



The Edge Benefits Announces a Game Changing New Health and Dental Plan

Newmarket, ON, Jun 1, 2017 – Neil Paton, President and Chief Executive Officer of **The Edge Benefits**, is pleased to announce the launch of New Health and Dental Plan into the Canadian marketplace.

“We redesigned our coverage to be more **affordable**, more **flexible**, and more **accessible** to Canadians than ever before”, says Paton, “and we think it aligns well with the changing needs of today’s consumer, especially those within our target market of small businesses and self-employed individuals”.

With the new design, clients can build a plan, either Health only or Health and Dental, to suit their needs and their budget, starting with an affordable base **guaranteed issue** plan, and layer in additional benefits as needed from there.

One of the unique advantages of The Edge Benefits offering is that they have built their solutions on an individual platform as opposed to a group platform. This gives them the ability to introduce incredible **flexibility**, and **choice** - unheard of in the traditional group marketplace.

This, along with the addition of an on-line, industry-leading **Health Spending Account** capability, makes this exclusive offering something that you may want to have a look at for yourself, and or your clients.

To find out more, please visit our site to register for one of our upcoming educational webinars running throughout the month of June.

About The EDGE

The EDGE is a proud member of The Co-operators Group Limited offering a simplified approach to complex living benefit solutions to the Canadian consumer, which has been revolutionary in the insurance industry. They provide the self-employed and small business owner with insurance solutions specifically designed to meet their needs. Located in Newmarket, Ontario, they currently have 80 employees, over 45,000 policyholders, and have paid out over \$100 million in benefit claims in the last 10 years. Approximately 14,000 licensed insurance advisors across Canada currently select the EDGE products when offering Living Benefit Solutions to meet their clients' needs. For more information, visit edgebenefits.com.

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