



Colleen Adams, manager, health and digital product solutions, **Medavie Blue Cross**

Colleen Adams is manager of health and digital product solutions for Medavie Blue Cross. Adams plays a lead role in strategic partnerships and product development across group and individual business with a focus on solutions that leverage technology and industry trends. Medavie Blue Cross is committed to providing innovative solutions that aim to improve the health of Canadians. Adams has championed digital health as a tool to modernize benefits plans and improve plan member health while delivering value to plan sponsors. She has an extensive background in marketing and channel development and has worked with some of Canada's leading health-care companies. She holds a bachelor of business administration degree, with distinction.

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Ayman Alvi, director, global benefits, **Scotiabank**

Ayman Alvi is director, global benefits at Scotiabank, where he is responsible for the strategy and design of employee benefit programs and leaves across the bank's footprint. Prior to joining Scotiabank two years ago, Ayman spent his career working with consulting firms, including as a pension and benefits actuary. Ayman has worked across different areas of human resources, with a variety of stakeholders, to understand and bridge strategic, financial and talent management objectives.

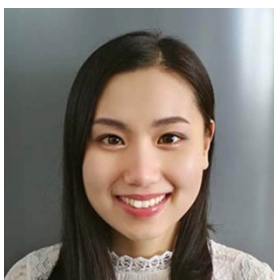
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Roe Ben-Eli, mental-health program manager, **EQ Care** (recently acquired by **TELUS Health**)

Roe Ben-Eli identifies first and foremost as a registered nurse with more than 18 years of experience in various health-care settings. Caring for others comes to him naturally. From his years on the internal medicine unit and emergency room at the Jewish General Hospital, he groomed his skills in holistic nursing, caring for a person from the standpoint of both physical and mental well-being. Ben-Eli has since been the director of operations for a large medical centre, worked as a consultant on an innovative addiction facility, was the project manager of a state-of-the-art specialized medical centre, founded a holistic nursing clinic and has trained as a life coach. Today, Ben-Eli is the mental-health program manager at EQ Care (recently acquired by TELUS Health), where he and his team have the privilege of leading the charge in the continued development and delivery of services that bring emotional and behavioural care to EQ Care's community members every single day. The integration of health and wellness across the physical and mental throughout Ben-Eli's career has its culmination in EQ Care's integrated health and wellness solution, LifeJourney.

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Natalie Chan, clinical program lead, **HumanisRx**

Natalie Chan is a pharmacist and doctor of pharmacy graduate with experience in both community and hospital pharmacy practice as well as pharmacy management. She's dedicated to patient care and her role on the HumanisRx team is to build and deliver innovative clinical programs that ensure Canadians are receiving optimal treatment. Chan has a particular interest in applying technology towards improving chronic disease management.

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Meaghan Cole, vice-president, product and solutions, **SEB Administrative Services Inc.**

Meaghan Cole is the vice-president of products and solutions at SEB Administrative Services Inc. In her role, she's responsible for expanding, integrating and delivering innovative business-processing solutions to clients. Cole has worked in the human resources benefits industry for more than 15 years and is committed to exceeding client and stakeholder needs.

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Carolynne Eagan, regional director, business development, **PocketPills**

Carolynne Eagan has been in the group benefits industry for 25 years and started her career with Canada Life as a group benefits account manager. Subsequently, she held a number of business development leadership positions over the years, including director of group benefits and living benefits distribution with Canada Life and director of business development with Sun Life. Eagan and her teams have been dedicated to working with product development, marketing, underwriting and pricing to deliver innovative group benefits solutions to advisors, plan sponsors and plan members. In February 2020, she had the exciting opportunity to join PocketPills, bringing group benefits and Canada's first online digital pharmacy together to provide a unique pharmacy solution to plan sponsors and Canadians. Eagan lives in Dundas, Ont. with her 13-year-old daughter, who's a competitive swimmer. She loves fitness, golf, tennis, camping, karaoke, improv and 80's vacations.

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Jamie Godfree, vice-president, digital strategy, group customer, **Canada Life**

Jamie Godfree brings 28 years of experience in the financial services industry in both sales and services roles. He's been with Canada Life for 15 of those years, primarily in marketing positions and largely at the forefront of the organization's digital transformation. Godfree currently leads the agile lab teams in building new digital experiences in service of Canada Life's group benefits and savings customers; together, the teams use an iterative and responsive approach to create new digital tools, available where and when customers need them. Godfree holds a bachelor of commerce degree from the University of Windsor and a certified financial planner designation. He lives in a small community outside of London, Ont. with his wife and daughter.

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Sayeh Radpay, president, **HumanisRx**

Sayeh Radpay is an authentic health-care executive with a passion for driving the adoption of innovation in the Canadian health-care system. She's a pharmacist with experience in different aspects of the health-care industry, including hospital and community practice. Radpay has led business development activities for small to mid-sized pharmaceutical companies, managed product development for a health-care information systems organization and conducted in-depth due diligence and forecasting as an equity research associate analyst for a leading Canadian investment bank. She has held senior roles in operations, professional affairs, marketing, product management and clinical program development. Her international experience provides a unique perspective to current issues. At HumanisRx, Radpay is focused on evolving and executing against the company's strategic plan and developing new partnerships and revenue opportunities.