



# 2023 Annual Report

Driving transformation:  
A year of innovation and impact at MedicAlert

# Remarks from our Chair and CEO

The past year at MedicAlert was marked by profound digital transformation, a key deliverable of our Strategic Plan and the continued modernization of our organization. In an era where smartphones and artificial intelligence have redefined daily life, these technologies have also revolutionized how we operate. Among our most significant achievements this year was the launch of our new digital system, alongside the development of innovative products such as HealthHub, Health Navigator, and our digital wallet card, +CARD.

Amid these advancements, our Safe & Found Program is reimagining how we address the needs of one of Canada's fastest-growing populations. In the next six years, the number of people living with dementia in Canada is expected to double—a staggering figure unmatched by any other chronic health condition. Recognizing the gravity of this trend, MedicAlert has intensified its focus on the dementia community, particularly in relation to dementia-related disorientation – what many call wandering.

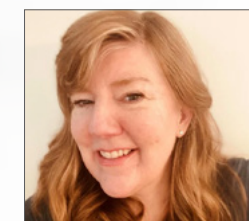
Through research with our partners at the University of Guelph we've determined that for every dollar invested in MedicAlert's Safe & Found program, we generate \$9 in social impact value for communities across Canada. This remarkable return is made possible by the generosity of our donors and a transformative grant from the Petro-Canada CareMakers Foundation, which is enabling us to pursue an exciting technology called EarlyAlert. This innovation holds tremendous potential as a breakthrough within the Alzheimer's and dementia community. We encourage you to learn more about this promising initiative on page 5 of this Report.

Looking ahead, we are also committed to strengthening our relationships with Canada's First Responders. Canada's 9-1-1 system is being reimagined through Next Generation 9-1-1. Our own digital transformation positions us to keep pace with these changes. First Responders have consistently acknowledged our value in their work. In a recent survey, 82% indicated that having access to patient health information improves their decision-making on-scene, 79% deemed this information invaluable, and 69% reported that it allows them to conduct assessments more quickly. However, we understand that the ways in which we communicate and share information with our partners must continue to evolve. This is just one of the many reasons why Project Circe, our digital transformation initiative, has been so essential.

While our trusted ID bracelets remain a cornerstone of our identity, 2023 demonstrated that MedicAlert's impact extends far beyond this iconic symbol. Our emergency health record, which is one of the largest in the country, has become instrumental in driving innovation and developing programs and services that support Canadians with chronic health conditions and their caregivers at every stage of their health journey.

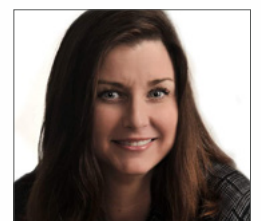
None of our work would be possible without our generous donors, committed First Responder partners, and loyal subscribers. We extend our deepest gratitude to all who have contributed to the modernization of MedicAlert and look forward to another year of exciting progress and impact.

Sincerely,



A handwritten signature in cursive script that reads "Leslie Quinton".

**Leslie Quinton**  
Chair, Board of Directors



A handwritten signature in cursive script that reads "Leslie McGill".

**Leslie McGill**  
President & CEO

# Mission, Vision and Values

## VALUES

### EXCELLENCE

We were founded to save lives and are responsible for excellence in everything we do. We believe in personal accountability and confidently taking bold actions to achieve our mission.

### COLLABORATION

We multiply our social contribution through collaboration. We learn and innovate by listening to our members, health practitioners, first responders and other key partners. We pro-actively cooperate with all stakeholders because we know that together we can achieve more, faster.

### KINDNESS

We are respectful, caring, considerate and friendly – striving to walk in the shoes of those we serve to make a difference every day.

### DEDICATION

We are passionate about the important work we do. Integrity, initiative, professionalism and enthusiasm characterize the way we deliver our services. We take pride and satisfaction in the quality of what we do and offer.

### TRUSTWORTHINESS

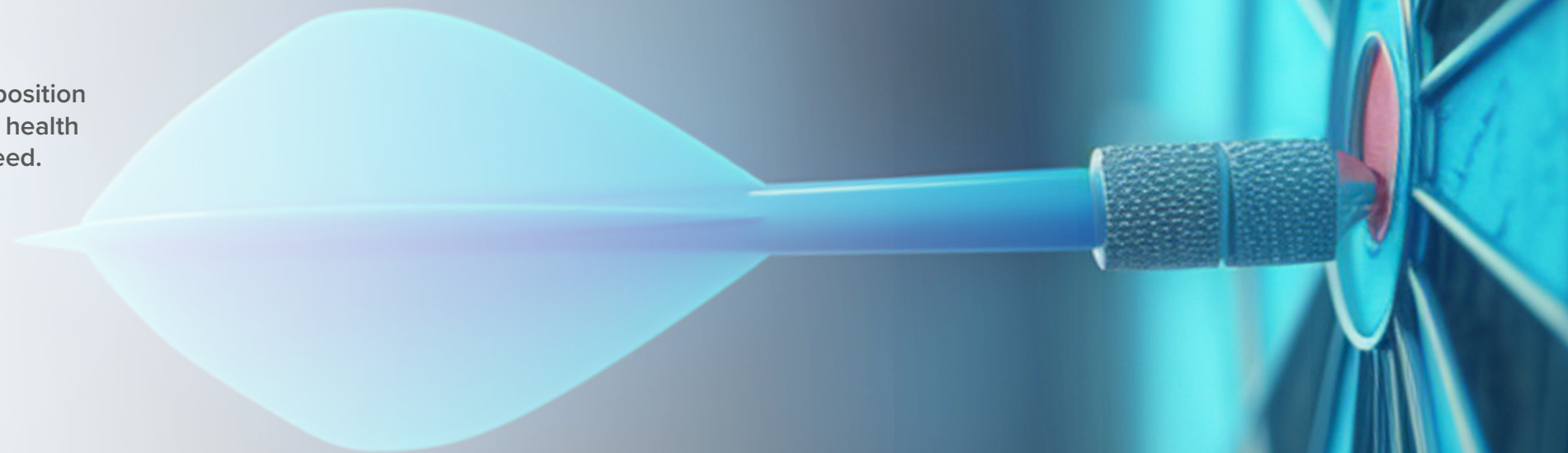
We are honest, reliable and dependable. Our clients can always count on us to follow through and to achieve positive outcomes.

## MISSION

To put every Canadian in a position to benefit from high-quality health information at time of need.

## VISION

A world where no one is alone in their time of need.



# The Impact of Our Donors

## Relieving Caregiver Stress for Families Navigating the Challenging World of Dementia and Wandering

In November 2023, MedicAlert Foundation Canada was honored to receive a generous \$150,000 grant from the Petro-Canada CareMakers Foundation. This support underscores our shared commitment to recognizing and supporting the millions of Canadians dedicated to caring for loved ones in need.

With more than eight million Canadians investing substantial time and energy into providing care for a loved one, it is a role that often goes unnoticed despite its critical importance. A staggering one in four Canadians serves as a caregiver, with 51% feeling overwhelmed by the immense responsibilities they shoulder. Most caregivers provide an average of 19 hours of care each week, balancing this significant commitment alongside their careers and other family obligations.

The mission of the Petro-Canada CareMakers Foundation is to support those who care for their loved ones, and their funding is pivotal in driving forward innovations that enhance caregiver support. This mission aligns perfectly with MedicAlert's Safe & Found Program, which offers peace of mind to family members and caregivers by acting as a vital lifeline to their loved ones living with Alzheimer's and other dementias.

The grant from Petro-Canada CareMakers Foundation will support the development of the Alpha prototype of MedicAlert's EarlyAlert, an early warning technology-based tool for families and caregivers that will predict the risk timeframe during which an individual with dementia is most likely to become disoriented and wander.

The prototype leverages our subscriber data and research conducted by our partners at the School of Public Health at the University of Waterloo and is the first step towards developing a sophisticated application capable of analyzing multiple data points to provide near real-time predictive models. This technology will enable caregivers to receive timely alerts, allowing them to take preventive measures before a wandering incident occurs.

The support from Petro-Canada CareMakers Foundation is not just a financial contribution; it is a powerful endorsement of our mission to protect and support those most vulnerable. Together, we are making strides towards a future where caregivers are empowered with the tools and resources they need to keep their loved ones safe.

The urgency of this project cannot be overstated. By 2030, the dementia population in Canada is expected to double, with projections indicating that more than one million Canadians will be living with dementia. Alarmingly, up to 60% of these individuals will experience disorientation and become lost. MedicAlert is in a unique position to have a profound and lifesaving impact. Our research shows that 91% of individuals who wander are returned home safe and unharmed when MedicAlert is involved. That compares to just 51% in cases where we are not involved.





## Keeping Kids S.A.F.E.

When it comes to keeping kids safe, we are proud to spotlight the generosity and forward-thinking support of ivari, a leading Canadian life insurance company, through their ivari Healthy Steps Program. Their generous grant has significantly bolstered our S.A.F.E. (Students Assisting Friends Everywhere) Program, which aligns with their mission to foster lifelong healthy habits.

The S.A.F.E. Program is an innovative health educational initiative tailored to ensure that children with chronic health conditions and disabilities can enjoy safe, active, and enriching experiences within their school and community environments. Phase One of S.A.F.E. saw the program be implemented as part of the health and physical education curriculum for students from junior kindergarten to Grade 6 across 23 of Ontario's 80 school boards, in both English and French. In a landscape where 30% of school-aged children face chronic health conditions, physical disabilities, or mental health challenges, S.A.F.E. stands as a beacon of inclusion and empowerment.

Our curriculum is designed to teach children how to advocate for their inclusion in various activities, while also equipping teachers to create a supportive and empathetic classroom environment. By fostering peer empathy and support, S.A.F.E. enhances the overall sense of belonging and well-being among students, making school a more inclusive place for everyone.

The generous grant from ivari is pivotal for Phase Two of S.A.F.E., which has a goal of expanding to 80% of Ontario school boards by the 2024/25 school year. This funding will support the essential training of teachers and provide honoraria for our MedicAlert Parent and Educator Advisory Council. This council plays a crucial role in delivering direct feedback on children's experiences with the S.A.F.E. curriculum, ensuring that our program remains effective and impactful.

With the potential to reach 80 Ontario school boards and an estimated 1.5 million children aged 4 to 12, the S.A.F.E. Program is set to make a profound impact. It is a key component of our No Child Without Program, which has already supported over 50,000 Ontario children in maintaining safety within their school environments. This support from the ivari Healthy Steps Program exemplifies the power of collaborative efforts in fostering environments where all children can thrive, learn, and lead active lives.

# Working With our First Response Partners

## When Time Matters Most

MedicAlert research shows that 20% of people living with dementia who are reported missing are people who live in retirement homes or long-term care facilities. Our research is critical since we are the organization that manages Canada's National Wandering Registry. The peer-reviewed scientific research we conduct with our academic partners underscores the importance and impact of MedicAlert's Safe & Found Program.

John's story is one such example.

On a busy weekday in August, John, a MedicAlert Safe & Found subscriber, was found walking along the high-traffic Queen Elizabeth Way (QEW) in Ontario. A concerned passerby called 9-1-1 to alert police. Constable Joshua Flowers of the Ontario Provincial Police (OPP) was immediately dispatched to the scene.

As Constable Flowers approached John, he noticed the gentleman was wearing a blue MedicAlert ID bracelet. His MedicAlert training immediately kicked in. Constable Flowers knew that the blue ID meant John had dementia. He also knew that approaching John in a calm, non-confrontational manner – particularly on the side of a busy highway – was critical for John's safety. Constable Flowers was ultimately able to approach John to a point where John was comfortable showing him the ID. Constable Flowers called MedicAlert's 24/7 Hotline number engraved on the back of the ID. Within seconds Constable Flowers was speaking with a MedicAlert Emergency Response Operator who accessed John's information in the MedicAlert Subscriber Information Database. At the time of the incident, John was able to provide Constable Flowers with his name and date of birth but could not recall his address or any details about where he lived. Thankfully, the Operator was able to provide John's current address and a phone number for John's emergency contact – his sister Eve.

The Operator then directly connected Constable Flowers with Eve live over the phone. Hearing that her brother was safe and sound, Eve confirmed his address and let out a grateful sigh of relief. John was found, unharmed, all thanks to the timely intervention of MedicAlert.

During our follow-up interview with Eve – something we do after every wandering-related incident we're involved in – we learned John lived in a retirement home but had become lost after venturing out on a walk. While the facility had monitors and door alarms, it lacked the technology to determine that John had been gone longer than was typical or that he hadn't returned. No one knew he was missing.

Sadly, this is the case for many individuals living with dementia. A MedicAlert national research study uncovered that 20% of reported missing individuals living with dementia have wandering instances that originate from elder care settings, such as retirement homes or long-term care facilities. Our research underscores the importance of a support tool like MedicAlert Safe & Found regardless of a person's living arrangements.

We're so grateful for the swift action of Constable Flowers and other search and rescue responders in these circumstances. In John's case it saved him from the potential of being hit by a car, or any other circumstance that had the likelihood of becoming another headline in the news. Partnership, training, quick action, detailed emergency response/health information, and compassion are the reasons that we can provide so many Canadians with the peace of mind they deserve.

# Investing in our Members' Needs

## IT Systems Take Centre Stage in 2023

One of our strategic priorities is to modernize MedicAlert by becoming a digital-first organization. After years of work and a significant financial investment, MedicAlert is proud to have completed Project Circe – the complete and total transformation of all our IT systems.

Over the last decade, digital technology has advanced significantly, and MedicAlert's technology systems were not keeping pace. Work on Project Circe – aptly named for the goddess of alchemy which can sometimes be the nature of digital transformation work of the scope and scale we undertook – began in 2020 with nearly two years of preparation before actual technological development began in 2022. This project was no small feat and involved a complete redesign of 13 disparate systems into a state-of-the-art technology stack. This major investment aimed to ensure compliance with evolving privacy legislation nationwide, safeguard our subscribers' health information against increasingly sophisticated cyberattacks, and prepare us for the major evolution that Canada's 9-1-1 system is undergoing.

The benefits of this critical work are profound and enable us to maximize our impact on the lives of subscribers and vulnerable populations in Canada. "We now have an ultra-modern technology stack with a very sophisticated cyber-security infrastructure," says Clint Kimchand, MedicAlert's Vice President of Operations. "Our system is built to ensure continuous modernization and the integration of important emerging technologies."

Today MedicAlert is well-positioned for a digital-first future. Our new system has allowed us to integrate into 9-1-1 through computer aided dispatch systems – meaning First Responders get information before they arrive on scene. The same is true of Canada's National Ground Search and Rescue Incident Command System, which is used during emergencies when people go missing or when natural disasters occur. Knowing where people who live with a variety of health conditions are located makes a significant difference to evacuation planning.

One of the most significant outcomes of Project Circe is our ability to translate groundbreaking research in Alzheimer's and dementia wandering into future products and services that assist with aging in place and reducing the burden of caregiver distress. "Prior to our digital transformation, this kind of research and program development would not have been possible," says Dr. Stefanie Tan, MedicAlert's Vice President of Research, Innovation, and Programs.

One of those emerging products currently in the works is the Alpha prototype for EarlyAlert, a predictive modelling tool that will enable caregivers to receive timely alerts based on when their loved one is most likely to have a dementia-related wandering incident. This technology wouldn't be possible without the enhanced data capabilities of our new technology system.

This investment in digital transformation is a testament to our dedication to improving the lives of our subscribers and staying ahead in the ever-evolving landscape of healthcare and emergency response.



## Bringing Enhanced Health Services to MedicAlert Subscribers: A Partnership with Novus Health

We are thrilled to announce an exciting new partnership between MedicAlert Foundation Canada and Novus Health, a leader in health navigation. This collaboration enabled us to introduce two new services for our subscribers in 2023: HealthHub and HealthNavigator.

### HealthHub

HealthHub is free to all MedicAlert subscribers and provides access to reliable health information and resources, ensuring subscribers can quickly and easily find the information they need, such as:

- **Personalized Health Insights:** Receive customized health tips and information tailored to individual needs.
- **Access to Localized Resources:** Find provincial health resources, physicians, clinics, community-based services, and labs.
- **Health Risk Assessments:** Utilize mental health assessments and comprehensive screening guides to create action plans and facilitate conversations with healthcare providers.
- **Informative Health Resources:** Access a library of informative videos and expert advice to optimize health and the care of loved ones.
- **Comprehensive Databases:** Explore in-depth medication, common condition, and natural health product databases.

All content in HealthHub is meticulously vetted and reviewed for accuracy by a trusted in-house team, which includes physicians, registered nurses, specialists, and other healthcare professionals.

### HealthNavigator

For those who want or need an entirely customized, personalized approach to managing their health conditions with one-on-one support, MedicAlert has introduced the HealthNavigator service.

Navigating the complexities of the Canadian healthcare system can be challenging. The team at MedicAlert and Novus Health understand the difficulties many face in finding a family doctor, understanding test results, and managing health effectively.

Benefits include:

- **Unlimited Access to Health Information Specialists:** Call for advice anytime Monday to Friday between 8:00 am and 8:00 pm EST.
- **Easy Access to Healthcare Professionals:** Find the right healthcare professionals with ease.
- **Understanding Medical Information:** Get help interpreting test results and medical reports.
- **Health Coaching:** Access a health coach to keep you on track with your health goals.
- **Condition Management:** Manage newly diagnosed conditions with confidence.

This service is designed to support the 30% of our members who have reported difficulties understanding the health system and accessing available resources.

We are confident that these new services, made possible by our partnership with Novus Health, will provide our subscribers with invaluable support and enhance their overall health and well-being. We look forward to continuing to serve our subscribers with the highest standards of care and innovation.



## Strengthening Safety and Response: A Partnership with CounterCrisis Tech

In a groundbreaking partnership, MedicAlert and CounterCrisis Tech have joined forces to enhance safety and emergency response efforts across the country. This collaboration leverages the strengths of both organizations to ensure the well-being of Canadians during emergencies, from individual search and rescues to large-scale natural disasters.

CounterCrisis Tech, a renowned Canadian technology company based in Ottawa, has developed Canada's first-ever Ground Search and Rescue Incident Command System (GSAR ICS) which has since been implemented across Canada. Funded by Public Safety Canada, GSAR ICS is designed to support various emergency management scenarios, including accidental human-caused events, biological threats, geological occurrences, humanitarian crises, intentional human-caused incidents, meteorological phenomena, and technological hazards.

CounterCrisis Tech empowers first response organizations to prepare for and respond to any identified hazard or risk. Their expertise and cutting-edge systems have made them a leader in the field of incident management technology, helping to protect communities and save lives across Canada.

Thanks to the partnership with MedicAlert, and using RapidSOS as an integration tool, CounterCrisis Tech now facilitates safe and secure access to critical MedicAlert subscriber data during an emergency response. This integration ensures that ground search and rescue crews have immediate access to vital medical information, providing a significant advantage in emergency situations.

When a person goes missing or during natural disasters and weather incidents requiring mass evacuations, the availability of MedicAlert data on-demand can make a crucial difference. Ground search and rescue teams can quickly access details such as medical conditions, allergies, and emergency contacts, enabling them to deliver personalized and effective assistance.

Both MedicAlert and CounterCrisis Tech share a commitment to the safety and well-being of Canadians. By combining MedicAlert's extensive subscriber network with CounterCrisis Tech's advanced incident management systems, this partnership sets a new standard for emergency response management in Canada and ensures a coordinated response, ultimately safeguarding more lives.





## MedicAlert Launches HELP 9-1-1 Pilot Program in Ottawa

In an exciting leap forward for emergency response, MedicAlert launched the Health Exchange Linking Police 9-1-1 or HELP 9-1-1 pilot program in Ottawa this year. This project integrates MedicAlert's critical health information into Ottawa's 9-1-1 Communications Centre's Computer Aided Dispatch (CAD) system through Rapid SOS technology, ensuring that First Responders have immediate access to vital data during emergencies.

Approved by the Canadian Radio-Television and Telecommunications Commission (CRTC) in 2022, the HELP 9-1-1 pilot project represents a significant advancement in the enhancement of Canada's 9-1-1 system. The pilot program officially commenced in the fall of 2023, and its impact was felt almost immediately. Within the first week, a MedicAlert subscriber's data was successfully transferred into the CAD system, highlighting the potential life-saving benefits of this integration.

The pilot phase of HELP 9-1-1 will continue until November 2024. Upon its conclusion, a detailed report will be submitted to the CRTC and the Emergency Services Working Group. This group of experts manages various Public Safety Answering Points (PSAPs) responsible for receiving and processing 9-1-1 calls across Canada. This comprehensive evaluation will determine the program's effectiveness and potential for nationwide implementation.

MedicAlert's ultimate goal with HELP 9-1-1 is to become the official health data provider for Canada's 9-1-1 system. By ensuring that emergency responders have rapid access to accurate health information, MedicAlert aims to enhance the efficiency and effectiveness of emergency services, ultimately saving lives.

This pilot program marks a significant milestone in the journey towards a more integrated and responsive emergency system in Canada. As we move forward, the insights gained from HELP 9-1-1 will be instrumental in shaping the future of emergency response and ensuring the safety and well-being of all Canadians.

MedicAlert continues to innovate and lead in providing essential health information to those who need it most, reinforcing our commitment to safeguarding the lives of Canadians through cutting-edge technology and strategic partnerships.



# Officers of the Corporation

**Leslie Quinton** – Chair

**Charlene McQuaid** – Vice Chair

**Stacey Myers** – Treasurer & Chair, Finance and Audit Committee

**Leslie McGill** – Corporate Secretary, President & CEO (*ex-officio*)

# Directors

**Farah Ismail** – Director

**Danny Lew** – Chair, Human Resources Committee

**Edward Odumodu** – Director

**Ruth Ramsden-Wood** – Director

**Victoria Withers** – Chair, Governance & Nominating Committee/Chair, Digital Transformation Committee

# Thank You

MedicAlert Foundation Canada would like to extend a sincere thank you to all our donors. Without your support, we would be unable to continue our work of protecting people in their most vulnerable moments. You make possible all that we do – thank you!

## Gifts Greater Than \$1,000

### \$50,000 +

The Estate of Marlene Froese  
The Catherine and Maxwell Meighen Foundation  
Petro-Canada CareMakers Foundation

### \$20,000 - \$49,999

1 Anonymous Gift  
The Arthur and Audrey Cutten Foundation  
Story Panda

### \$10,000 - \$19,999

The Ben & Mary Zukierman Family Legacy Fund

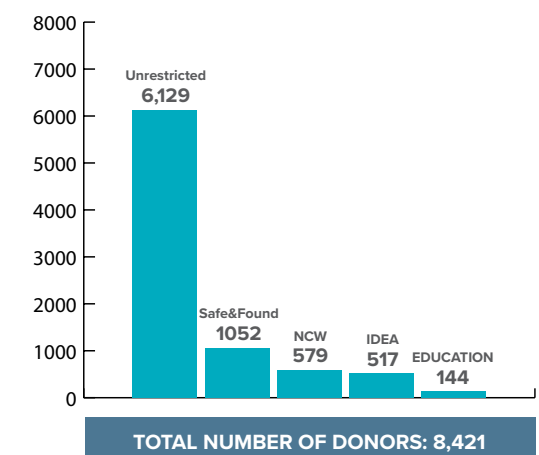
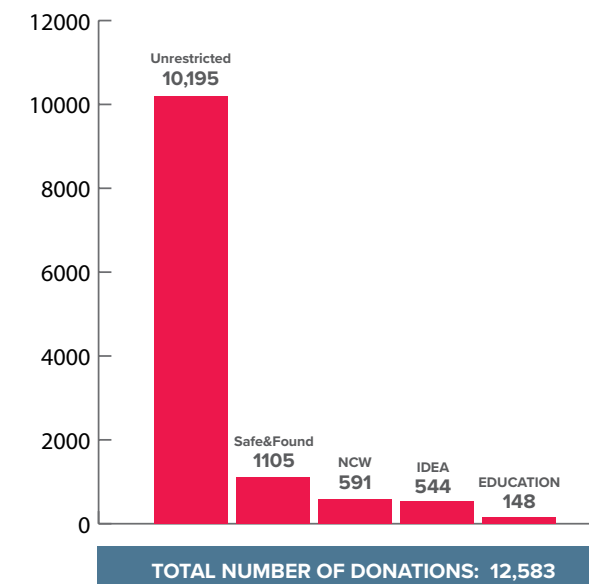
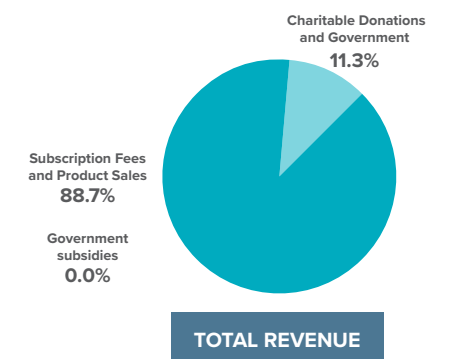
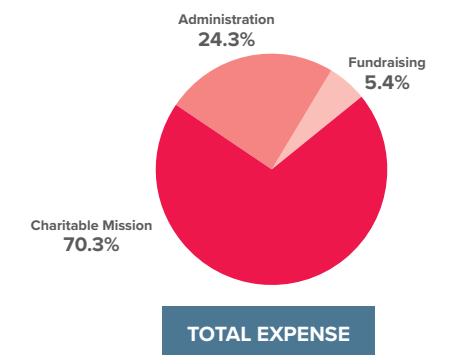
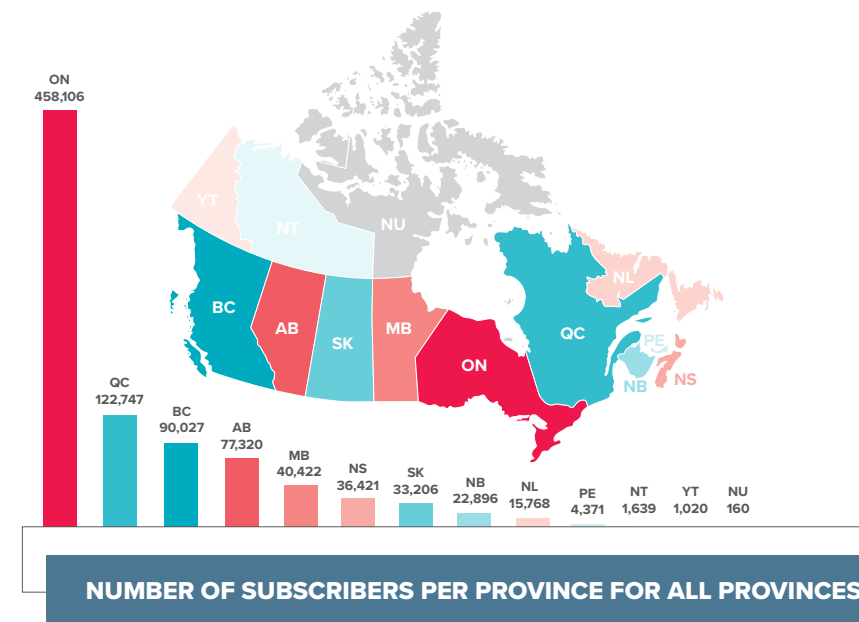
### \$5,000 - \$9,999

1 Anonymous Gift

### \$1,000 - \$4,999

18 Anonymous Gifts  
The Alice and Murray Maitland Foundation  
NUCO Prodcuts  
The Estate of William Rowley

# MedicAlert by the Numbers





+1 800-668-1507 | Local: 416.696.0267 | 895 Don Mills Road, Building #2, Suite #405, Toronto, ON M3C 1W3  
Charitable Registration No. 10686 3293 RR0001