



PolicyMe

Benefits Alliance Announces PolicyMe as New Preferred Solutions Provider.

CONCORD, June 13, 2023

Benefits Alliance is proud to announce that PolicyMe has been selected as a new Preferred Solutions Provider with the goal of providing member firms the ability to easily get a quote and apply for life and critical illness insurance online, enabling a streamlined and easy experience for plan members.

“Benefits Alliance is an advocate for financial wellness for Canadians and we recognize not everyone has a financial advisor they work with. Employers are seeking solutions to help their plan members have easy access to additional coverage beyond the group benefits plan,” said Carolyne Eagan, President of Benefits Alliance. “As we work with PolicyMe through education and implementation, we will make a positive impact on helping members achieve further protection and financial well-being.”

PolicyMe is committed to closing the coverage gap for Canadians through education around coverage needs and simple, high-quality insurance products. They strive to help make their customers aware that financially protecting their loved ones can be easier and more affordable than they have been led to believe.

“We’re thrilled to announce our partnership with the Benefits Alliance Group as a Preferred Solutions Provider,” said Andrew Ostro, CEO and Co-Founder, PolicyMe. “We admire Benefits Alliance’s commitment to supporting their member firms so that they can consistently provide their clients best-in-class products, excellent service and top-notch advice. Benefits Alliance has built a truly superior network of advisors and PolicyMe is excited to support each firm in adding extra value to their existing client relationships and plan members.”

About PolicyMe

PolicyMe is a Canadian digital life insurance solution built to make financial protection for families simple and affordable. PolicyMe makes it easy to get a quote and apply for term life insurance and critical illness insurance online in 20 minutes or less (on average, for eligible applicants). Using technology, we’ve streamlined the traditional application and approval process resulting in a fully-underwritten insurance policy that delivers a high standard of protection but with fewer steps and 10-20% lower costs than most insurance companies in the market.

About Benefits Alliance

Benefits Alliance includes independent member firms and more than 200 advisors nationwide. We leverage our size and experience to offer our group clients a qualitatively superior experience. We work intimately with our clients to create plans that are innovative and flexible, delivering cost-effective stability for our clients.



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