2027 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

Innovative insurance solutions

Supporting healthier workplaces and stronger businesses

INTEGRATED CONTENT FEATURES: Turnkey solutions in which participating advertisers can be mentioned or quoted in at least one story. The PDF overviews are intended to be a thematic starting point. Topics highlighted will be revisited and updated during the production stage to align with the current situation

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INSURANCE SOLUTIONS

New models support behaviour change and better health outcomes

Supporting employee health drives loyalty

Employee benefits that offer 'health on demand' digital tools help employers compete for talent

PROACTIVE SUPPORT AND EARLY INTERVENTION REDUCE DISABILITY BURDEN

Employers are rethinking how benefits and insurance programs can support employee wellbeing, attract talent and manage rising health and workplace costs. As expectations evolve, organizations are looking beyond traditional coverage toward more flexible, personalized and digitally enabled solutions. This special feature will explore the insurance strategies, benefits and innovations helping Canadian businesses support their people while strengthening organizational resilience.

Proposed topic highlights:

Evolving employee benefits — How employers are adapting health, disability and insurance programs to changing workforce needs.

Preventive and proactive care — How benefits can support earlier intervention, healthier habits and better long-term outcomes.

Mental health and wellbeing — The expanding role of insurance and workplace programs in supporting psychological health.

Digital health and virtual care — How technology is making health services and benefits easier to access and navigate.

Personalized coverage — How flexible plans and voluntary benefits are giving employees greater choice.

Managing risk and cost — How employers are balancing comprehensive coverage with affordability and long-term sustainability.



Print/Digital Weekly Readers – **6,484,000**

Print Weekly Readers – **2,912,000** | Digital Weekly Readers – **4,800,999**

(Source: Vividata SCC Spring 2026, Globe Print/Digital Weekly)

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March 15	April19	April 26
September 13	October 18	October 25
October 25	November 29	December 6

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