

## MEDAVIE BLUE CROSS - A LEADER IN HEALTH AND TALENT

Medavie Blue Cross is an industry-leading health services insurance company that offers a wide variety of benefits ranging from health and dental to travel and life insurance. Headquartered in Moncton, New Brunswick, the not-for-profit organization, has been an all-in-one health carrier for over 75 years, serving individuals, governments and employers across Canada. The organization is a subsidiary of Medavie and is a member of the Canadian Association of Blue Cross Plans, which is an association of 7 regional not-for-profit health and travel insurance providers.

For the better part of a decade, Jen Deschambeault has been working as a Talent Acquisition Manager for Medavie Blue Cross in beautiful Moncton, New Brunswick. Leveraging her background in human resources education, she first joined the organization as a program manager in the Sales and Marketing division. Working with large national clients, her primary focus was on improving employee wellness such as attendance management. From there, she transitioned into a talent acquisition role within the organization, focusing on optimizing Medavie's recruiting operations. It was in this role that Deschambeault was first exposed to the benefits of the Predictive Index System, as delivered by Certified Partner Predictive Success.

## USING PREDICTIVE SUCCESS TO TAKE AWAY THE BLINDFOLD

Medavie Blue Cross has been incorporating the Predictive Index System, as delivered by Certified Partner Predictive Success, for over 10 years. "As a recruiter, I used the behavioural profiles to analyze candidates and see who would fit best with the various requirements of the role", said Deschambeault when asked about her use of the Predictive Index System, as delivered by Certified Partner Predictive Success. "I also used [the Predictive Index] day-to-day as a coaching tool. **It was essential in understanding how to motivate, engage, and reward employees.** Understanding each employee's strengths and passions allowed our project work to really flourish."

Later in her career, Deschambeault also fulfilled a role in Medavie's operations division. With the help of the Predictive Success team, Deschambeault created and analyzed over 200 Job Assessments to understand how to better align employee strengths with job responsibilities. It allowed her to identify employees within the company who were in need of extra training and support, thus **improving overall operational efficiency by nearly 20%.**

"Before [the Predictive Index], I felt like I was wearing a blindfold when it came to hiring decisions. The Predictive Index was able to provide scientifically validated evidence that supported my decisions", reflected Deschambeault. The Predictive Index, as delivered by Certified Partner Predictive Success, allowed Deschambeault to equip herself with all the tools necessary to build an effective and efficient talent workforce.

**↑ 20%**  
**INCREASE IN TRAINING  
 AND OPERATIONAL  
 EFFICIENCY**

**\$10 000s**  
**SAVED IN INDIRECT  
 TIME AND TRAINING  
 COSTS**

*"The Predictive Index was essential in understanding how to **motivate, engage, and reward employees.** It allowed our employees to work more effectively as a team!"*

- Jen Deschambeault  
 Manager, Talent Acquisition  
 Medavie Blue Cross

