

LEADERSHIP IN DEI

Janie Bilodeau

vice-president, client experience,
marketing & products

iA Financial Group

Why has iA Financial Group made DEI a global priority?

At iA Financial Group, we celebrate diversity. We strive to provide a workplace that's recognized as inclusive for everyone, regardless of ethnicity, nationality, language, religion, gender identity or expression, sexual orientation, physical or mental disability, age, marital status or family situation.

Diversity, equity and inclusion are core values that influence all decisions we take at iA. From the composition of our teams to the investments we make, we believe that focusing on these priorities is essential to the long-term success of our organization. We're also involved in the communities we serve and support initiatives that promote DEI at different levels.

Within Canadian group benefits plans, how is iA leading the way in DEI?

We recognize the importance of promoting inclusiveness and supporting the diverse journeys of our customer base. We understand the changing needs of the individuals we serve and prioritize DEI to ensure everyone can access the coverage necessary to flourish and realize their full potential—this includes providing benefits that support gender affirmation and family planning. By offering innovative solutions that reflect the evolving needs of our customers, we demonstrate our commitment to DEI on a global scale.



In Canada, iA Financial Group is at the forefront of promoting DEI within group benefits plans. We're one of the few insurers that offer inclusive coverage that supports family planning and gender affirmation. We stand out by providing à la carte options and a flexible approach, allowing organizations to select the coverage that best meets the diverse and unique needs of their employees.

We're convinced that our inclusive coverage—and future development of other solutions focused on DEI—will help us meet our clients' evolving needs while actively contributing to the overall well-being of plan members and their dependents.

Why was it important to partner with clients to develop inclusive group benefits coverage?

This was crucial because it enabled us to better understand our clients' needs and realities, as well as their employees' priorities. Our collaborative approach made it possible for us to develop comprehensive gender affirmation

and family planning coverage that's available à la carte, creating a powerful tool to support employers as they develop or enhance their DEI strategies.

How is iA enhancing equity and making it easier for plan members to access their benefits?

At iA Financial Group, we understand the unique and often complex steps involved throughout the family planning or gender affirmation journey. The wide range of care and options can be accompanied by significant costs, posing a barrier for plan members to access the support they need. Our goal is to ensure plan members can easily benefit from inclusive coverage and feel supported by both their employer and group insurer. We want everyone to have equitable access to the support and care they require, creating an inclusive and supportive environment for all.

