

MediDirect

The Health & Dental Benefit Plan

MediDirect is Canada's premiere health and dental plan provider, offering businesses greater choice and flexibility in health and dental benefit plans for employees.

Fact: Health-benefit plans are increasingly becoming a deciding factor in employee contract negotiations and choosing a place of employment. **Fact:** More and more employers are becoming overwhelmed by the high cost of employee health-benefit plans. **Fact:** At the same time employees are increasingly frustrated with the plans they currently have – such as limited or no coverage for alternative medicines, orthodontics, cosmetic procedures, fertility treatments, new procedures and newly developed medications. Worst of all, small-to-medium-sized businesses are taking the brunt of these trends, losing quality employees simply because they don't have the resources to provide adequate medical plans and coverage.

So what can employers do? They can turn to MediDirect. MediDirect helps businesses attract and retain quality employees by providing full medical and dental coverage for less cost than what they are currently paying. MediDirect has been working hard to provide Canadian organizations with access to quality, flexible and affordable health and dental plans. The company's success lies in its ability to create individualized plans that meet the needs of every employee while only charging a 10% administration fee versus the typical 50% – so employees receive additional benefits.

"We consult with employers and employees to design and offer individualized cost-effective benefit coverage that empowers employees to be proactive about their own health," says Murray Malley, president of MediDirect.

Why settle for traditional health plans that don't work for your organization and can even negatively impact your competitiveness? MediDirect's health plans actively empower employees with choice, based on the belief that a healthy employee ultimately means a productive employee – the foundation of business success.



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