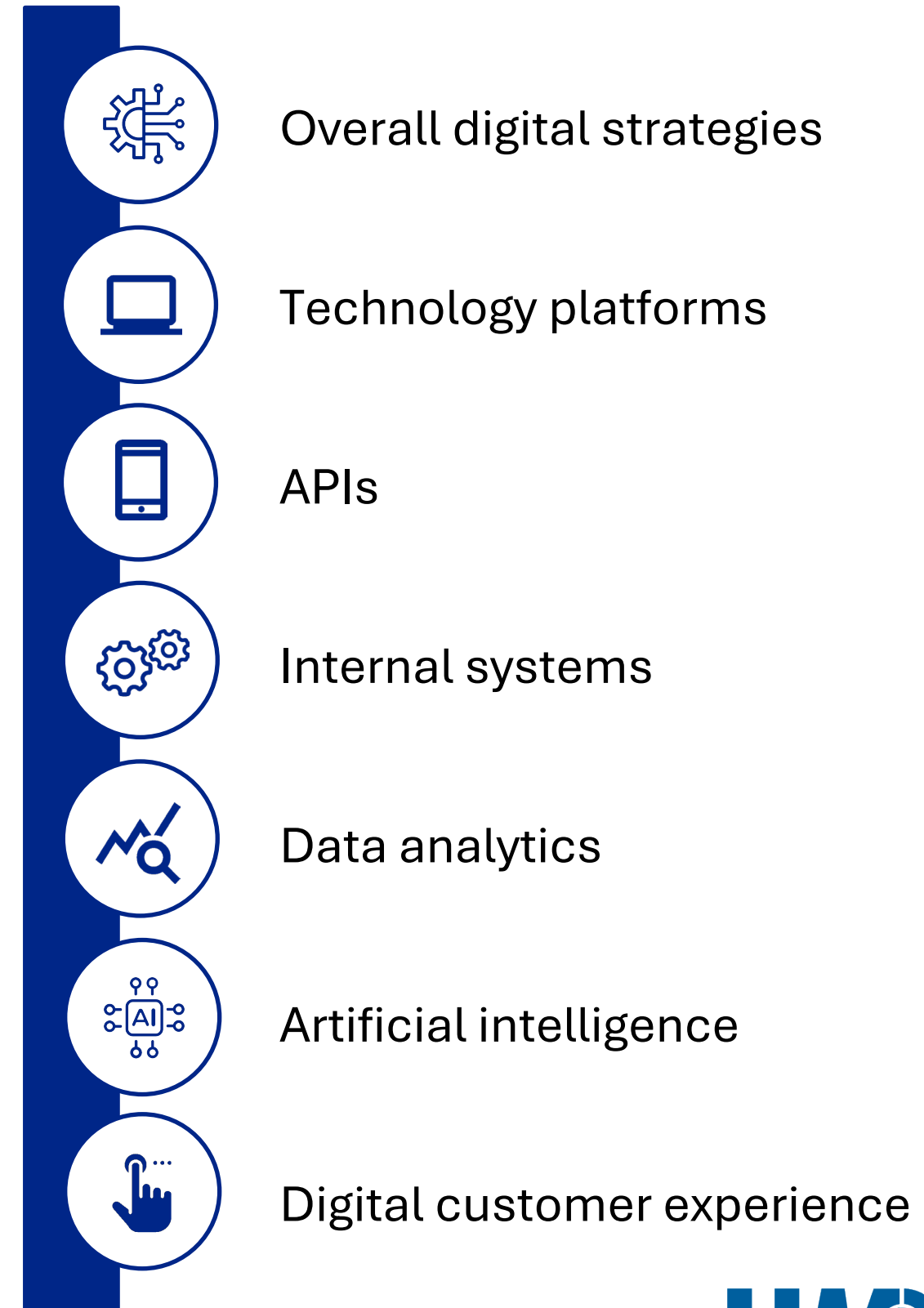
Significant time savings & quality enhancements
Significant time savings
Significant quality enhancements
Lower impact
Non-language tasks

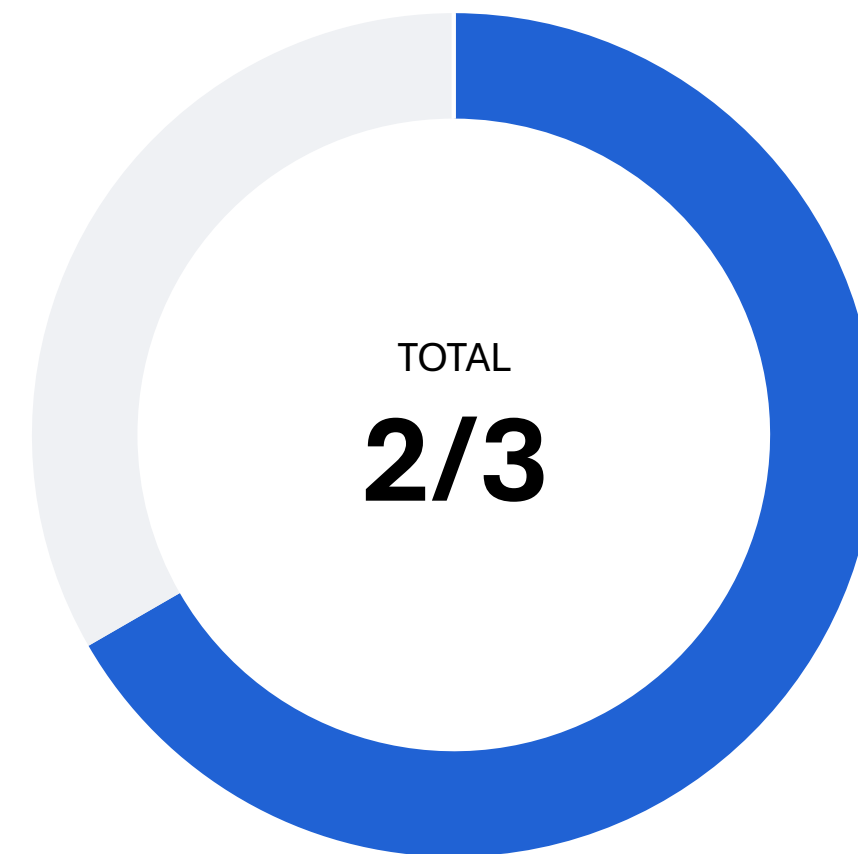


How Are Carriers Prioritizing Their Investments?



LIMRA surveyed 9 Canadian workplace benefit carriers





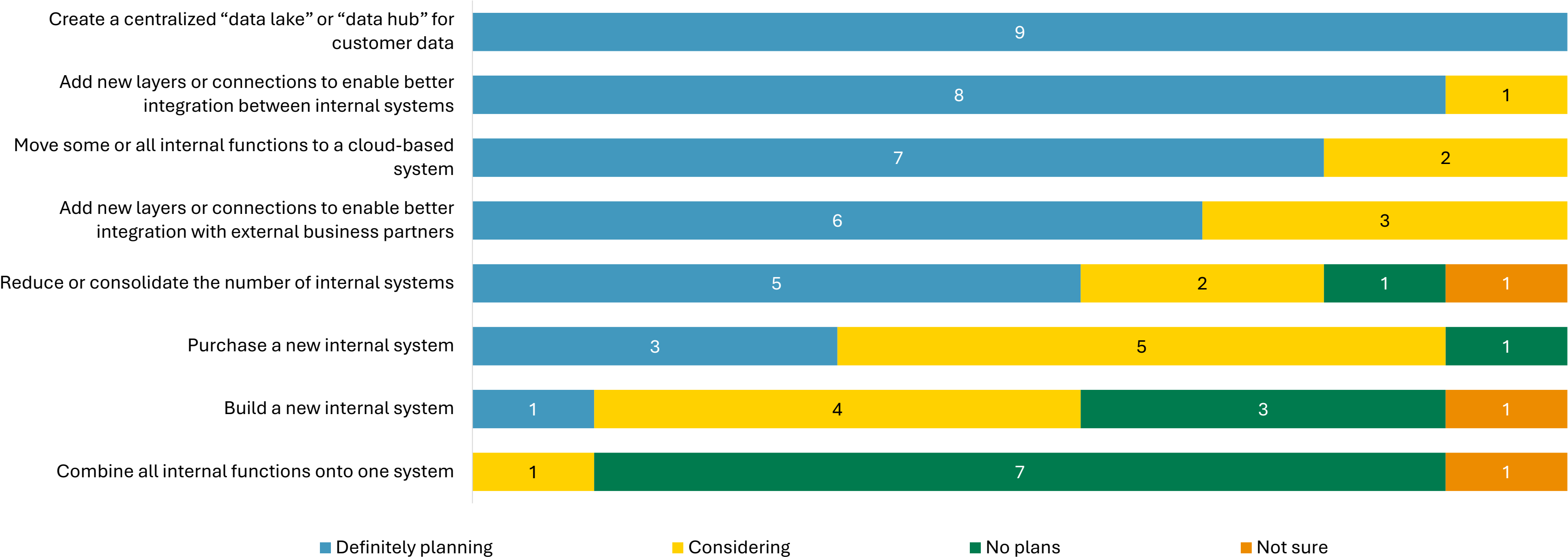
Respondents plan to increase
or significantly increase
their investment in digital initiatives
over the next 3 years

Digital Investments Motivations

Implementing Digital Strategies

Systems Upgrades Are Planned

Plans to Upgrade Internal Systems in the Next 5 Years*
(number of carriers)

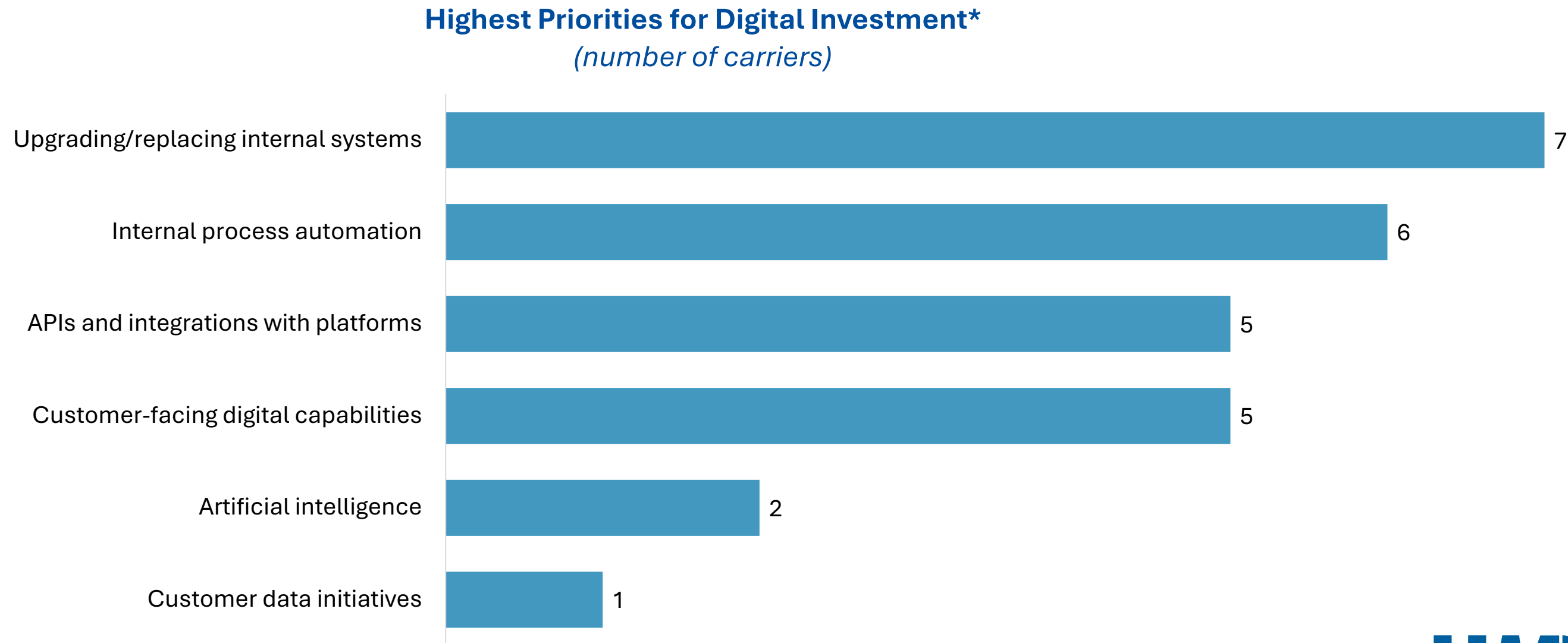


*Based on nine companies.
Source: *Digital Transformation in Canadian Workplace Benefits*, LIMRA, 2025.

Carriers Are Prioritizing Their Digital Investments

Most workplace benefit carriers see improvements to internal systems as their highest priorities for digital investment, including upgrading or replacing internal systems and automating internal processes. These enhancements are likely to help carriers achieve greater efficiencies in their workflows and free up resources for future investments.

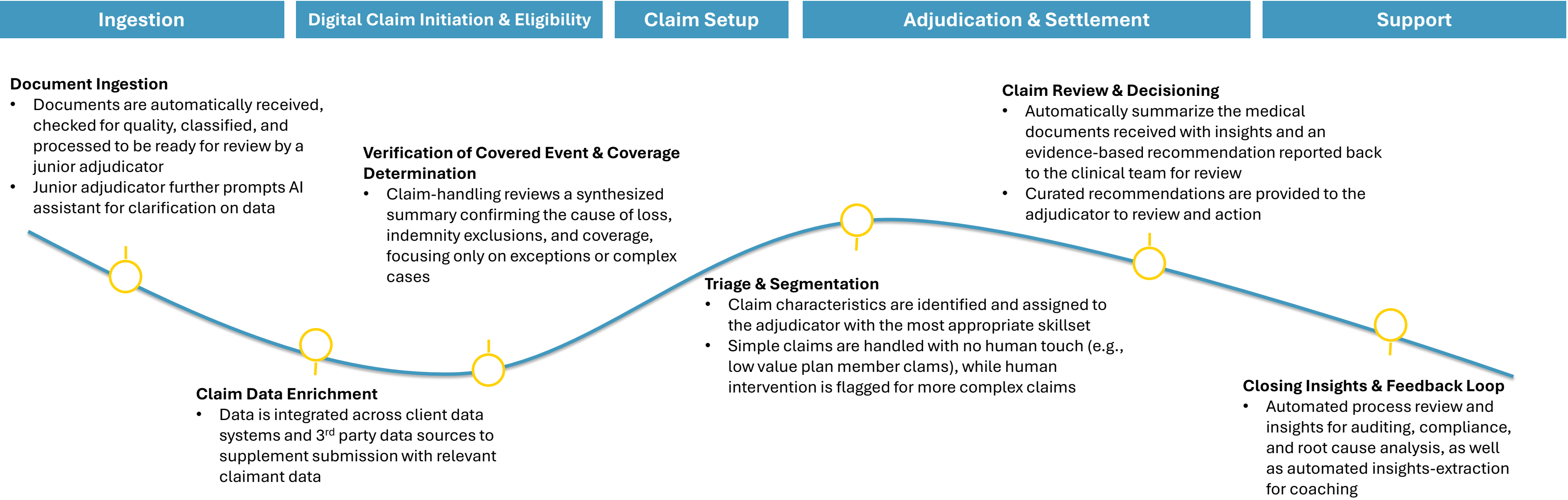
Other high priorities include APIs and integrations with technology platforms as well as improvements to the customer-facing digital experience.



*Based on nine companies. Up to three responses allowed.

Source: *Digital Transformation in Canadian Workplace Benefits*, LIMRA, 2025.

Activities across the claims lifecycle are being completely reimaged, driving productivity gains and elevating the role of humans



Value at Stake



~120 min reduction in time for medical record summarization

75% improvement in turnaround time

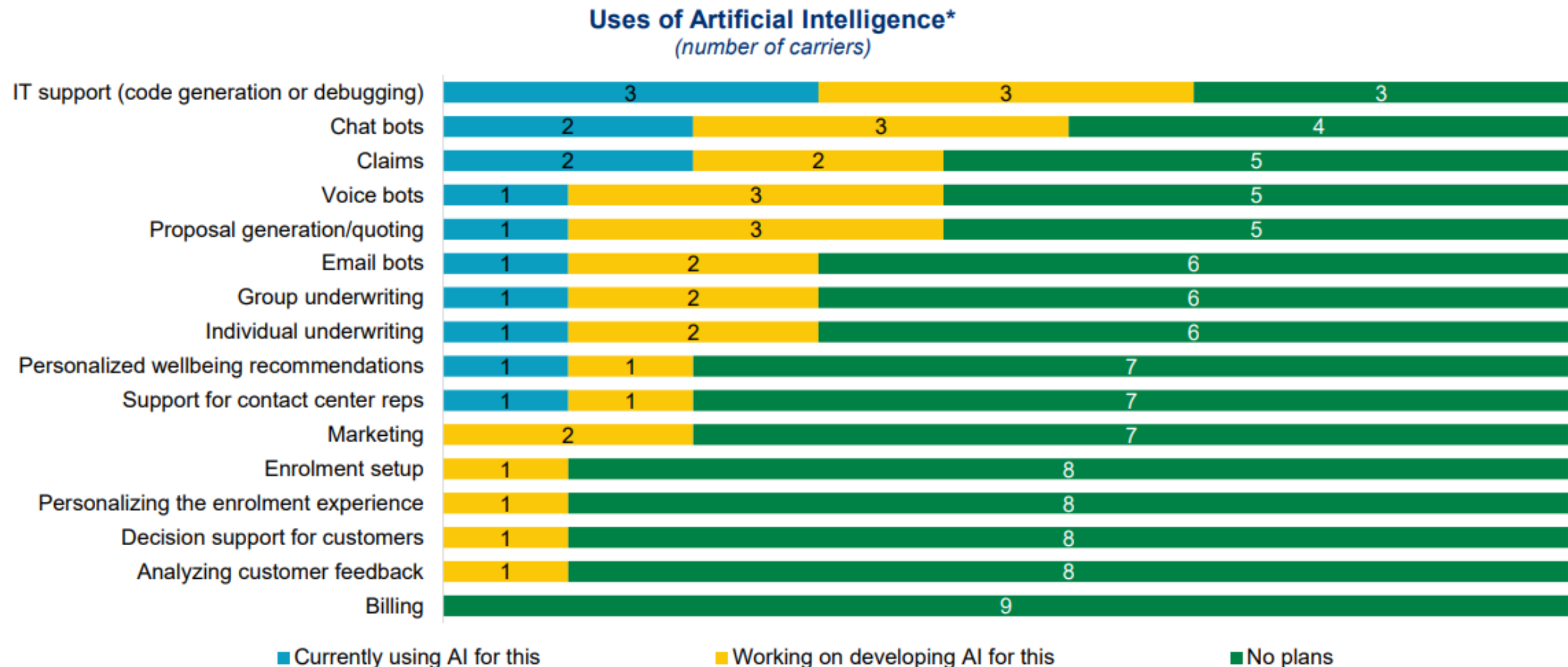
Automated adjudication
32% STP



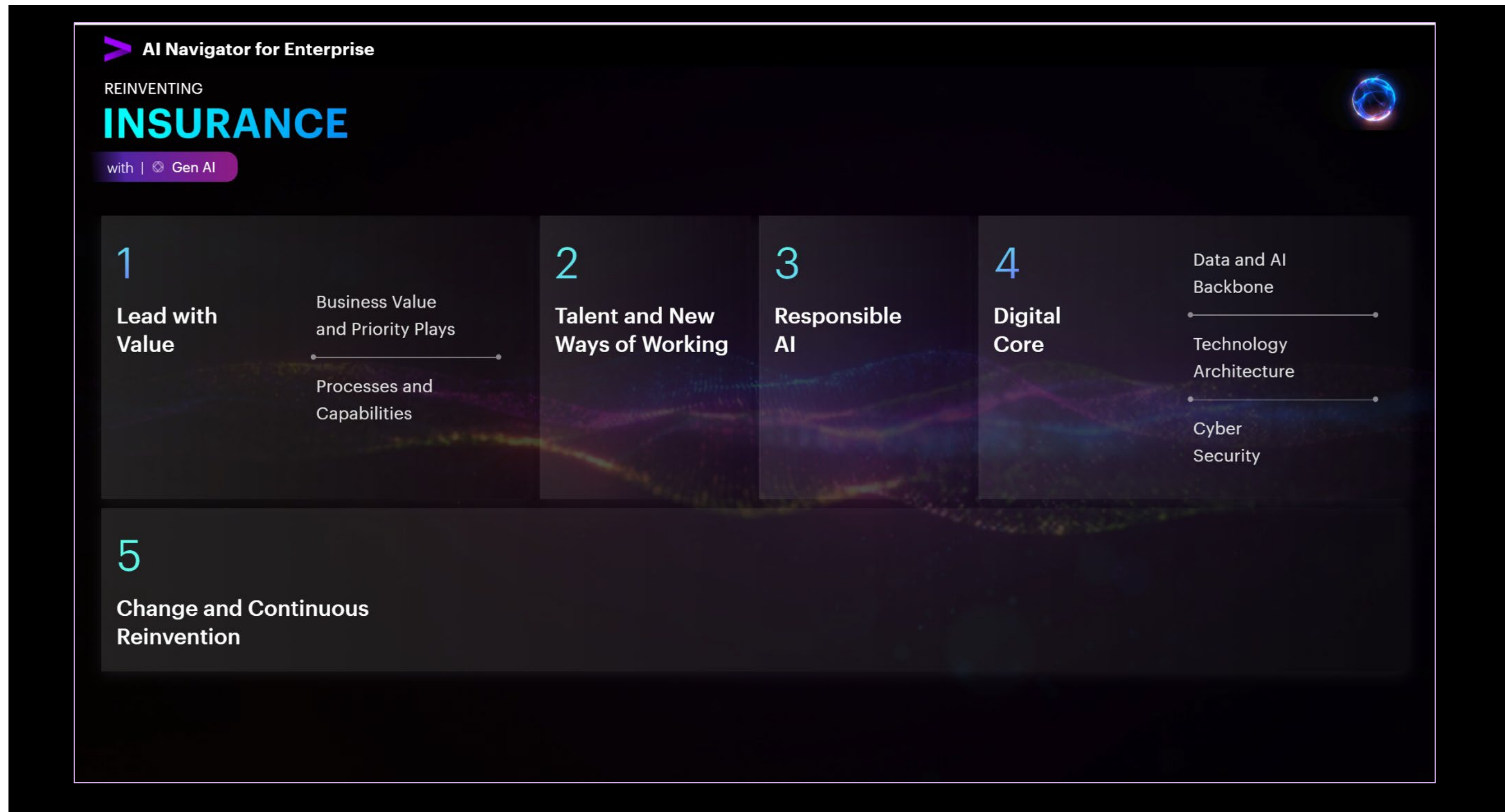
Artificial Intelligence

Carriers Are Experimenting With Artificial Intelligence

- Five out of nine participating carriers are currently using artificial intelligence (AI) for at least one workplace benefits business function, while an additional two companies have not yet implemented AI as part of their business processes but are working on developing these capabilities. The most popular current uses of AI are for IT support, chat bots, and claims.



Leadership Imperatives for Reinventing Insurance with Gen AI

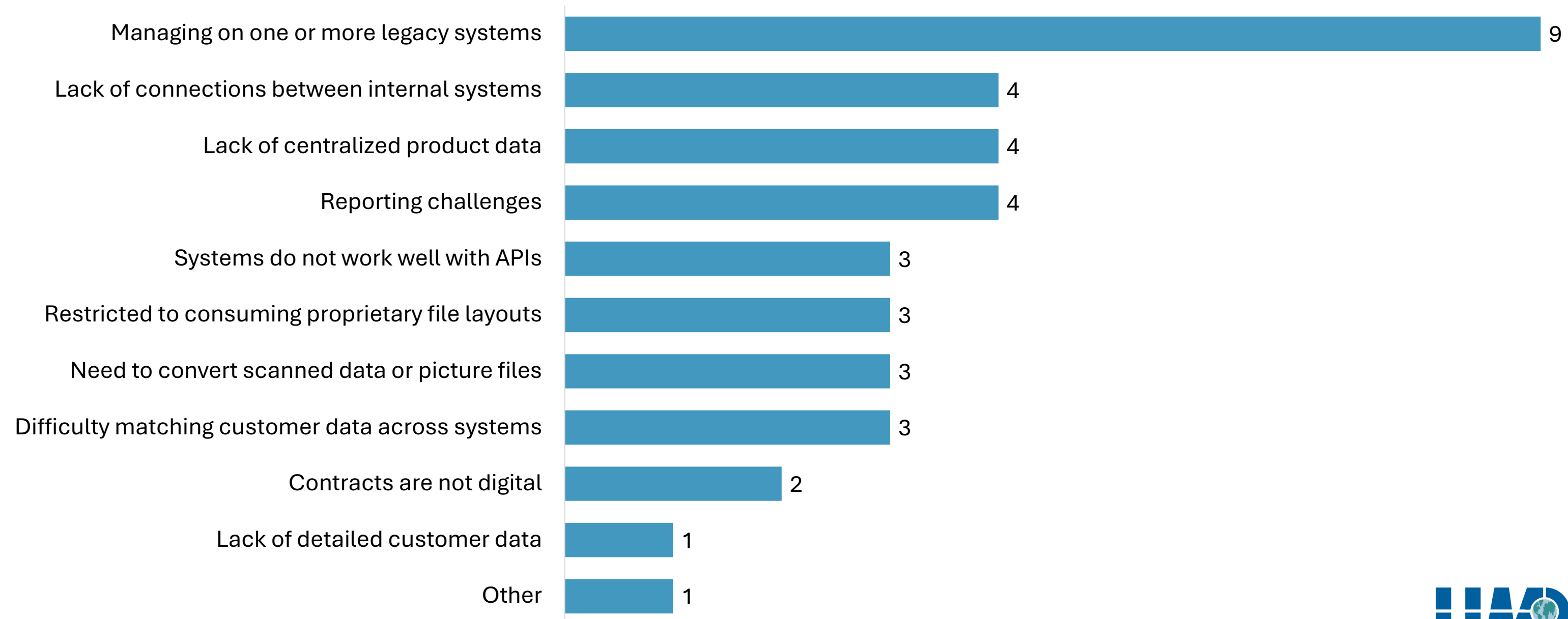


Challenges and Opportunities

Internal Systems Present Difficulties

Carriers report a variety of challenges with their internal administration systems for group benefits. The most common difficulties pertain to legacy systems, lack of connections between internal systems, lack of centralized product data, and reporting challenges.

Biggest Challenges With Internal Systems*
(number of carriers)



*Based on nine companies. Multiple responses allowed.

Source: *Digital Transformation in Canadian Workplace Benefits*, LIMRA, 2025.

Key Learnings

We Want to Hear From You. Leave a Rating & Review.



Module Option

2025 Workplace Benefits Co...

- Event Feed
- Agenda
- Community Engagement
- Conference Resources
- Speakers
- Attendees
- Exhibitors
- Sponsors
- Ratings & Reviews
- Leaderboard

Agenda Option

Detail

General Session - Workplace Benefits Industry Overview

April-23-2025 02:00 PM-02:30 PM

(no ratings yet)

Sean O' Donnell, LLIF

Location

Session Chat

Add To Calendar



Thank You



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