

Sun Life's new online claims contest for plan members - 'Get your claim on!'

Online claims submission is a win-win for everyone. It's fast, easy and convenient for plan members, and it's an environmentally sound alternative that helps us keep rising plan costs in check for everyone.

New 'Get your claim on!' contest

As part of a new campaign to promote the many benefits of e-claims to your plan members, we have a contest planned between April 18 and June 19, 2011. By spending a few moments to learn about the benefits of e-claims, plan members will have a chance to win some incredible prizes, including:

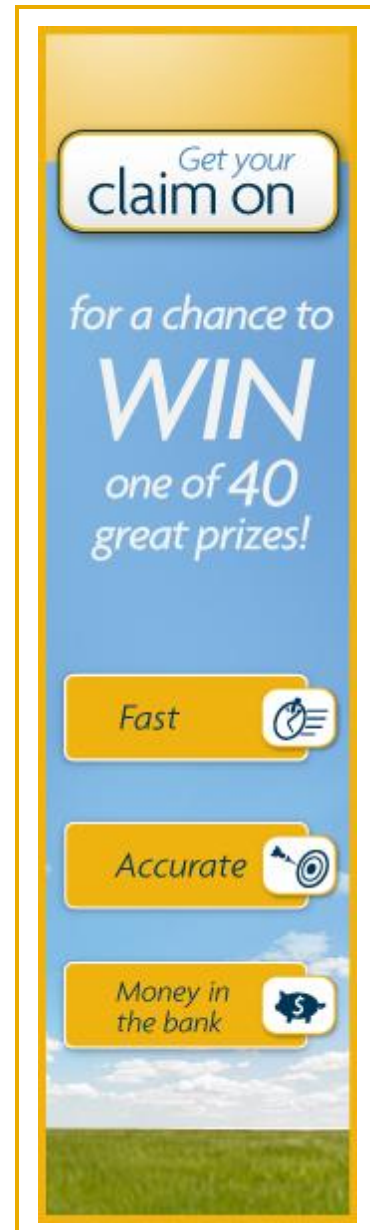
- one of 20 \$2500 JUMP Cards*
- one of 20 BlackBerry PlayBooks

How will your plan members know about the contest?

- They will receive an e-mail invitation to enter the contest (if we have their e-mail address on file)
- They will also receive stuffers with their paper claim statements to promote the contest
- They can also learn more on our website www.sunlife.ca/getyourclaimon (site to go live April 7, 2011)

How do plan members enter the contest?

To participate, all members have to do is sign in to mysunlife.ca, and select the contest link. They'll be asked to watch a fun video, complete a quick survey, and then register for direct deposit and paperless claim statements. They'll then be automatically entered into a random draw for one of the above prizes.



Why should you promote e-claims to your members?

Submitting claims online means members don't have to:

- fill out a claim form
- mail it in
- wait for it to be processed, and
- wait for a cheque to arrive in the mail

They can save time and effort and get their payment faster – it's deposited directly into their bank accounts typically within 24-48 hours (sometimes the same business day)! Plus, they can view their claim statements online.

Plan sponsors can also win big with our contest!

If you promote the contest to your members, you'll get a chance to win a Healthy*RETURNS* program for your organization. Find out [how](#) you can win!

Online claims are fast, easy and accurate. And easy administration minimizes benefit costs in the long run; e-claims are great for everyone! It's time to 'Get your claim on!'

Questions?

Please contact your Sun Life Financial group benefits representative.

*Choice of more than 200 retailers, restaurants and travel service providers available through JUMP Card.