

ASSISTNOW[®]

A smart
investment,
a wealth
of services



THE ASPIRIA DIFFERENCE

Empire Life is delighted to bring you AssistNow in collaboration with Aspira Corporation (Aspira), Canada's youngest EAP provider. Founded in 2003, Aspira has taken over 30 years of industry best practices and created an all-new service dedicated to helping Canadian businesses excel through the power of their people.

We chose Aspira for their:

- intense commitment to customer service and quality
- innovative spirit
- depth and breadth of experience—across all industries—in the assessment and treatment of people with addictions, mental health issues, and disabilities
- focus on small business and a personal touch, similar to our own
- reputation for transparency

And thanks to their powerful EAP management software and proprietary systems, Aspira is able to keep costs down, enabling AssistNow to be offered at a highly affordable price.

Aspira

work. live. play.
balance.





WE ALL HAVE OUR UPS AND DOWNS IN LIFE

When all is well in our world, we bring energy, creativity, and focus to our work. And it's this energy and passion that drive the business forward.

When challenges in our personal or work lives cause anxiety, we can be preoccupied and less effective. Financial trouble, a loved one's illness, problems with a child, spouse, or co-worker—any one of these can tip the balance from healthy stress to unhealthy distress.

In a small team, one person's pain can affect the entire business. The AssistNow Employee Assistance Program provides reliable help, quickly, in times of trouble.

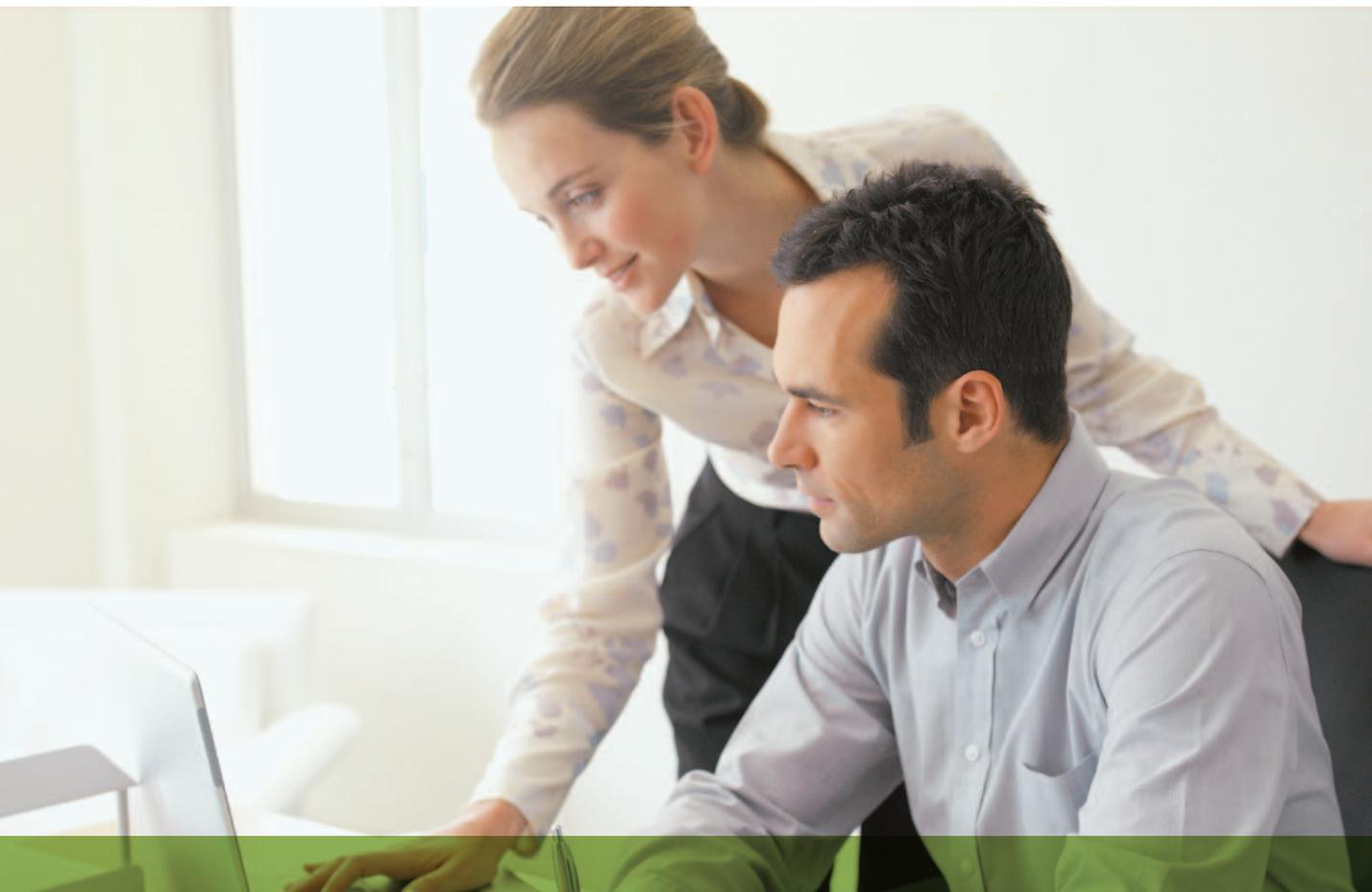
AN EMPLOYEE ASSISTANCE PROGRAM CAN HELP

AssistNow's confidential, toll-free response centre is open 24/7:

- Professional counsellors answer every call.
- Help is available in over 150 languages.
- All across Canada, employees have the choice of face-to-face counselling, telephone counselling, or web-based consultation.

The result? People get the help they need when and where they need it, in the language of their choice.

When we feel supported and are getting the help we need, we're able to focus our energy and creativity on work—and contribute to business success.





A SMART INVESTMENT, A WEALTH OF EXPERT ASSISTANCE

Confidential counselling is key, but there's a whole lot more to the AssistNow EAP.

For employees, AssistNow provides:

- legal and financial consultation
- nutrition and life coaching
- childcare and eldercare referral services
- a work-life and wellness web portal—reliable health information, training, self-assessments, 24/7 e-coaching, and more

For executives and people leaders, AssistNow provides:

- consultation to help manage challenging employer-employee issues and confidence
- a monitored referral service to help people with addictions, or other issues affecting their performance, get back on track
- information on hot topics, to help leaders stay current
- a trauma response service, to help respond to a critical incident in the work place and minimize harm and loss of productivity

A key component of any benefits plan, AssistNow delivers powerful support, quickly, whenever it's needed. All in one affordable program.

The Empire Life Insurance Company (Empire Life) offers competitive individual and group life and health insurance, investment and retirement products to help you build wealth and protect your financial security.

Empire Life is among the top 10 life insurance companies in Canada¹ and is rated A (Excellent) by A.M. Best Company². Our vision is to be the leading, independently-owned, Canadian financial services company committed to simplicity, being easy to do business with and having a personal touch.

¹ Source: Office of the Superintendent of Financial Institutions (OSFI) and company annual reports, based on general and segregated fund assets

² As at June 29, 2012

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