

New name for team accentuates the positive

By Gordon Rasbach, Vice President, Healthcare Services (formerly Accident Benefits)

I'm extremely pleased to announce the new name for our business department: **Healthcare Services**.



Gordon Rasbach

With our focus on injury recovery being promoted through *Premiere* Healthcare and a brand new business model built to operate in a disability claims environment, we wanted a name that more accurately captures this forward-thinking spirit. (Watch *Grapevine* to hear about the launch of this innovative program in September.)

The new terminology parallels "Customer Care," thereby providing consistency in our message. Injured customers involved in collisions will make a logical transition through Aviva's total package of claims services – from "Customer Care" to "Healthcare" to "*Premiere* Healthcare."

You may have already noticed a flurry of activity to begin replacing all internal and external references to "Accident Benefits", "AB", and "Injury Centre" with the Healthcare Services name and theme.

Here are some other highlights of the feedback supporting our choice:

- "Healthcare" is the best single-word term covering all of the goods and services we provide. It is not specifically tied with contracts or entitlement.
- It is the generic term used by the medical community to describe all facets of treatment and assessment.
- There is no negative reference or association to the loss or the cause of the loss.
- From a contractual perspective, the name can apply to both first- and third-party injury claims. It encompasses both services we offer to our customers, and strategies we use to compel those we do not insure to pursue treatment.

Democracy in action

The entire national team participated in selecting our new moniker, through a process that saw an initial list created from their suggestions.

A group of representatives from Claims and Corporate Communications created a shortlist from the initial suggestions, then submitted that to a team of Healthcare Services employees from across Canada. This group went through an exercise to further rank the shortlist, producing their top six recommended names for the Executive Committee to choose from.

Interestingly, all the names ended with the word "Services" to distinguish ourselves as providers of *services*, rather than as people who actually conduct medical and rehabilitation treatment or assessments to our customers. "Healthcare Services" topped the list, receiving over 70% of all first place votes.

However, so as not to sway the voting, these top six were presented to the Executive team in alphabetical order – yet the result was the same with the Executive also preferring the forerunner.

I'd like to thank many of you who took the time to submit your very creative suggestions. Congratulations to **Peter Corsano**, who submitted "Healthcare Services" during the renaming challenge. Special thanks go to the team at Corporate Communications for facilitating the process.