

## A \$75M investment to support virtual healthcare boom

*According to Statistics Canada, 25% of Quebecers don't have a family doctor<sup>1</sup>—and those who do often need to wait weeks to schedule an appointment. The pandemic has accelerated the need for better access to healthcare. This is why, last fall, Pharmaprix invested \$75M to partner with the country's largest virtual healthcare provider, Maple. Since 2015, this platform has made it possible for a growing number of patients to see a healthcare professional the same day, without leaving their home.*

### + DISCOVER

Maple Virtual Healthcare

[www.getmaple.ca/bienvenueqc](http://www.getmaple.ca/bienvenueqc)

#### Maple at a glance

- **More than 1.5M Canadians have access to the Maple platform**
- **More than 1,500** health professionals, the largest online network in the country
- **Average satisfaction of 4.9/5**, with more than 150,000 five-star reviews
- **Access to more than 15 different healthcare specialties and professions**, such as dermatologists, lactation consultants, therapists and psychotherapists, life coaches and oncology navigators. Specialities available vary by province.

#### Physician needs and availability

Dr. Brett Belchetz founded Maple five years before the pandemic after observing an imbalance in the healthcare system. “A significant number of Canadians go to the ER for issues that a primary care doctor could solve if they were available, but 50% of patients can't get an appointment with a family doctor within 48 hours,” says Dr. Belchetz. “At the same time only 40% of our doctors in the country work full-time, year-round<sup>2</sup>.”

#### A complement to the public health system

By downloading Maple (available on the AppStore and Google Play Store or directly from your web browser), users can quickly contact a physician via chat, video conferencing or phone call, using their smartphone, tablet or computer. “This allows doctors who are not working full time to leverage their downtime to support additional patients beyond the walls of their clinic,” says Dr. Belchetz. “Our platform is meant to complement and expand capacity of the healthcare system, rather than functioning as a substitute.”

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<sup>1</sup> Source : <https://www150.statcan.gc.ca/n1/pub/82-625-x/2019001/article/00001-fra.htm>

<sup>2</sup> Source: <https://www12.statcan.gc.ca/census-recensement/2016/dp-pd/dt-td/Rp-fra.cfm?TABID=4&LANG=F&A=R&APATH=3&DETAIL=0&DIM=0&FL=A&FREE=0&GC=01&GL=-1&GID=1334853&GK=1&GRP=1&O=D&PID=112123&PRID=10&PTYPE=109445&S=0&SHOWALL=0&SUB=0&Temporal=2017&THEME=124&VID=0&VNAMEE=&VNAMEF=&D1=0&D2=0&D3=3&D4=0&D5=0&D6=0>

This way, doctors can address many issues online, whether diagnosing a fever, a urinary tract infection, or prescribing or renewing a pharmaceutical treatment.

### **20,000 virtual healthcare appointments in under a month**

Maple's business model was designed to scale with its growth. "This is why since the pandemic has started, wait times haven't increased even though our volume of consultations has tripled," says Dr. Belchetz. During the spring 2020 lockdown, the company developed a partnership with Pharmaprix and Shoppers' Drug Mart pharmacies, providing their customers with nearly 20,000 virtual appointments in just a few weeks .

### **Pharmaprix's support during the pandemic**

Pharmaprix sees telemedicine as the future of healthcare and in the fall of 2020, partnered with Maple in a \$75M transaction. "We believe that our store network and infrastructure, combined with Maple's technology, can help better connect Canadians to the healthcare support they need, whenever and wherever they are," says Jeff Leger, President, Shoppers' Drug Mart.

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the press release

<https://www.newswire.ca/fr/news-releases/shoppers-drug-mart-pharmaprix-accroit-l-access-des-canadiens-a-des-soins-virtuels-et-investit-75-millions-de-dollars-dans-maple-887928999.html>

### **Online doctors in Quebec**

In the province, because the Régie de l'assurance maladie du Québec (RAMQ) does not yet allow the reimbursement or billing of certain virtual care services, Maple is working with private general practitioners. "Quebec residents can still receive the care they need, and our service may be covered by their employer's insurance plan," adds Dr. Belchetz.