



Independent Broker Resources Inc.



January 27th, 2011

Ontario Insurance Brokers Association Announces Launch of New Affinity Program through First Health Care

(**Toronto, Ontario**) Today, Independent Broker Resources Inc., (IBRI) announced the launch of a new affinity program with First Health Care that will be made available to all IBAO Members. First Health Care is a leading provider of private home health care services across Canada. IBRI is a wholly owned subsidiary of the Insurance Brokers Association of Ontario (IBAO).

First Health Care has developed a product known as “Eldercare Select” which IBAO believes to be an invaluable addition to any employee group health benefits program, particularly in the current climate of an aging population. The product provides solutions and support for employees dealing with the challenge of balancing work while caring for aging loved ones.

“It’s a great programme for our member brokers to provide to their own consumers,” said Paul Taylor, Director of Operations for IBAO. “For a small cost, employees will have access to a partner at a time when they are making important decisions for their loved ones. Eldercare Select provides consultative services, important discounts and national access to pharmaceutical and home care services to help support people through some very difficult decisions and trying emotional times. The Eldercare Select programme would have been a great help to some of our own staff over the last few years.”

Lisa Nudelman, Director of Sales and Marketing at First Health Care says, “We are very excited about our relationship with IBRI, and working with the IBAO member brokers. Eldercare issues in the workplace have become one of the great challenges for employers in recent years and these challenges will grow as the baby boomers and their loved ones age and our demographics shift across Canada.” The stress of dealing with eldercare issues results in increased absenteeism, increased health care costs and impacts an employee’s ability to manage their own work life balance.

About IBRI

Independent Broker Resources Inc. is a wholly owned subsidiary of the Insurance Brokers Association of Ontario (IBAO). IBRI is a for profit corporation while IBAO is a ‘not for profit’ association, representing and serving the interests of over 11,500 independent Property & Casualty Insurance Brokers in the Province of Ontario. IBRI exists to provide and make available products and services for IBAO member brokerages. For information about IBAO, visit www.ibao.org or www.ibao.org/blog to receive timely news and information updates. You can also follow IBAO on Twitter or join the IBAO Facebook Fan Page.

About First Health Care

First Health Care is the leading provider of corporate eldercare services across Canada. As an accredited provider of home health care services, First Health Care has established a reputation for delivering the best quality home care service to individuals across Canada. For information about First Health Care and the Eldercare Select program, please visit www.firsthealthcare.ca and click on [eldercare select](#).

For more information, please contact:

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