

Employer Story: TD Bank

using data to achieve the optimum health and productivity of your people



About TD Bank

As the largest bank in Canada by total assets (Standard & Poor, 2017), TD Bank employs more than 85,000 people and serves nearly 22 million customers worldwide. TD Bank offers retail, small business and commercial banking products and services at more than 1,300 locations on the East Coast. TD always put their customers at the heart of everything they do, providing them with the exceptional service that they've come to expect. That's why it's vital to support their employees' well-being.

The Challenge

When TD Bank approached LifeWorks, they had the following strategic challenges to overcome:

- **Colleague Experience & Scale:** Create a simplified, cohesive and personalized well-being experience for all TD employees globally.
- **Ability to Integrate:** Integrate well-being programs onto one platform, including those administered by Morneau Shepell and otherwise. Mobile-first: A multi-platform that increases access without compromising functionality.
- **Proactive Clinical Program:** Proactive and prescriptive clinical digital programs promoted to employees based on each employees' unique needs.

Why LifeWorks?

With an existing relationship with Morneau Shepell, TD Bank expressed their eagerness to continue, as well as enhance their offering to their employees. Although they valued their relationship with MSI, TD were impressed with the technology of the LifeWorks platform even before the acquisition. They had asked MSI to make functional changes to their integrated portal to mimic LifeWorks functionalities. In 2018, when the acquisition was complete, TD Bank eventually partnered with LifeWorks by Morneau Shepell to bring their 55,000 Canadian employees on to the LifeWorks Total Well-being Solution.

Why Now?

With a shift in culture within the banking sector, TD knew how vital it was to drive more visibility to well-being offerings for their employees. Amidst a wave of dramatic changes happening in the retail banking sector, ensuring that both customers and employees are considered happier is one of them (PwC, 2014). The LifeWorks offering delivered what TD was looking for, but also, bridged the gap by offering a mobile-first well-being solution to their overall employee



package. TD Bank has recently been recognized as one of Canada's top employers (2019), as well as top employers for Canadians over 40 (2019). Therefore, it was imperative to provide a well-being strategy that highlights their dedication to their employees.

The Final Result

TD Bank recently received an A rating for their Health & Family-Friendly Benefits (2019), which includes their Total Well-being LifeWorks offering.

Through its partnership with LifeWorks, TD Bank helps its employees juggle the demands of life. The LifeWorks responsiveness to the organization's needs contributes to and complements TD Bank's employee engagement initiatives. By offering this EAP service, TD Bank creates an environment where employees feel valued and supported.

LifeWorks is also a valuable asset to the human resources department. TD Bank regularly receives articles focused on relevant topics. These publications often support the organization's employee engagement activities and are published in newsletters and on the company's intranet. In addition, TD Bank's LifeWorks representative serves as a resource for its wellness council, which encourages healthy behaviours among employees.

Finally, LifeWorks helped TD Bank with their Pension & Benefits integration challenge. Typically employees access their Pension & Benefits information once a year to make their enrollment decisions. Still, after that, they only access infrequently - on average two or three times in a year. This means that employees are unaware of and undervalue the significant investment made by their employers. To tackle this, we have incorporated the Pension & Benefits information available within My Life and presented this to employees within the LifeWorks app. Employees are now able to view the value of their pension or check their benefit coverage amounts without ever leaving LifeWorks.

