



**Benefits  
Alliance**



®

**Insurance**

## Benefits Alliance Announces RBC Insurance as New Preferred Solutions Provider.

CONCORD, May 2, 2024

Benefits Alliance is proud to announce that RBC Insurance has been selected as a new Preferred Solutions Provider. Adding RBC Insurance as a Preferred Solutions Provider allows more choice for Canadian businesses through an established and respected national network of insurance professionals.

"The RBC Insurance team has successfully established and demonstrated success in supporting many of our Benefits Alliance firms with client solutions. As a national and growing organization, we appreciate there remains a passion and a focus on the plan member journey, education and support systems in place," said Carolyn Eagan, President of Benefits Alliance. "This is valuable to Benefits Alliance advisors and plan sponsors who are either implementing benefits plans for the first time or who are managing changes in provider or plan design. We are pleased to formalize our relationship together."

RBC Insurance offers a range of tailored solutions that are designed for the evolving world of work, including convenient access to online services for managing mental and financial health and well-being. As people's needs continue to evolve over time, they are committed to providing best-in-class advice and service, flexible plans and specialized solutions that get the support you need, when you need it.

"Insurance can be complicated and group benefits coverage adds the added complexity of the employer and employee relationship. Benefits Alliance is a national organization committed to being an advocate for their plan sponsors along with taking on the responsibility of educating their employee groups," said David McCagherty, VP - Group Sales & Distribution, RBC Insurance. "The RBC Insurance core values of advice and client-centric value pair well with their goals, ending in a positive result for their group benefit clients."

### About RBC Insurance

RBC Insurance® offers a wide range of life, health, home, auto, travel, wealth, annuities and reinsurance advice and solutions, as well as creditor and business insurance services to individual, business and group clients. RBC Insurance is the brand name for the insurance operating entities of Royal Bank of Canada, Canada's biggest bank and one of the largest in the world, based on market capitalization. Its brand is built on trust, strength, stability and continual success, and it has consistently been awarded strong credit ratings by A.M. Best and S&P Global. RBC Insurance is among the largest Canadian bank-owned insurance organizations, with 2,700 employees who serve 4.8 million clients globally.

### About Benefits Alliance

Benefits Alliance is Canada's leading organization of independent benefits advisory firms. As an industry leading association, Benefits Alliance focuses on education, collaboration and advocacy by providing their members with tools, resources, and unique proprietary products and services that meet and exceed client expectations. Their members, who are employee benefit and retirement plan specialists work with more than 13,000 employer plan sponsors who collectively have over two million Canadians enrolled in their plans.



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