



# IDEA

## Inclusion Diversity Equity in Action

### Q/A Information Brochure

#### Q. What is IDEA?

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The IDEA program is made possible thanks to the commitment of MedicAlert donors. The **Inclusion, Diversity, Equity in Action (IDEA) Program** is MedicAlert's charitable assistance program. Our goal is to promote health and reduce inequities in accessing the MedicAlert service among marginalized and underserved populations. This Program works by waiving all or a portion of the cost of MedicAlert's services to those most in need. To make the IDEA Program possible, MedicAlert has developed a health equity-oriented program, which includes a weighted assessment tool based on the social determinants of health, to improve our subsidy disbursement. We will also champion our philosophy and approach across the not-for-profit sector. Our intake program incorporates an income means test based on geographic region and family size as well as evidence-based sociodemographic data collection.

#### Q. Who can apply?

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Anyone who feels they need MedicAlert protection or service but is hampered due to limited income. Anyone who belongs to underserved and marginalized groups and has an underlying health condition.

#### Q. What support could I receive?

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After careful consideration of your application, you may be eligible for a full subsidy or a partial subsidy. Full subsidy would cover all the cost of MedicAlert services for you, whereas partial subsidy approval candidates would receive services subsidized to 50% of the total cost.

#### Q. How do I apply?

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You can apply for the MedicAlert IDEA program by sending your request to [idea@medicalert.ca](mailto:idea@medicalert.ca) or contacting **1.800.668.1507**.

Following your inquiry, you will receive an email containing a secure web link to the application form which will collect information regarding your income, race/ethnicity, residency status, age, gender/orientation, education, occupation, household size, housing arrangements, and health conditions. This information will be used transparently and equitably to determine your eligibility into the program.

#### Q. What happens after I apply?

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Based on responses provided, your application will be carefully assessed and weighted according to our health equity-oriented eligibility assessment tool. You will be notified of your qualification status within 10 business days.

#### Q. Who can see my demographic information?

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We take your privacy very seriously. All information you provide to us will remain confidential and will be reviewed only by the IDEA Program staff. MedicAlert staff are bound by confidentiality agreements and are subject to the appropriate training and oversight to ensure that your information will be properly safeguarded.

### Questions or comments?

Please reach out to the Program Coordinator at [idea@medicalert.ca](mailto:idea@medicalert.ca) or call **1.800.668.1507**.

MedicAlert Foundation Canada is a national registered charity and will automatically issue tax receipts for donations of \$25 or more. Charitable Registration No. 10686 3293 RR0001.



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# Bracelets



Stainless Steel  
Bracelet Petite  
Oval Emblem  
(#A156)  
\$39



Stainless Steel Bracelet  
Classic Oval Emblem  
(#A492)  
\$39



Black Paracord  
Bracelet  
(#180)  
\$43



Premier Active Black  
Silicone Band - Black  
Emblem (#573)  
\$43

Gold Colored  
Stainless Steel Curb  
Chain Bracelet  
(#362)  
\$63



\*Special Edition\*  
Signature Red  
Stainless Steel –  
Small Emblem  
(#150)  
\$53



Stainless Steel Curb  
Chain Bracelet  
(#364)  
\$63



Crystal Pearl  
Bracelet - Classic  
White (#351)  
\$49



# Necklaces



Stainless Steel  
Dog Tag (#106)  
\$43



Stainless Steel  
Round Emblem  
(#A722)  
\$39

# Accessories

Attachable MedicAlert ID  
– Black (#141)  
\$33



All products are subject to availability.

For more information about the IDEA program product selection, please call our customer service center.