

Commitment to innovation earns award for Sun Life's Jean-Michel Lavoie

We're proud to share that Jean-Michel Lavoie, Assistant Vice-President of Product Development for Group Benefits, has been recognized as one of 25 industry leaders in innovation by LIMRA. Jean-Michel was recognized thanks to his significant contributions to Sun Life's Group Benefits product strategy.

Lavoie recognized as a rising star of innovation

LIMRA recently released its [2017 list of 25 innovators under 40](#), and we were thrilled to learn Jean-Michel was selected; he features amongst winners from 20 companies internationally.

This award is a true testament to Jean-Michel's contribution to Sun Life's GB product strategy and innovation pipeline, including the launch of the [virtual cognitive behavioral therapy \(CBT\)](#) and [pharmacogenetics](#) pilots. These initiatives are focused on providing easier, more effective treatments for plan members, reinforcing Sun Life's commitment to helping Clients achieve lifetime financial security, and live healthier lives.

Please join us in congratulating Jean-Michel on this amazing accomplishment.

Questions?

For more information, please contact your Sun Life Financial group benefits representative.