



# The Launch of the Sagicor's Wellness Programme and the Unveiling of the Sagicor Mobile Medical Unit

12<sup>th</sup> February 2018  
The Goddard Building  
Haggatt Hall  
St. Michael



Wise Financial Thinking for Life



## **PRESS RELEASE**

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**To: All Media**

**For Immediate Release**

**Re: Sagicor First to Give Back with Fully Equipped Mobile Medical Unit**

Barbados, February 19<sup>th</sup>, 2018 – The fight against Chronic Non-Communicable Diseases (CNCDs) in Barbados was stepped up today as the Sagicor Group Life and Health Department unveiled an innovative Wellness Initiative, complete with a fully equipped and professionally staffed Mobile Medical Unit.

Sagicor is the first insurance carrier in Barbados to offer this service to its client base.

Speaking as he introduced the new service to corporate clients and members of the media, Mr. Edward Clarke, Executive Vice President and General Manager Barbados Operations of Sagicor Life Inc, said the programme was in keeping with Sagicor's core principle of giving back to the communities and people that have made Sagicor successful.

Clarke stated: "With our new mobile unit, we are now equipped to assist our clients' employees and members with monitoring and managing their health. Something as simple as knowing your blood pressure, blood sugar and cholesterol readings, empowers you with the knowledge to change your behaviours to improve your overall health and wellness."

Emphasising the wisdom of prevention being better than cure, Mr. Clarke said the main objective was to provide preventative care and education in the fight against CNCDs. The new Medical Mobile Unit will be staffed by a registered nurse and is fully equipped to carry out testing for the incidence of a variety of CNCDs and other illnesses. In addition to testing, the nurse will focus on education, raising awareness and providing answers to clients' questions on health related matters.

"Companies are made up not only of brick and mortar but of the people who sit inside those four walls. The health and success of a company is determined largely by the

health and well-being of its employees. The corporate wellness program is intended to support the efforts of corporate human resource departments. As such, the mandate of this unit, is to provide on-site counselling, education and health checks to our customers and their employees or members.”

Mr. Clarke said under the Wellness Initiative, Sagicor would extend its well-established partnership with the Healthy Caribbean Coalition, a regional organization providing assistance to non-governmental organisations working to combat the spread of NCDs.

The Sagicor Executive VP quoted results of a 2015 “Barbados Health of the Nation Study” showing two out of three adults to be overweight or obese, one in three hypertensive, and one in five having diabetes. He said this was cause for grave concern.

“These are sobering figures and invariably, there will be a ripple effect on the workplace and our society as a whole. Illness can lead to absenteeism, presenteeism and of course death. Illness also hampers a person’s ability to do their job, earn an income and support their family. This in turn can put a strain on the economy.”

The Wellness Initiative began yesterday with an outreach to the Goddard Group, and will continue over the coming months with visits to the offices of other Sagicor Group clients.

(Ends...)

**Ms. Patricia Brathwaite-Marshall – Vice President – Group Life and Health -  
Remarks**

- The Hon. John Boyce MP, Minister of Health,
- Dr Patricia Downes-Grant, Group Executive Director, Sagicor Financial Corporation Limited,
- Charles Herbert, Chairman of the Goddard Group
- Dexter James, Chief Executive Officer, The Queen Elizabeth Hospital
- Dr Jeannine Comma, Board Director of Sagicor Financial Corporation Limited
- David Wright, Board Director of Sagicor Financial Corporation Limited
- Natasha Small, Chief Financial Officer of the Goddard Group
- Lianne Fingall, Group HR Manager - Goddard Group
- Ian Alleyne, Divisional General Manager, Automotive, Building Supplies and Services Division, Goddard Enterprises Limited
- Edward Clarke, Executive Vice President and General Manager of Barbados Operations, Sagicor Life Inc
- Marguerite Estwick, Executive Vice President, Human Resources, Sagicor Financial Corporation Limited,
- Carolyn Shepherd, Assistant Vice President of Marketing, Sagicor Life Inc
- Dr Adrian Lorde, Chief Medical Officer, Sagicor Life Inc
- Employees of Sagicor and the Goddard Group
- Specially Invited Guests
- Members of the Media

Good Morning,

It is my sincere pleasure to welcome you here to the Goddard Building this morning to the launch of the Sagicor Mobile Medical Unit vehicle.

For over 175 years, Sagicor Life Inc and its legacy companies have been providing trusted insurance solutions to our clients in Barbados and across the region. Our history is one of security and stability and one of the major pillars of our organisation's vision is health. We are committed to providing our clients with solutions to help them meet life's uncertainties, with the knowledge that they are covered.

We are also committed to making a positive contribution to the wellness of the those in the communities in which we operate, through events such as the Globe-athon 5k to end Gynaecological Cancers, educational outreach programmes to young people and wellness programmes with our own staff.

As important stakeholders in the area of health and employee wellness, we are honoured to have you with us for this important step towards improving the health of Barbadians. As we launch this mobile unit, we are affirming our commitment to the reduction of non-communicable diseases and their widespread effects.

I wish to thank you for attending today's launch, which will be the first in a series of health initiatives from the Group Insurance department.

At this time, I would like to invite Mr. Edward Clarke, Executive Vice President and General Manager of Barbados Operations to deliver his remarks.

Thank you.

**Mr. Edward Clarke – Executive Vice President and General Manager Barbados  
Operations – Remarks**

Good Morning,

I would like to thank you all for joining us today for the official launch of the Sagicor Mobile Medical Unit vehicle.

The introduction of a mobile medical unit, by an insurance company is a first here in Barbados and I commend the Sagicor Life Inc Group Life & Health department for their hard work, to make this vision a reality.

Today's launch, marks the first phase of a wider programme which our Group Life & Health department will be offering to its clients. A programme comprised of outreach programmes with the medical unit and hosting, or partnering on, health focused events.

The objective of our medical mobile unit is to help our corporate clients achieve their company wellness goals. Companies are made up not only of brick and mortar but of the people who sit inside those four walls. The health and success of a company is determined largely by the health and well-being of its employees. The corporate wellness program is intended to support the efforts of corporate human resource departments. As such, the mandate of this unit, is to provide on-site counselling, education and health checks to our customers and their employees or members.

The 2015 "Barbados Health of the Nation Study", published by the Ministry of Health of the Barbados Government and the Chronic Disease Research Centre, of the University of the West Indies, outlined that "two in every three adults in our population are overweight and/or obese. In addition, more than one in three adults in Barbados are hypertensive, and one in five have diabetes."

Their survey uncovered that Barbadians “have low fruit and vegetable consumption, while half of those surveyed reported low levels of physical activity and about one in four adults had healthcare insurance.”

These are sobering figures and invariably, there will be a ripple effect on the workplace and our society as a whole. Illness can lead to absenteeism, presenteeism and of course death. Illness also hampers a person’s ability to do their job, earn an income and support their family. This in turn can put a strain on the economy. In 2011, the World Economic Forum and the Harvard School of Public Health highlighted in their report on “The Global Economic Burden of Non-Communicable Diseases (NCDs)” that globally, in 2010, the costs associated with the treatment of Diabetes for example, and the value of lost work output, was an estimated US\$ 500 billion and is expected to rise to approximately US\$ 745 billion in 2030.

Over the past five years, Sagicor has provided funding to a regional organisation – the Healthy Caribbean Coalition – which assists non-governmental organisations in their work advocating for legislative change, and developing initiatives, to combat the spread of NCDs. We hope that other members of the private sector will join us in the proactive measures, such as the preventative-care health checks which our mobile unit will facilitate.

With our new mobile unit, we are now equipped to assist our clients’ employees and members with monitoring and managing their health. Something as simple as knowing your blood pressure, blood sugar and cholesterol readings, empowers you with the knowledge to change your behaviours to improve your overall health and wellness. This knowledge can then be shared with the individual’s loved ones and friends, causing the type of positive chain reaction that we need for a healthier Barbados. It has been proven that many Chronic Diseases are reversible if we eat healthy, exercise, cut out smoking and excessive amounts of alcohol.

Over the coming months we will be reaching out to Sagicor's Group clients to visit their offices, as we are doing here today with the Goddard Group. We look forward to working with our clients and their employees and members to make 2018 a healthy year.















