

September 29, 2021

**Webinar: The Pandemic After the  
Pandemic – The Future of Mental Health**

Join the Southwestern Ontario Chapter for our September 29th webinar “The Pandemic after the Pandemic - The Future of Mental Health”.

The pandemic has exposed gaps in our health care system – we hadn’t collectively taken mental health seriously, and although we are now on the brink of a mental health crisis employers can leverage technology to strengthen or launch a mental health strategy. Virtual therapy and digital mental health platforms are an effective alternative to traditional EAPs and “bricks and mortar” counselling solutions. Interventions like virtual therapy (i.e. synchronistic video counselling) have the potential to dramatically lower disability costs, improve access to mental health services and improve ROI-related data sets available to employers, while potentially reducing reliance on prescription drugs. So why aren’t these technologies more widespread—especially when they’re clinically validated? How can employers adopt and scale these services? In this presentation, Green Shield Canada will share their experiences with digital EAP, virtual therapy, their move into digital health, and their thoughts on where the Canadian mental health system needs to go next.

**DATE:** Wednesday, September 29, 2021

**TIME:** 1:00 - 2:00 pm Eastern

**LOCATION:**



**COST:** FREE - Chapter Members  
\$30 - Non-members

**REGISTRATION:** Please [click here](#) to register in advance for the webinar. After registering, you will receive a confirmation email containing information about joining the meeting.

**QUESTIONS:** Carrie Kurtz, CEBS, (519) 594-2641, [carrie\\_kurtz@manulife.ca](mailto:carrie_kurtz@manulife.ca).



This program qualifies for one (1) CEBS Compliance credit. Visit [www.cebs.org/compliance](http://www.cebs.org/compliance) for more information.

**SPEAKER**

**Joe Blomeley**

**Executive Vice President, Individual, Public Sector & Mental Health  
GSC**

Joe identifies future needs and trends to strengthen partnerships and operational excellence for our individual and public sector clients. He is also responsible for building out GSC’s mental health strategy which will focus on addressing mental health issues with affordable, on demand and clinically-validated digital mental health services. His extensive career spans public and private sector organizations, including leadership positions with the Business Council of Canada, and most recently, at Morneau Shepell as Senior Vice President, Ontario Region Leader and Public Sector. Mr. Blomeley has an impressive track record as a thought leader who also rolls up his sleeves to put vision into action. He holds a Master of Arts, International Affairs from Carleton University and Bachelor of Arts, Honours Political Science from Western University.

**Register Now!**

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LIKE TO THANK THE FOLLOWING SPONSORS!**

