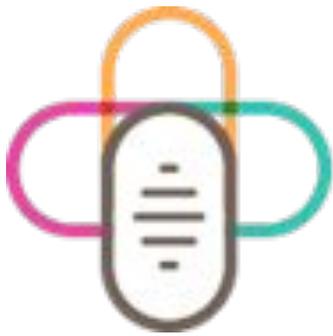


THE **BENEFITS**
ALLIANCE
GROUP



pillcheck



Press Release

For immediate release: May 1, 2021

Contact: Sarah Toth, Executive Assistant, The Benefits Alliance Group Inc., (905) 669-5577 Ext. 225

The Benefits Alliance Group Announces Pillcheck as Newest Preferred Partner.

CONCORD, May 1, 2021

The Benefits Alliance Group is proud to announce that Pillcheck has been selected as its newest Preferred Partner. Pillcheck is based on the science of pharmacogenetics (PGx) which evaluates genetic variations that can impact how individuals respond to many common prescription medications. Pillcheck includes a personalized results report, a pharmacist's review, and an action plan to share with the doctor and free updates when new medication information is available. Customers have ongoing access to their results at any time, through their personal account on the secure Pillcheck portal, regardless of employment status.

"The Benefits Alliance Group is looking forward to partnering with Pillcheck as they continue to provide innovative solutions for employees across Canada," said Mike Macoun, President of The Benefits Alliance Group. "The Benefits Alliance Group chose to partner with Pillcheck due in large part to their work in mental health management, which is a priority area for many of our member firms and their clients."

The partnership will expand access to Pillcheck's personalized DNA analysis and online medication review for plan members served by The Benefits Alliance Group. It will help clients get on the correct medications with the help of genetic testing. Personal information and testing results are maintained by Pillcheck and are not shared with either the insurer or the plan member's employer.

"Pillcheck has positively affected the lives of so many by helping identify the right medication or dose for their genetic makeup and get on the path to wellness, sooner," said Veronika Litinski, Chief Executive Officer of Pillcheck. "Our software platform is uniquely well suited to the emerging, integrated view of measuring value in Group Benefits. When employees and family members get the right medication at the right dose, reducing time away from work due to illness and doctor visits, everyone gets ahead."

About the Pillcheck Service.

Pillcheck is a genomics-guided medication management service that helps individuals feel better, sooner on the right medication. Pillcheck's proprietary platform is preferred by leading Canadian Insurers as it supports healthcare providers and individuals while reducing exposure to unnecessary costs for payers. The company follows best practices around genetic non-discrimination legislation and health data privacy laws. For more information, please visit www.pillcheck.ca.

About the Benefits Alliance Group

The Benefits Alliance Group includes 28 independent member firms and more than 200 advisors with over 7,500 clients. We leverage our size and experience to offer our group clients a qualitatively superior experience. We work intimately with our clients to create plans that are innovative and flexible, delivering cost-effective stability for our clients.

For further information, please connect with Sarah or Veronika.

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