



Benefits
Alliance

THE
BENEFIT
CODE

Benefits Alliance Announces The Benefit Code as New Member.

CONCORD, July 4, 2023

Benefits Alliance is proud to announce that The Benefit Code has been selected as a new member firm. The Benefit Code is constantly adapting with the market to ensure they are staying relevant. This allows them to better help their clients keep their people healthier and more engaged.

"I am thrilled to have Pascale Mapleston and The Benefit Code team join Benefits Alliance. Pascale is very passionate about the group industry and has built her business from the ground up with a clear vision of helping her clients and their members achieve healthy outcomes. Her innovative approach will be of great benefit to Benefits Alliance," said Carlyne Eagan, President of Benefits Alliance. "In turn, our member advisors and I look forward to welcoming Pascale and her team. As an organization, we are committed to the professional development of our member advisors and their teams in a very supportive and collaborative environment. Benefits Alliance is growing its membership of independent group benefits & group retirement expert advisors. We are excited to welcome Pascale and her team to our organization."

The Benefit Code strives to support healthy workplaces and healthier outcomes through employee benefits and workplace well-being. Science and Data play a big role in their offerings and they make sure to focus on what the teams need most to thrive in the workplace and in their personal lives.

"Joining BA gives us a bigger voice to help advocate and drive change in an industry that can play a role in healthier outcomes and access to care," says Pascale Mapleston, Founder and CEO of The Benefit Code. "BA offers support in many of the key areas our firm focuses on and allows for open and productive dialogue with other key players across the country. We are very pleased to join the ranks of the other BA members across Canada."

About The Benefit Code

The Benefit Code blends a traditional Benefit & Pension brokerage with a forward-thinking, laser-focused approach to health that combines trends, data, and results. The Benefit Code has created a unique approach that allows for the highest level of service and expertise in the employee benefits space with a deep dive into their clients' trends to bridge the gap of offerings to delivery and results to employees. Program offerings are key to supporting employees as a whole person.

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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