

# MediDirect® keeps employees, and your bottom line, healthy

Benefits packages tailored to fit your corporate budget

**M**urray Malley, President of MediDirect® Inc., and Debra Hastings, Manager Corporate, say the company offers flexible benefit plans that large insurance vendors cannot match.

When it comes to a fail-safe and cost-effective employee benefit package, no one does it better than MediDirect®. MediDirect® Inc.'s pioneering strategies have eased the minds and simplified the lives of countless corporate and non-profit employers of all sizes since the company introduced its revolutionary business model.

MediDirect® has blazed new trails to become Canada's fastest growing health, dental and wellness benefits program provider. Malley has worked ceaselessly to rectify what he believes is one of the most difficult problems facing senior decision-makers at Canadian companies of all sizes: How to lock into a benefit program that offers superior flexibility and maximum affordability while still providing adequate protection to both the corporate bottom line and the health of staff members and their families?

"We've added several new and unique components to the overall benefits picture," Malley explained. MediDirect® and a team of allied collaborators representing the complementary fields of medicine, pharmacy, diagnostics, wellness and occupational safety have rallied under the banner of MediDirect®, a third-party administrator that enables you to set up your own self-administered, customized and flexible protection package.

"This allows the coordination of services and funding of the employer's occupational health and safety program budget with the employee's benefit program and insurances to promote health," he continued. As a result, MediDirect® and its allied collaborators within the Canadian medical community can offer



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MediDirect® clients and their employees family's affordable access to an exciting range of preventative programs, diagnostic, treatment and wellness services, proven to improve health, dramatically reduce the risk of prolonged illness and absenteeism, as well as employee disability claims. "This allows employers, with as little as one employee, to access the same variety of benefits and occupational health programs that are available to large companies, in an extremely cost-effective manner," Malley said.

"MediDirect® gives an organization the ability to self-administer and self-insure portions of its own benefits programs," Malley elaborated recently. "Better still, our expanding vision now allows us to bring occupational health and safety on the corporate and regulatory side, Workers Compensation, disability management, as well as access to medical diagnostics, treatment and management services, together with employee benefits in an absolutely comprehensive benefits

package not available anywhere else."

Ultimately, MediDirect® gives employers the wherewithal to guard against increasing health-care costs while simultaneously offering valued staff members the choice of their medical, dental and wellness coverage without imposed limitations or restrictions. The personalized benefit options they richly deserve can include wellness treatments and strategies not normally covered under traditional insurance plans. Also included, when prescribed by a medical practitioner, are elective and cosmetic procedures.

As a bonus, Malley's satisfied customers unanimously agree that MediDirect® has helped them cut down on most of the cares and many of the costs that go hand-in-hand with the administration of traditional benefits packages.

"Our research confirms that MediDirect® clients are saving an average \$1,200 per employee, per year. That translates to a 20% to 50% savings in their benefits program with many of the funds

being left in the employees hands," said Malley, an MBA and Chartered Accountant who has spent years putting together a long and distinguished track record in the Canadian business community.

MediDirect® helps corporations design their own self-administered, comprehensive cost-effective benefits programs. And when they do, most report a much lower incidence of staff turnover, a fact that has a direct and positive impact on the corporate bottom line.

To illustrate how clients can design programs to suit their specific needs, Malley cited a recent corporate customer who has included employee visits to a physiological diagnostic centre (a member of the MediDirect® alliance) within its self-administered benefits package. Such visits are commonly restricted to members of a company's senior executive group. "But our client wanted to make this service available to each of its employees," Malley explained. "So that's what we've done. We provide companies with strategies for accessing any number of these preventive and corrective medical strategies."

Needless to say, a company that takes proactive measures to maintain high levels of health and wellness among its employees saves significant costs by reducing rates of absenteeism and turnover. Companies are reporting up to 300% return on investments on funds spent on disability management and preventative health programs.

"Before MediDirect®, most small or medium-sized companies didn't have the capability of managing their own disability," added Malley. "We can help them get started on that path."

Many more details, including client testimonials, are available from a quick scan of the MediDirect® website: [www.medidirect.ca](http://www.medidirect.ca)

Better still, get in touch with MediDirect® directly (403.537.6298 or toll-free: 1.866.234.5162). Malley and his team of specialists will be delighted to help you implement a customized protection plan to suit your company's size and budget.