

Sun Life Thought Leaders to speak at CPBI's 2010 Ontario Conference

The Canadian Pension and Benefits Institute (CPBI) celebrates its 50th year and will be holding its Ontario conference on October 4, 5 and 6 at Niagara-on-the-Lake.

Sun Life is proud to be the conference's top Diamond Sponsor where a powerhouse line-up of our 'thought leaders' are scheduled to present throughout the conference:

Amanda Ung, Director, Pharmaceutical Group Benefits, Sun Life Financial will moderate a panel discussion with four key stakeholders from the pharmacy, plan member, pharmaceutical industry and private sector. **The New Drug Landscape** will explore the rapidly changing drug landscape and pressures to control rising drug costs. The discussion will cover the various reasons for the increase -- including greater cost--shifting from the public to the private sector and the introduction of more expensive pharmaceutical / biologic products and the aging population.

Tom Reid, Senior Vice-President, Group Retirement Services, will share the stage with Malcolm Hamilton, Worldwide Partner, Mercer (Canada) Limited, to discuss one of the hottest industry topics this decade: **Pension Reform**. The Canadian retirement income system is receiving unprecedented attention by the media, the government, the industry and consumers. Market downturns and reports that Canadians aren't saving enough for retirement have sparked many debates about the need to reform the retirement income system, and to what extent. These two experts will share their perspectives on where the debate stands today and the direction it may take in the future. Don't miss this opportunity to join the discussion when Tom and Malcolm take questions from the audience.

Ed Sherratt, Assistant Vice-President, Claims Operations, Sun Life Financial will provide information and insight to advisors and plan sponsors on the latest challenges and risks of **benefits plan fraud and abuse**. Ed identifies key strategies and solutions to better protect plan sponsors and members from fraud. The presentation will cover the skills and capabilities that insurance carriers should have in place to effectively fight fraud and will discuss the vital roles of a fraud prevention team.

He will also provide an update about an industry leading technology that uses data analysis and profiling to uncover potential fraud and abuse.

For more information or to register for the conference, visit [2010 CPBI Ontario Regional Conference](#).

Questions?

Please contact your Sun Life Financial group benefits representative.