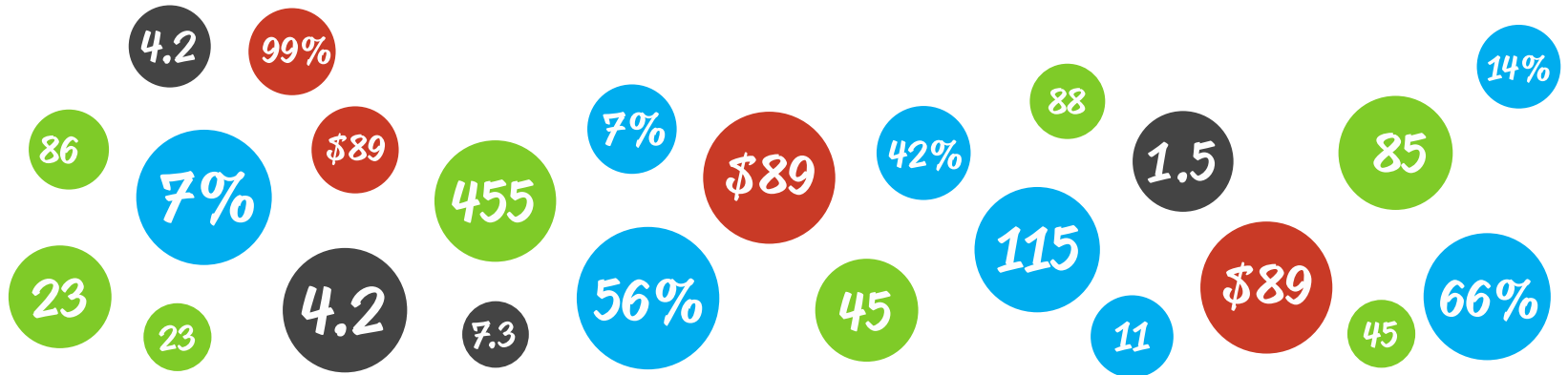


# Massaging

# THE DATA



Health

GSC 2014 DRUG STUDY

*a whole lotta*

**DATA**



**DATA**

**TA**

**DATA**



THIS PRESENTATION IS **CONTROVERSIAL**  
AND MAY BE UPSETTING TO SOME AUDIENCES

**VIEWER DISCRETION IS ADVISED**

Keepin' it

Real



# SURVIVAL TIPS



# SURVIVAL TIP #1



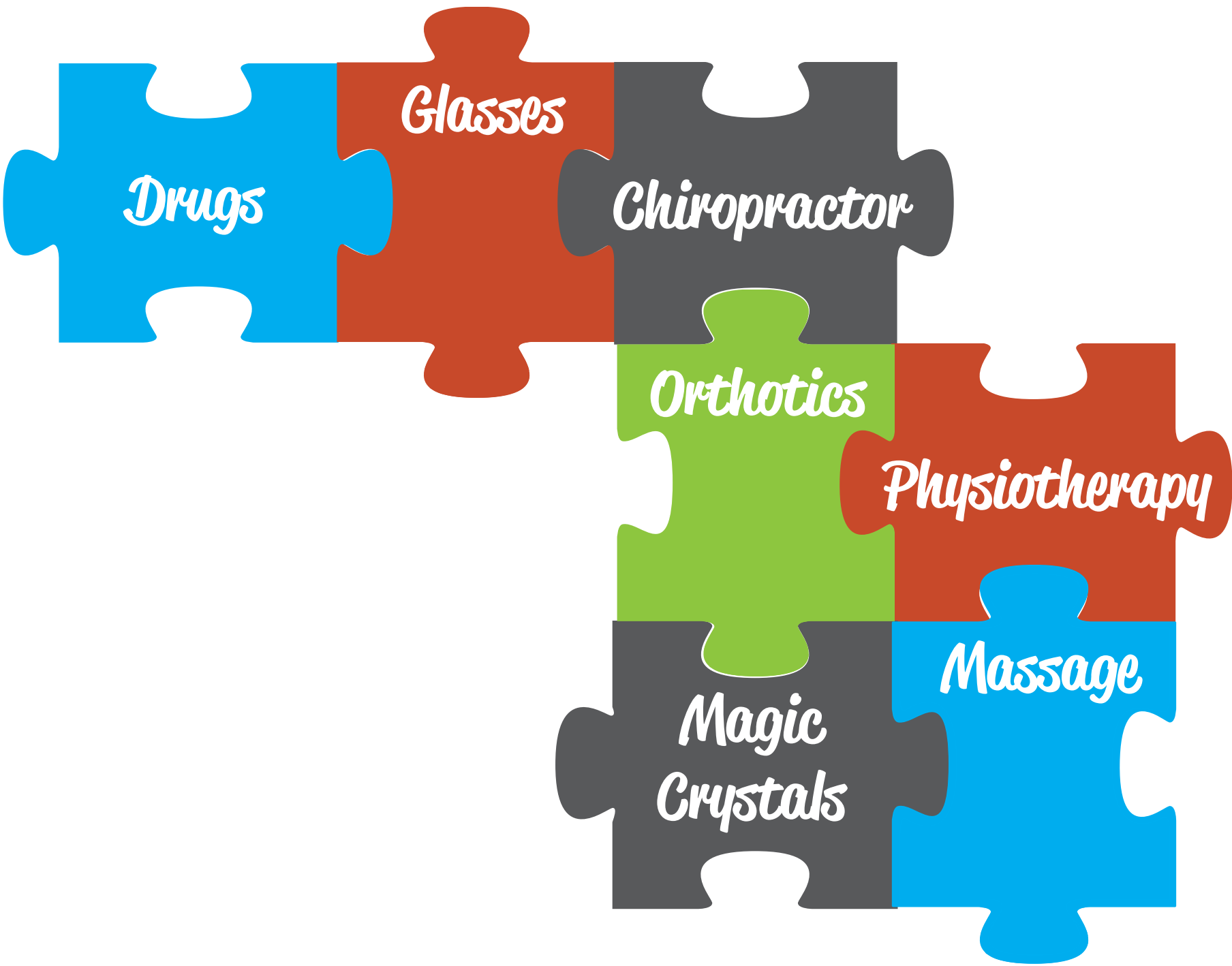
# SURVIVAL TIP #2



# SURVIVAL TIP #3







*Drugs*

*Glasses*

*Chiropractor*

*Orthotics*

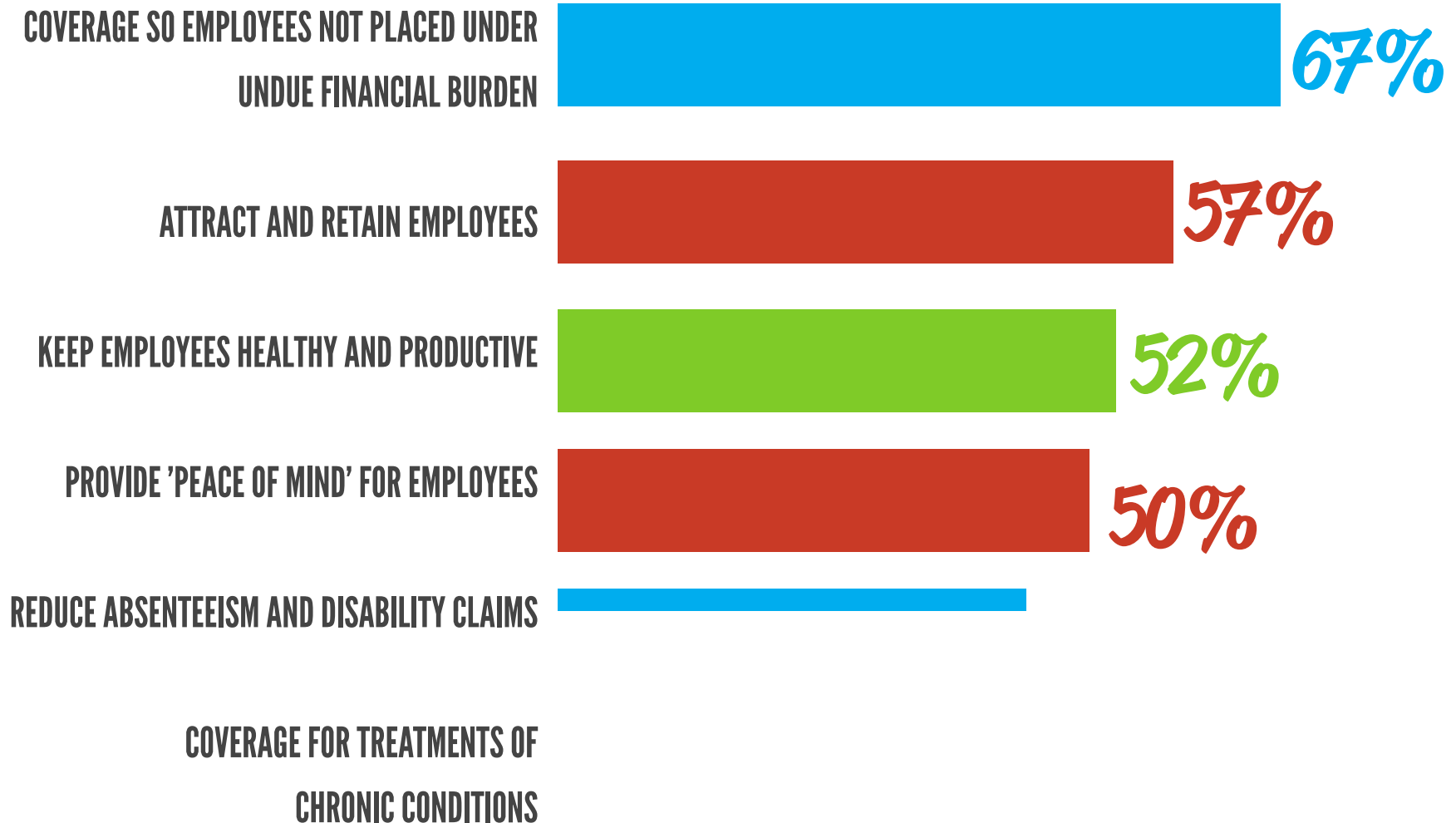
*Physiotherapy*

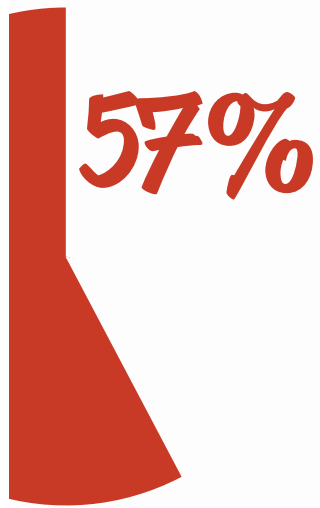
*Magic  
Crystals*

*Massage*

*sponsors' Main Purpose For*

# OFFERING A HEALTH BENEFIT PLAN







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*The*

# AGE BAND

---

*Study*

---

*The*

**KIDZ**

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| <i>Rank</i> | <i>Category</i>                      | <i>Disease State</i> | <i>Volume</i> |
|-------------|--------------------------------------|----------------------|---------------|
| 1           | PENICILLINS                          | INFECTION            | 18.34%        |
| 2           | ADRENERGIC AGENTS                    | ASTHMA/COPD          | 9.47%         |
| 3           | CNS STIMULANT AGENTS                 | ADHD                 | 7.53%         |
| 4           | ANTI-INFLAMMATORY AGENTS (SMMP)      | DERMATOLOGY          | 6.41%         |
| 5           | RESPIRATORY ANTI-INFLAMMATORY AGENTS | ASTHMA/COPD          | 6.37%         |



| <i>Rank</i> | <i>Category</i>                         | <i>Disease State</i> | <i>Cost</i> |
|-------------|---|----------------------|-------------|
| 1           | CNS STIMULANT AGENTS                    | ADHD                 | 15.62%      |
| 2           | ADRENERGIC AGENTS                       | ASTHMA/COPD          | 9.83%       |
| 3           | PENICILLINS                             | INFECTION            | 8.13%       |
| 4           | RESPIRATORY<br>ANTI-INFLAMMATORY AGENTS | ASTHMA/COPD          | 7.61%       |
| 5           | ERYTHROMYCINS                           | INFECTION            | 4.35%       |



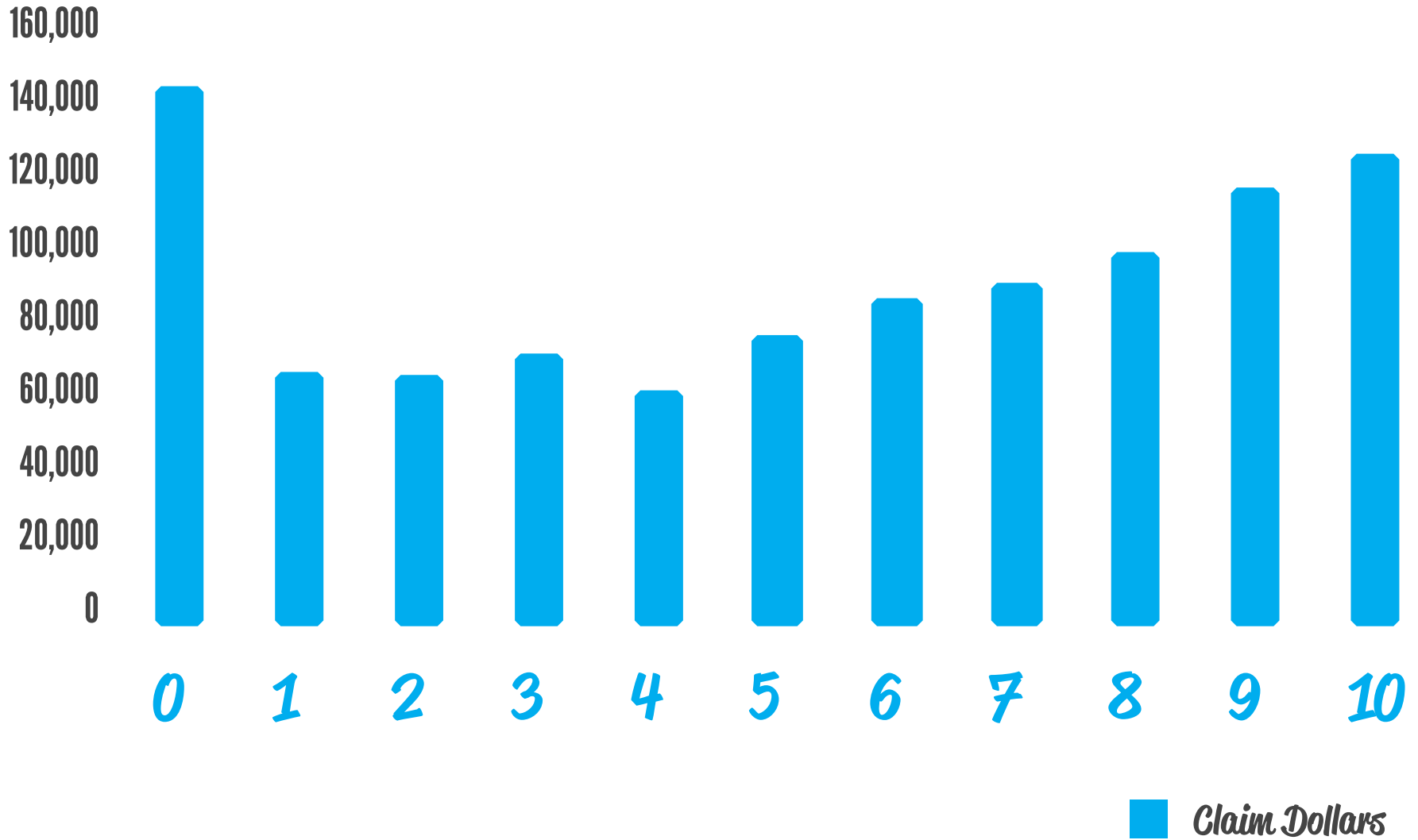
| <i>Rank</i> | <i>Category</i>  | <i>Volume</i> |
|-------------|------------------|---------------|
| 1           | CHIROPRACTOR     | 35.69%        |
| 2           | SPEECH THERAPIST | 12.28%        |
| 3           | GLASSES          | 9.63%         |
| 4           | MASSAGE          | 7.83%         |
| 5           | PSYCHOLOGIST     | 6.69%         |
| 6           | PHYSIOTHERAPIST  | 4.67%         |
| 7           | NATUROPATH       | 3.90%         |





# *Chiropractic Dollars*

## **BY AGE (0-10)**









| <i>Rank</i> | <i>Category</i>  | <i>Cost</i> |
|-------------|------------------|-------------|
| 1           | GLASSES          | 21.12%      |
| 2           | SPEECH THERAPIST | 16.88%      |
| 3           | CHIROPRACTOR     | 10.33%      |
| 4           | PSYCHOLOGIST     | 9.43%       |
| 5           | FOOTWEAR         | 7.72%       |
| 6           | MASSAGE          | 4.35%       |
| 7           | HOSPITAL         | 4.22%       |

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*The*

**TEENS**

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| <i>Rank</i> | <i>Category</i>      | <i>Disease State</i>              | <i>Volume</i> |
|-------------|----------------------|-----------------------------------|---------------|
| 1           | ORAL CONTRACEPTIVES  | CONTRACEPTION                     |               |
|             |                      | ADHD                              |               |
|             |                      | ON/<br>ANXIETY/SLEEP<br>DISORDERS | 8.90%         |
| 4           | ANTIPSYCHOTIC AGENTS | PSYCHIATRIC                       | 6.73%         |
| 5           | PENICILLINS          | INFECTIONS                        | 4.70%         |



| <i>Rank</i> | <i>Category</i>                    | <i>Disease State</i>                      | <i>Cost</i> |
|-------------|------------------------------------|---|-------------|
| 1           | CNS STIMULANT AGENTS               | ADHD                                      | 16.70%      |
| 2           | ORAL CONTRACEPTIVES                | CONTRACEPTION                             | 8.32%       |
| 3           | ANTIDEPRESSANT AGENTS              | DEPRESSION/<br>ANXIETY/SLEEP<br>DISORDERS | 6.64%       |
| 4           | ANTIPSYCHOTIC AGENTS               | PSYCHIATRIC                               | 6.17%       |
| 5           | INJECTABLE BIOTECHNOLOGY<br>AGENTS | RA & OTHER<br>AUTOIMMUNE                  | 6.02%       |



| <i>Rank</i> | <i>Category</i> | <i>Volume</i> |
|-------------|-----------------|---------------|
| 1           | CHIROPRACTOR    | 30.86%        |
| 2           | PHYSIOTHERAPIST | 17.75%        |
| 3           | MASSAGE         | 14.09%        |
| 4           | GLASSES         | 10.79%        |
| 5           | PSYCHOLOGIST    | 5.60%         |



| <i>Rank</i> | <i>Category</i> | <i>Cost</i> |
|-------------|-----------------|-------------|
| 1           | GLASSES         | 24.00%      |
| 2           | FOOTWEAR        | 9.48%       |
| 3           | PHYSIOTHERAPIST | 9.29%       |
| 4           | CHIROPRACTOR    | 9.20%       |
| 5           | MASSAGE         | 8.30%       |
| 6           | PSYCHOLOGIST    | 6.77%       |
| 7           | CONTACT LENSES  | 3.51%       |







Keepin' it

Real



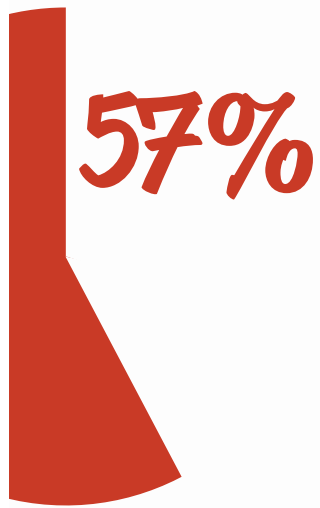




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*Massage can help people relax, relieve aching muscles, and temporarily lift a person's mood.*

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**DISSEASE**







*a SPA world,*

**AFTER ALL**



# OPENING IN APRIL

**\$39**

1 Hour\*  
Therapeutic  
Massage

\*First Visit Only



Massage Addict



672-1001

[www.massageaddict.ca](http://www.massageaddict.ca)

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*The*

**20s**

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| <i>Rank</i> | <i>Category</i>                     | <i>Disease State</i>                 | <i>Volume</i> |
|-------------|-------------------------------------|--------------------------------------|---------------|
| <b>1</b>    | ORAL CONTRACEPTIVES                 | <b>CONTRACEPTION</b>                 |               |
|             |                                     | <b>DEPRESSION/<br/>ANXIETY/SLEEP</b> | <b>%</b>      |
| <b>3</b>    | METHADONE POWDER FOR<br>COMPOUNDING | <b>SUBSTANCE<br/>ABUSE THERAPY</b>   | <b>6.35%</b>  |
| <b>4</b>    | PENICILLINS                         | <b>INFECTION</b>                     | <b>3.61%</b>  |
| <b>5</b>    | NSAID AGENTS                        | <b>PAIN</b>                          | <b>3.08%</b>  |



| <i>Rank</i> | <i>Category</i>               | <i>Disease State</i>                 | <i>Cost</i>  |
|-------------|-------------------------------|--------------------------------------|--------------|
| <b>1</b>    | ORAL CONTRACEPTIVES           | <b>CONTRACEPTION</b>                 |              |
|             |                               | <b>DEPRESSION/<br/>ANXIETY/SLEEP</b> |              |
|             | JECTABLE BIOTECHNOLOGY AGENTS | <b>RA &amp; OTHER<br/>AUTOIMMUNE</b> | <b>9.78%</b> |
| <b>4</b>    | CNS STIMULANT AGENTS          | <b>ADHD</b>                          | <b>4.64%</b> |
| <b>5</b>    | CONTRACEPTIVES OTHER          | <b>CONTRACEPTION</b>                 |              |



| <i>Rank</i> | <i>Category</i>     | <i>Volume</i> |
|-------------|---------------------|---------------|
| <b>1</b>    | CHIROPRACTOR        | <b>27.16%</b> |
| <b>2</b>    | MASSAGE             | <b>25.26%</b> |
| <b>3</b>    | PHYSIOTHERAPIST     | <b>12.92%</b> |
| <b>4</b>    | GLASSES             | <b>6.77%</b>  |
| <b>5</b>    | OPTOMETRIC SERVICES | <b>6.64%</b>  |

**OPENING IN APRIL**

**\$39**

**1 Hour\*  
Therapeutic  
Massage**

\*First Visit Only



**Massage Addict**

**672-1001**

**[www.massageaddict.ca](http://www.massageaddict.ca)**



| <i>Rank</i> | <i>Category</i>     | <i>Cost</i>   |
|-------------|---------------------|---------------|
| <b>1</b>    | MASSAGE             | <b>18.66%</b> |
| <b>2</b>    | GLASSES             | <b>16.80%</b> |
| <b>3</b>    | CHIROPRACTOR        | <b>10.82%</b> |
| <b>4</b>    | PHYSIOTHERAPIST     | <b>7.58%</b>  |
| <b>5</b>    | FOOTWEAR            | <b>6.15%</b>  |
| <b>6</b>    | OPTOMETRIC SERVICES | <b>5.70%</b>  |



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*The*

**30s**

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| <i>Rank</i> | <i>Category</i>                     | <i>Disease State</i>                      | <i>Volume</i> |
|-------------|-------------------------------------|---|---------------|
| 1           | ANTIDEPRESSANT AGENTS               | DEPRESSION/<br>ANXIETY/SLEEP<br>DISORDERS | 9.93%         |
| 2           | METHADONE POWDER FOR<br>COMPOUNDING | SUBSTANCE<br>ABUSE THERAPY                | 6.98%         |
| 3           | ORAL CONTRACEPTIVES                 | CONTRACEPTION                             |               |
|             |                                     | PAIN                                      |               |
|             |                                     |   |               |
|             |                                     |   |               |



| <i>Rank</i> | <i>Category</i>                 | <i>Disease State</i>                   | <i>Cost</i> |
|-------------|---------------------------------|--|-------------|
| 1           | INJECTABLE BIOTECHNOLOGY AGENTS | RA & OTHER AUTOIMMUNE                  | 14.87%      |
| 2           | ANTIDEPRESSANT AGENTS           | DEPRESSION/<br>ANXIETY/SLEEP DISORDERS | 9.58%       |
| 3           | MULTIPLE SCLEROSIS AGENTS       | MULTIPLE SCLEROSIS                     | 4.41%       |
| 4           | ORAL CONTRACEPTIVES             | CONTRACEPTION                          |             |
|             |                                 | ULCERS/GERD                            |             |



| <i>Rank</i> | <i>Category</i> | <i>Volume</i> |
|-------------|-----------------|---------------|
| 1           | CHIROPRACTOR    | 30.30%        |
| 2           | MASSAGE         | 28.15%        |
| 3           | PHYSIOTHERAPIST | 11.97%        |
| 4           | GLASSES         | 4.56%         |



| <i>Rank</i> | <i>Category</i> | <i>Cost</i> |
|-------------|-----------------|-------------|
| 1           | MASSAGE         | 22.51%      |
| 2           | GLASSES         | 13.30%      |
| 3           | CHIROPRACTOR    | 12.65%      |
| 4           | PHYSIOTHERAPIST | 7.78%       |
| 5           | FOOTWEAR        | 6.57%       |

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*The*

**40s**

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| <i>Rank</i> | <i>Category</i>                       | <i>Disease State</i>                   | <i>Volume</i> |
|-------------|---------------------------------------|--|---------------|
| 1           | ANTIDEPRESSANT AGENTS                 | DEPRESSION/ANXIETY/<br>SLEEP DISORDERS | 9.23%         |
| 2           | PROTON PUMP INHIBITORS                | ULCERS/GERD                            | 4.89%         |
| 3           | NSAID AGENTS                          | PAIN                                   | 4.20%         |
| 4           | NARCOTIC ANALGESICS –<br>SHORT ACTING | PAIN                                   | 4.14%         |
| 5           | HMG-COA REDUCTASE<br>INHIBITORS       | CHOLESTEROL                            | 3.74%         |
| 6           | METHADONE POWDER FOR<br>COMPOUNDING   | SUBSTANCE ABUSE<br>THERAPY             | 3.31%         |
| 7           | THYROID AGENTS                        | THYROID                                | 3.28%         |
| 8           | ANTICONVULSANT AGENTS                 | ANTICONVULSANTS                        | 3.16%         |



| <i>Rank</i> | <i>Category</i>                   | <i>Disease State</i>                   | <i>Cost</i> |
|-------------|-----------------------------------|--|-------------|
| 1           | INJECTABLE BIOTECHNOLOGY AGENTS   | RA & OTHER AUTOIMMUNE                  | 13.35%      |
| 2           | ANTIDEPRESSANT AGENTS             | DEPRESSION/ANXIETY/<br>SLEEP DISORDERS | 8.68%       |
| 3           | PROTON PUMP INHIBITORS            | ULCERS/GERD                            | 4.83%       |
| 4           | MULTIPLE SCLEROSIS AGENTS         | MULTIPLE SCLEROSIS                     | 3.86%       |
| 5           | ANTIVIRAL AGENTS                  | INFECTION                              | 3.45%       |
| 6           | NARCOTIC ANALGESICS – LONG ACTING | PAIN                                   | 2.76%       |
| 7           | ANTINEOPLASTIC                    | CANCER                                 | 2.70%       |
| 8           | LONG ACTING BRONCHODILATORS       | ASTHMA/COPD                            | 2.68%       |





| <i>Rank</i> | <i>Category</i>     | <i>Volume</i> |
|-------------|---------------------|---------------|
| <b>1</b>    | CHIROPRACTOR        | <b>31.27%</b> |
| <b>2</b>    | MASSAGE             | <b>24.43%</b> |
| <b>3</b>    | PHYSIOTHERAPIST     | <b>14.73%</b> |
| <b>4</b>    | GLASSES             | <b>5.70%</b>  |
| <b>5</b>    | OPTOMETRIC SERVICES | <b>4.50%</b>  |



| <i>Rank</i> | <i>Category</i> | <i>Cost</i> |
|-------------|-----------------|-------------|
| 1           | MASSAGE         | 18.26%      |
| 2           | GLASSES         | 17.02%      |
| 3           | CHIROPRACTOR    | 12.22%      |
| 4           | PHYSIOTHERAPIST | 9.33%       |
| 5           | FOOTWEAR        | 7.26%       |

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*The*

**50s**

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| <i>Rank</i> | <i>Category</i>                             | <i>Disease State</i>                   | <i>Volume</i> |
|-------------|---|--|---------------|
| 1           | ANTIDEPRESSANT AGENTS                       | DEPRESSION/ANXIETY/<br>SLEEP DISORDERS | 7.31%         |
| 2           | HMG – COA REDUCTASE<br>INHIBITOR            | CHOLESTEROL                            | 7.07%         |
| 3           | PROTON PUMP INHIBITORS                      | ULCERS/GERD                            | 5.24%         |
| 4           | ANGIOTENSIN-CONVERTING<br>ENZYME INHIBITORS | HYPERTENSION                           | 4.55%         |
| 5           | ANGIOTENSIN II RECEPTOR<br>ANTAGONISTS      | HYPERTENSION                           | 3.54%         |
| 6           | NSAID AGENTS                                | PAIN                                   | 3.52%         |
| 7           | NARCOTIC ANALGESICS –<br>SHORT ACTING       | PAIN                                   | 3.30%         |
| 8           | THYROID AGENTS                              | THYROID                                | 2.97%         |
| 9           | ANTICONVULSANT AGENTS                       | ANTICONVULSANTS                        | 2.87%         |
| 10          | B-ADRENERGIC BLOCKING<br>AGENTS             | HYPERTENSION                           | 2.67%         |



| <i>Rank</i> | <i>Category</i>                          | <i>Disease State</i>                   | <i>Cost</i> |
|-------------|--|--|-------------|
| 1           | INJECTABLE BIOTECHNOLOGY AGENTS          | RA & OTHER AUTOIMMUNE                  | 10.73%      |
| 2           | ANTIDEPRESSANT AGENTS                    | DEPRESSION/ANXIETY/<br>SLEEP DISORDERS | 6.53%       |
| 3           | PROTON PUMP INHIBITORS                   | ULCERS/GERD                            | 5.32%       |
| 4           | HMG – COA REDUCTASE INHIBITOR            | CHOLESTEROL                            | 4.24%       |
| 5           | MISCELLANEOUS ANTIDIABETIC AGENTS        | DIABETES                               | 3.89%       |
| 6           | ANGIOTENSIN-CONVERTING ENZYME INHIBITORS | HYPERTENSION                           | 3.30%       |
| 7           | ANTINEOPLASTIC                           | CANCER                                 | 3.19%       |
| 8           | GENERALLY INCLUDED INSULIN – ALL TYPES   | DIABETES                               | 3.08%       |
| 9           | NARCOTIC ANALGESICS – LONG ACTING        | PAIN                                   | 2.75%       |
| 10          | NSAID AGENTS                             | PAIN                                   | 2.60%       |



| <i>Rank</i> | <i>Category</i>     | <i>Volume</i> |
|-------------|---------------------|---------------|
| 1           | CHIROPRACTOR        | 31.69%        |
| 2           | MASSAGE             | 20.48%        |
| 3           | PHYSIOTHERAPIST     | 16.88%        |
| 4           | GLASSES             | 6.82%         |
| 5           | OPTOMETRIC SERVICES | 4.77%         |



| <i>Rank</i> | <i>Category</i> | <i>Cost</i> |
|-------------|-----------------|-------------|
| 1           | MASSAGE         | 20.25%      |
| 2           | GLASSES         | 13.69%      |
| 3           | CHIROPRACTOR    | 10.97%      |
| 4           | PHYSIOTHERAPIST | 9.79%       |
| 5           | FOOTWEAR        | 7.64%       |

Keepin' it

Real





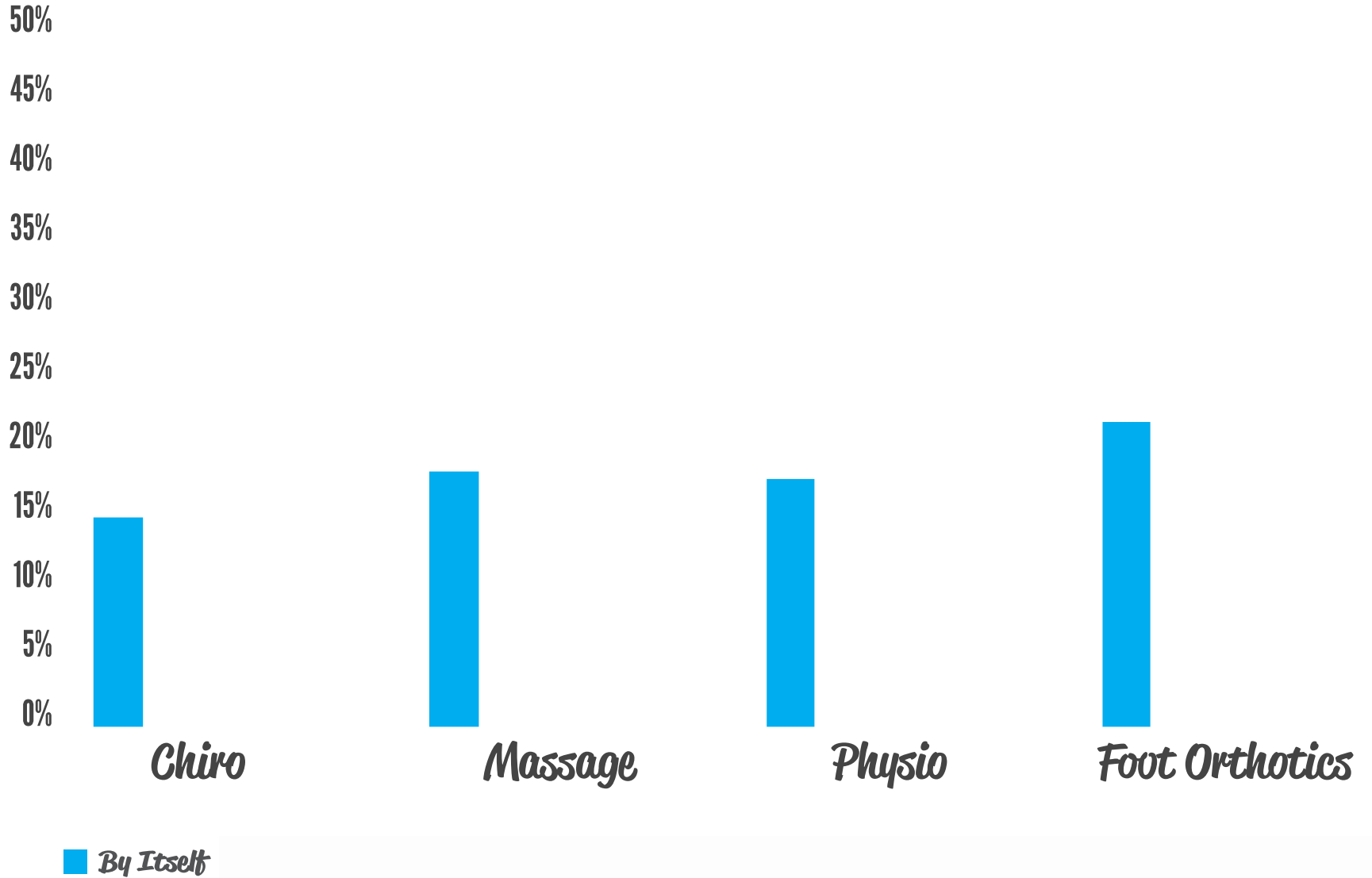
# MANUAL ADJUSTMENT COMPLEX



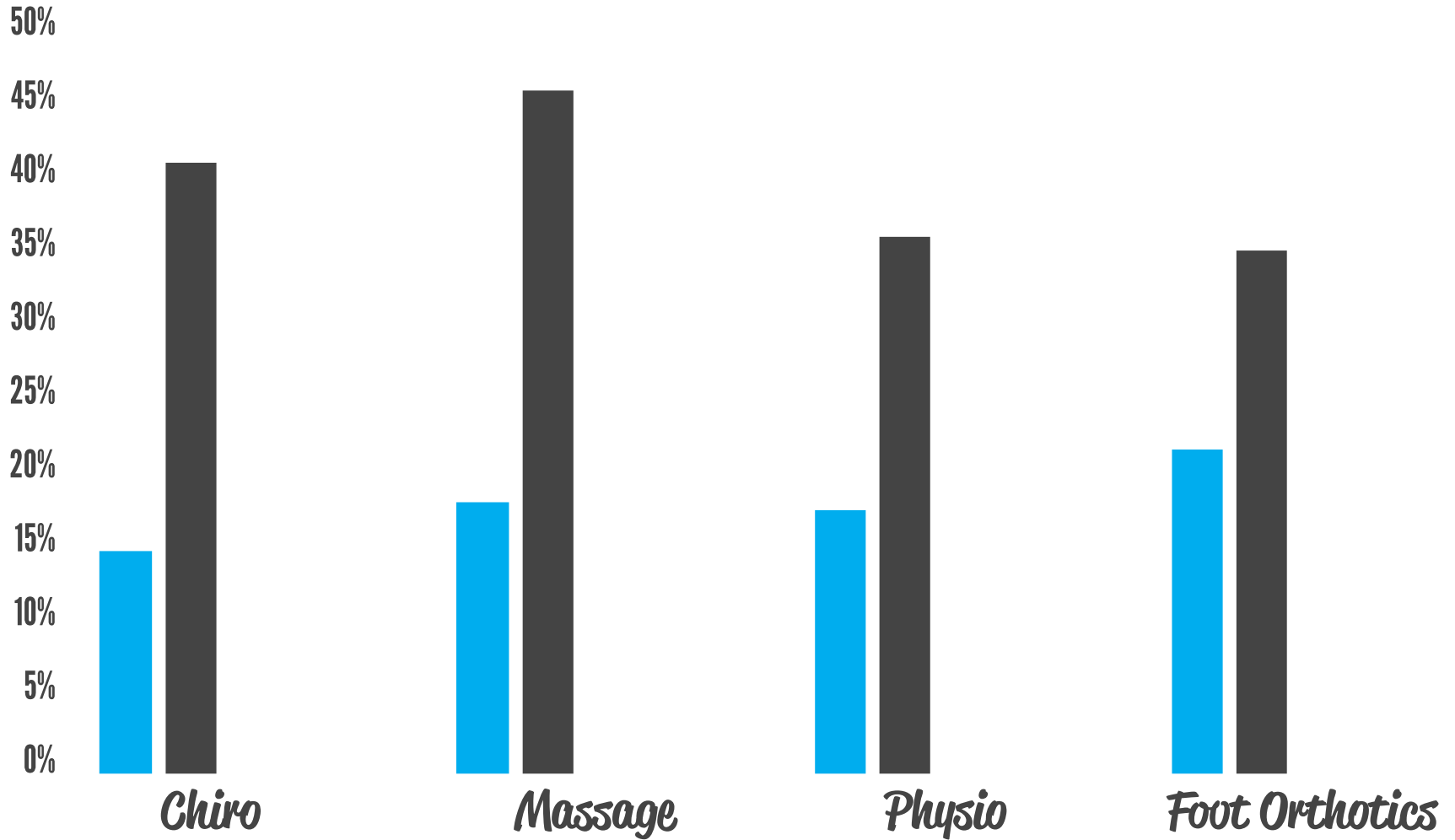


THE  
5%

# Combo Deal

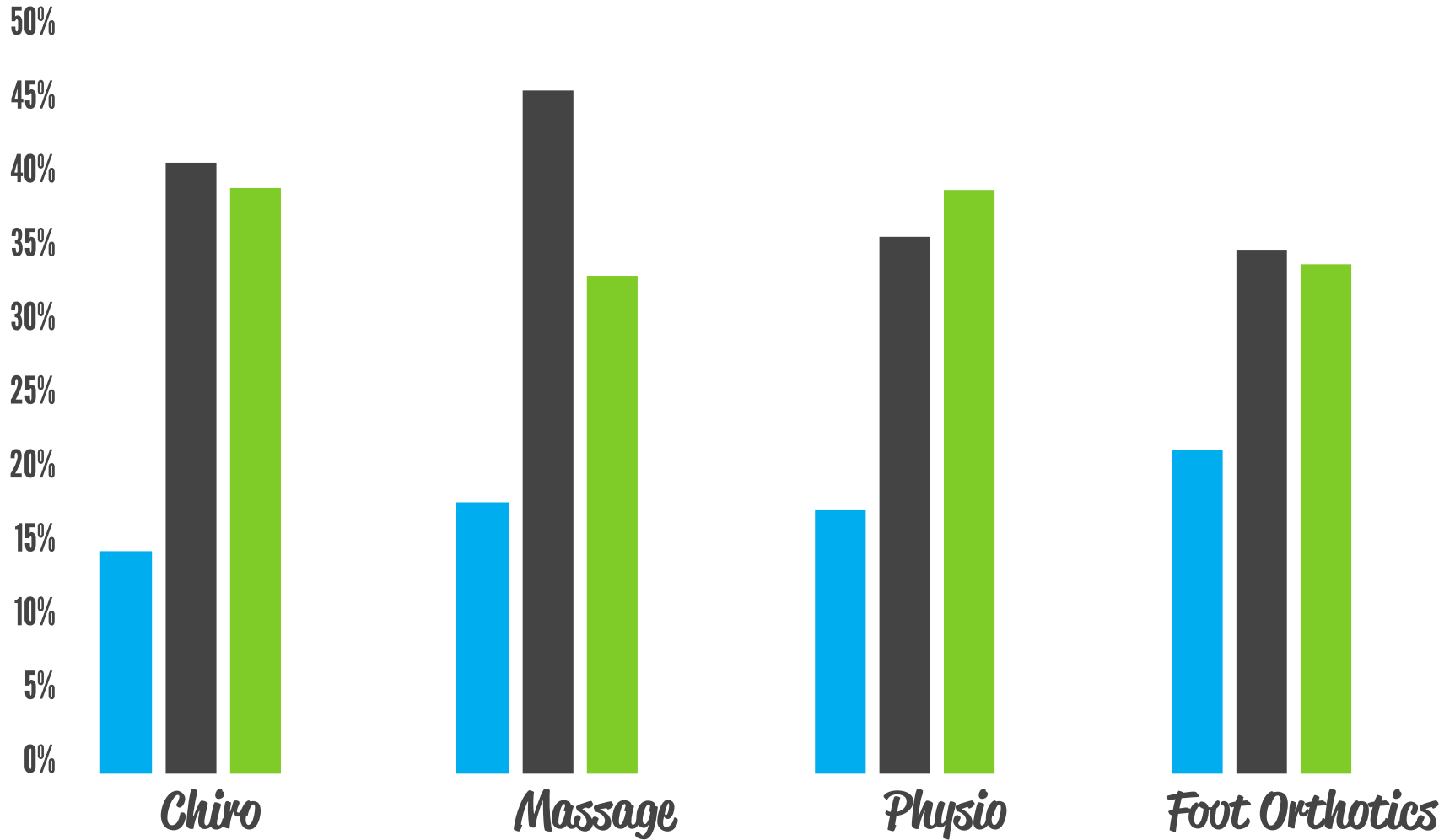


# Combo Deal



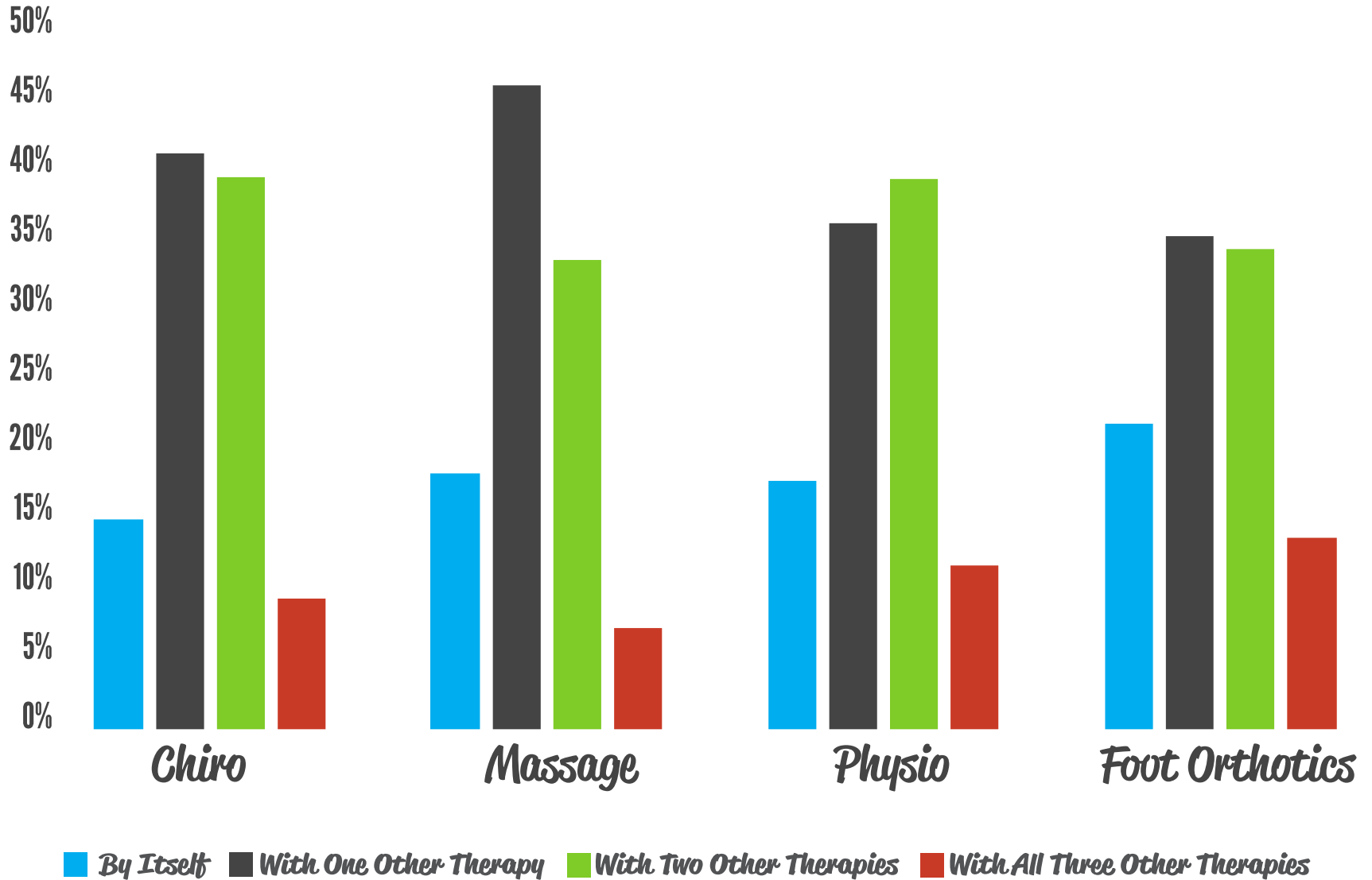
**■ By Itself** **■ With One Other Therapy**

# Combo Deal



**By Itself** **With One Other Therapy** **With Two Other Therapies**

# Combo Deal



25%

20%

15%

10%

5%

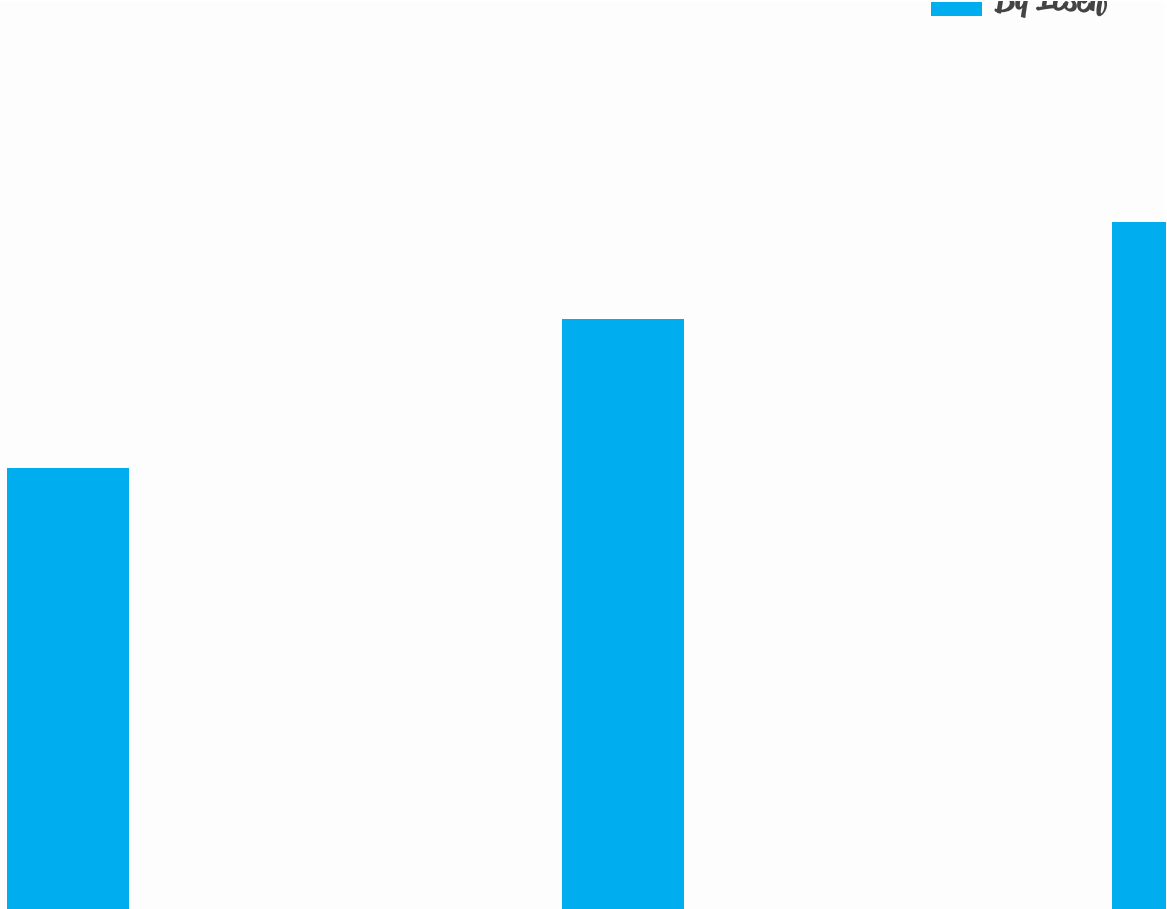
0%

*Chiro*

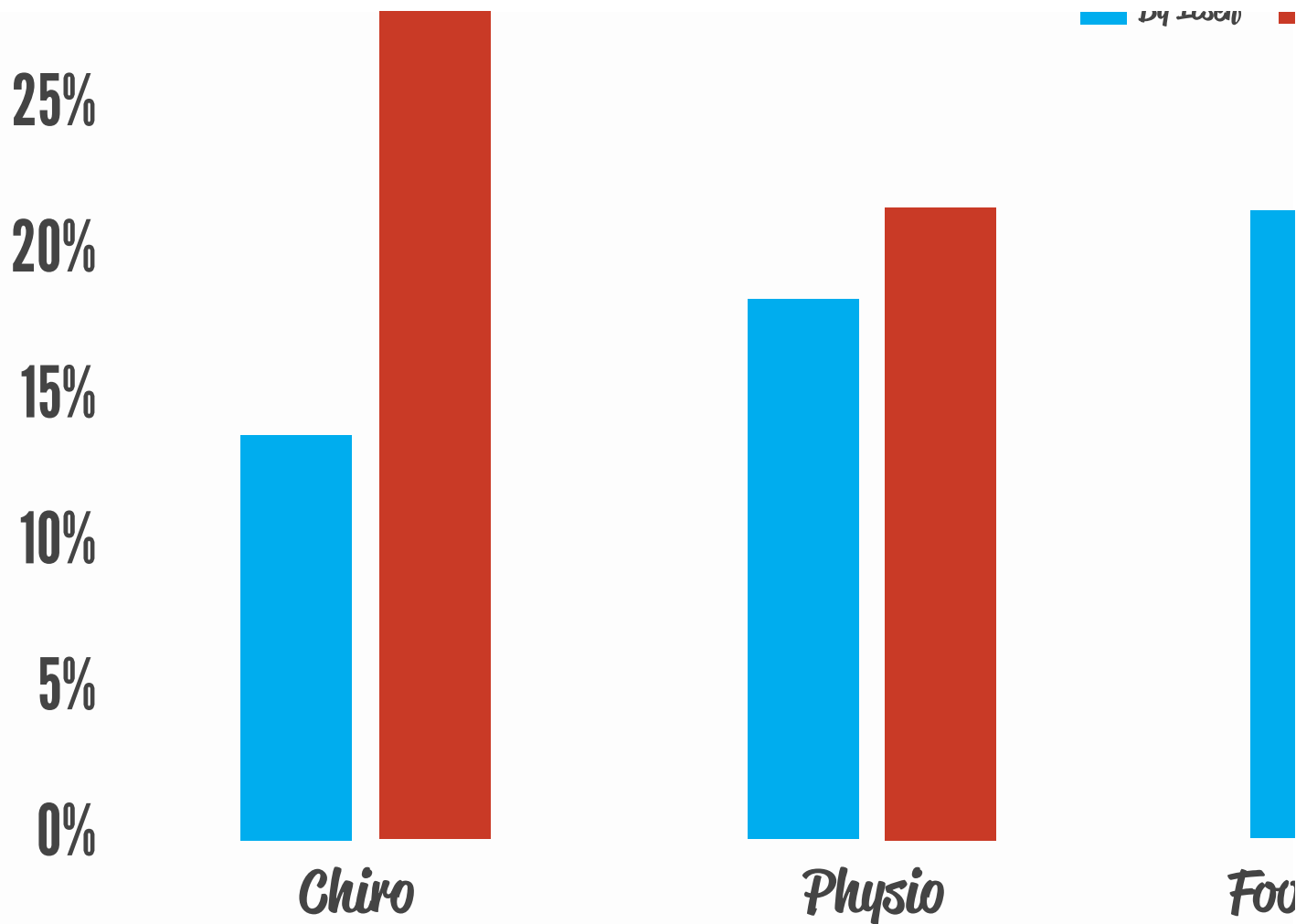
*Physio*

*Focu*

By Focus







145k

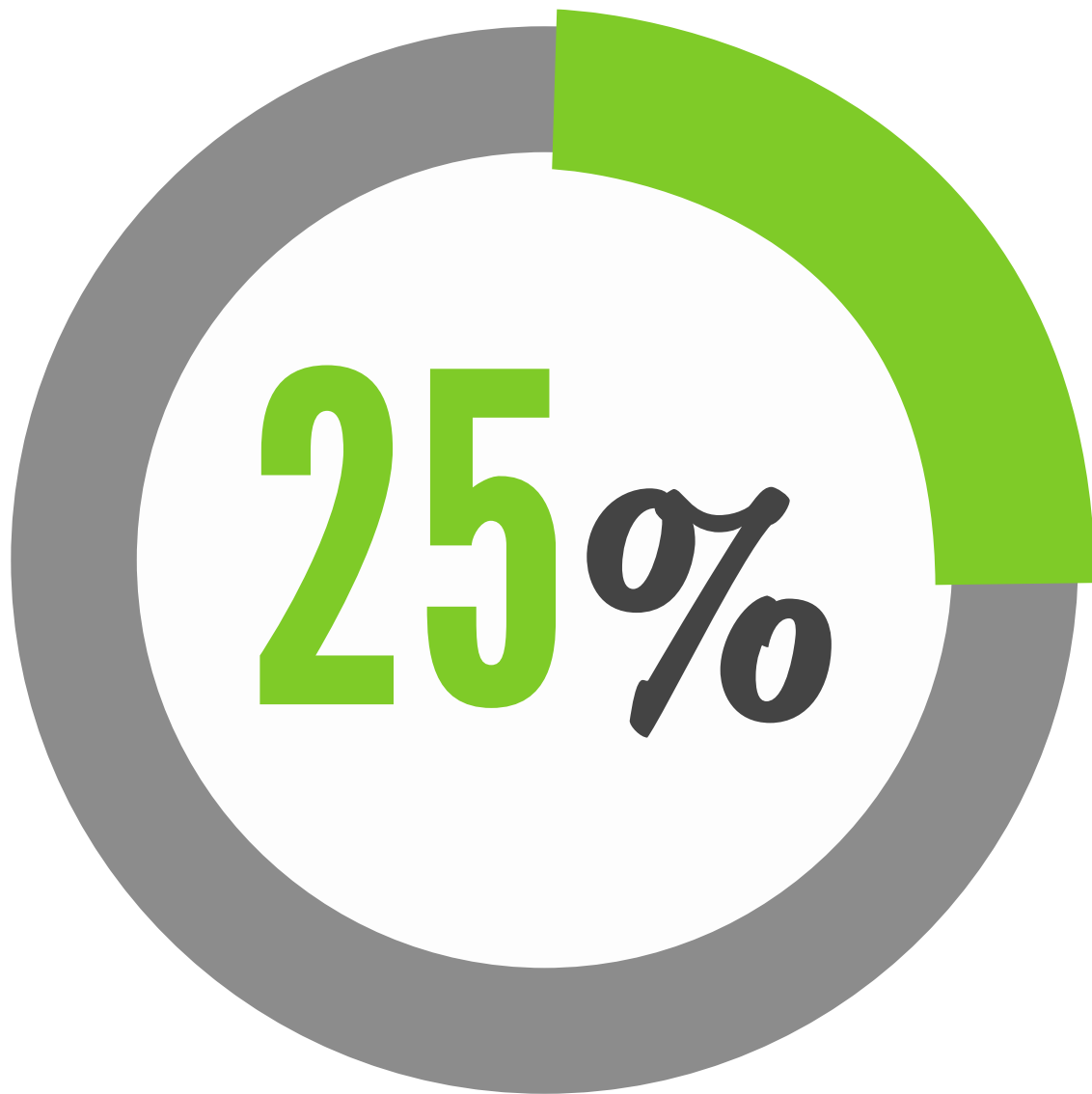
MASSAGE

140k

CHIRO

75k

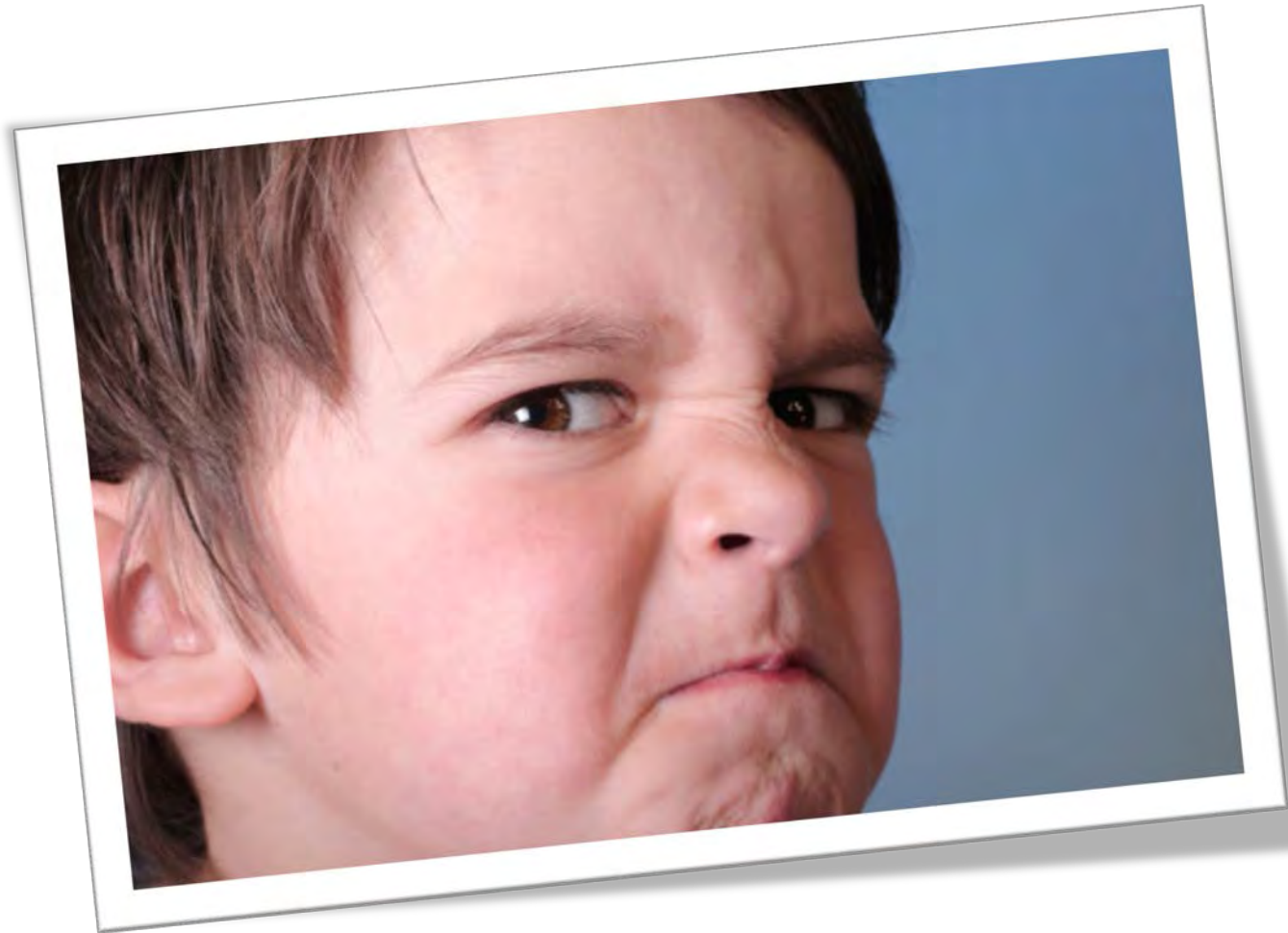
BOTH



**25%**

A black vertical post supports a light gray rectangular sign. The sign contains the text 'MANUAL ADJUSTMENT COMPLEX' in a black, hand-drawn, sans-serif font, arranged in three lines.

MANUAL  
ADJUSTMENT  
COMPLEX



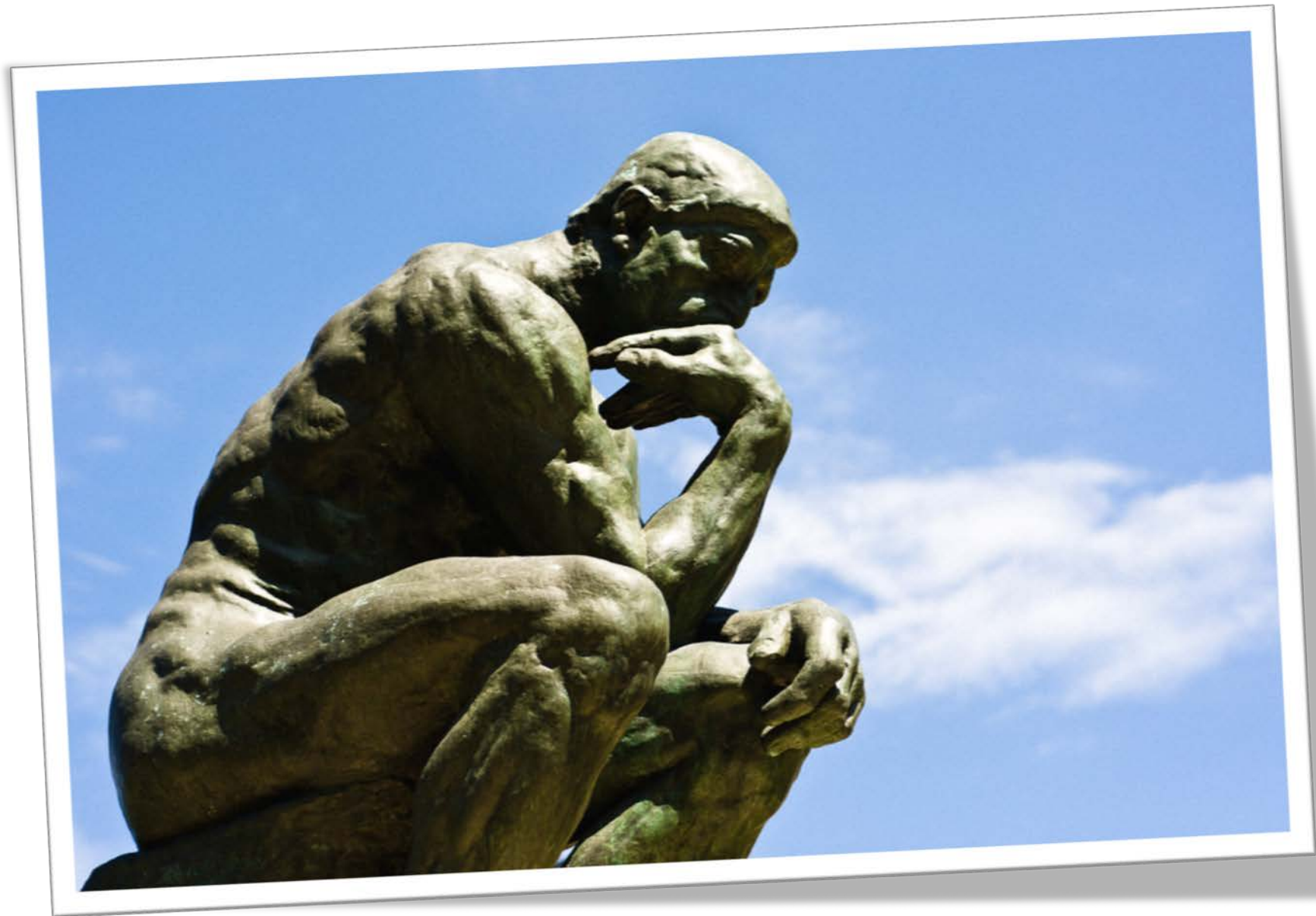
# Prescription Drug Usage

+21%

**MASSAGE**

+23%

**CHIRO**



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*The*

**60s**

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| <i>Rank</i> | <i>Category</i>                          | <i>Disease State</i>                   | <i>Volume</i> |
|-------------|--|--|---------------|
| 1           | HMG – COA REDUCTASE INHIBITOR            | CHOLESTEROL                            | 8.92%         |
| 2           | ANTIDEPRESSANTS                          | DEPRESSION/ANXIETY/<br>SLEEP DISORDERS | 5.53%         |
| 3           | PROTON PUMP INHIBITORS                   | ULCERS/GERD                            | 5.46%         |
| 4           | ANGIOTENSIN-CONVERTING ENZYME INHIBITORS | HYPERTENSION                           | 5.13%         |
| 5           | ANGIOTENSIN II RECEPTOR ANTAGONISTS      | HYPERTENSION                           | 4.06%         |
| 6           | B–ADRENERGIC BLOCKING AGENTS             | HYPERTENSION                           | 3.89%         |
| 7           | DIURETICS                                | HYPERTENSION                           | 3.57%         |
| 8           | CALCIUM–CHANNEL BLOCKING AGENTS          | HYPERTENSION                           | 3.56%         |
| 9           | METFORMIN                                | DIABETES                               | 2.92%         |



| <i>Rank</i> | <i>Category</i>                   | <i>Disease State</i>                   | <i>Cost</i> |
|-------------|-----------------------------------|--|-------------|
| 1           | INJECTABLE BIOTECHNOLOGY AGENTS   | RA & OTHER AUTOIMMUNE                  | 7.30%       |
| 2           | PROTON PUMP INHIBITORS            | ULCERS/GERD                            | 6.20%       |
| 3           | HMG – COA REDUCTASE INHIBITOR     | CHOLESTEROL                            | 5.65%       |
| 4           | MISCELLANEOUS ANTIDIABETIC AGENTS | DIABETES                               | 4.44%       |
| 5           | ANTIDEPRESSANT AGENTS             | DEPRESSION/ANXIETY/<br>SLEEP DISORDERS | 4.26%       |



| <i>Rank</i> | <i>Category</i>          | <i>Volume</i> |
|-------------|--------------------------|---------------|
| 1           | CHIROPRACTOR             | 33.49%        |
| 2           | PHYSIOTHERAPIST          | 17.16%        |
| 3           | MASSAGE                  | 14.17%        |
| 4           | GLASSES                  | 7.53%         |
| 5           | RESPIRATORY / CARDIOLOGY | 2.65%         |
| 6           | FOOT CARE PROFESSIONALS  | 2.56%         |
| 7           | OPTOMETRIC SERVICES      | 2.53%         |



| <i>Rank</i> | <i>Category</i>     | <i>Cost</i> |
|-------------|---------------------|-------------|
| 1           | GLASSES             | 19.55%      |
| 2           | CHIROPRACTOR        | 9.21%       |
| 3           | PHYSIOTHERAPIST     | 8.12%       |
| 4           | HEARING INSTRUMENTS | 8.03%       |
| 5           | MASSAGE             | 7.53%       |

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**OLD PEOPLE**

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# OLD PEOPLE

| Rank | Category                                 | Disease State                          | Volume |
|------|--|--|--------|
| 1    | HMG – COA REDUCTASE INHIBITOR            | CHOLESTEROL                            | 8.07%  |
| 2    | ANTIDEPRESSANT AGENTS                    | DEPRESSION/ANXIETY/<br>SLEEP DISORDERS | 6.54%  |
| 3    | PROTON PUMP INHIBITORS                   | ULCERS/GERD                            | 6.07%  |
| 4    | DIURETICS                                | HYPERTENSION                           | 5.48%  |
| 5    | B-ADRENERGIC BLOCKING AGENTS             | HYPERTENSION                           | 5.41%  |
| 6    | ANGIOTENSIN-CONVERTING ENZYME INHIBITORS | HYPERTENSION                           | 4.91%  |
| 7    | CALCIUM CHANNEL BLOCKING AGENTS          | HYPERTENSION                           | 4.60%  |
| 8    | ANGIOTENSIN II RECEPTOR ANTAGONISTS      | HYPERTENSION                           | 3.44%  |
| 9    | THYROID AGENTS                           | THYROID                                | 3.43%  |
| 10   | COAGULANTS AND ANTICOAGULANTS            | THROMBOSIS                             | 2.70%  |



# OLD PEOPLE

| <i>Rank</i> | <i>Category</i>                          | <i>Disease State</i>                   | <i>Cost</i> |
|-------------|--|--|-------------|
| 1           | PROTON PUMP INHIBITORS                   | ULCERS/GERD                            | 6.96%       |
| 2           | HMG – COA REDUCTASE INHIBITOR            | CHOLESTEROL                            | 5.85%       |
| 3           | INJECTABLE BIOTECHNOLOGY AGENTS          | RA & OTHER AUTOIMMUNE                  | 4.91%       |
| 4           | ANGIOTENSIN-CONVERTING ENZYME INHIBITORS | HYPERTENSION                           | 3.18%       |
| 5           | ANTIDEPRESSANT AGENTS                    | DEPRESSION/ANXIETY/<br>SLEEP DISORDERS | 3.18%       |
| 6           | ANTINEOPLASTIC                           | CANCER                                 | 3.08%       |
| 7           | B-ADRENERGIC BLOCKING AGENTS             | HYPERTENSION                           | 3.01%       |
| 8           | CALCIUM CHANNEL BLOCKING AGENTS          | HYPERTENSION                           | 2.99%       |
| 9           | CHOLINERGIC AGENTS                       | ALZHEIMER'S DISEASE                    | 2.94%       |
| 10          | COAGULANTS AND ANTICOAGULANTS            | THROMBOSIS                             | 2.64%       |



# OLD PEOPLE

| <i>Rank</i> | <i>Category</i>         | <i>Volume</i> |
|-------------|-------------------------|---------------|
| 1           | CHIROPRACTOR            | 22.70%        |
| 2           | PHYSIOTHERAPIST         | 13.10%        |
| 3           | HOME SUPPORT SERVICES   | 10.62%        |
| 4           | LONG TERM CARE FACILITY | 9.60%         |
| 5           | GLASSES                 | 6.44%         |
| 6           | MASSAGE                 | 5.40%         |
| 7           | FOOT CARE PROFESSIONALS | 4.67%         |

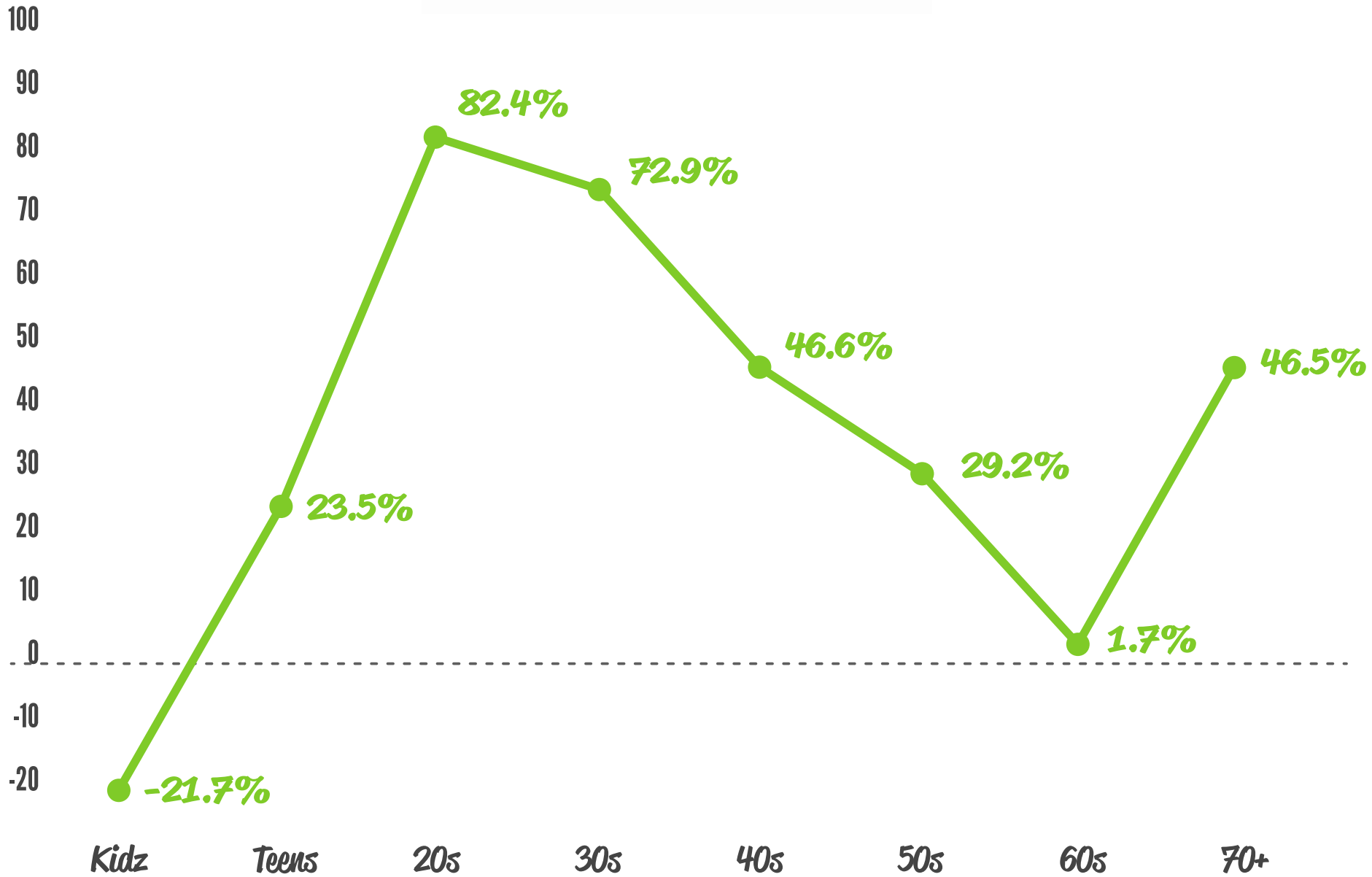




# OLD PEOPLE

| <i>Rank</i> | <i>Category</i>          | <i>Cost</i> |
|-------------|--------------------------|-------------|
| 1           | LONG TERM CARE FACILITY  | 49.06%      |
| 2           | HEARING INSTRUMENTS      | 11.72%      |
| 3           | HOSPITAL                 | 10.37%      |
| 4           | GLASSES                  | 6.28%       |
| 5           | RESPIRATORY / CARDIOLOGY | 2.43%       |
| 6           | HOME SUPPORT SERVICES    | 2.31%       |
| 7           | CHIROPRACTOR             | 2.26%       |
| 8           | PHYSIOTHERAPIST          | 2.21%       |
| 9           | MOBILITY AIDS            | 2.12%       |

# Costs - Women vs. Men





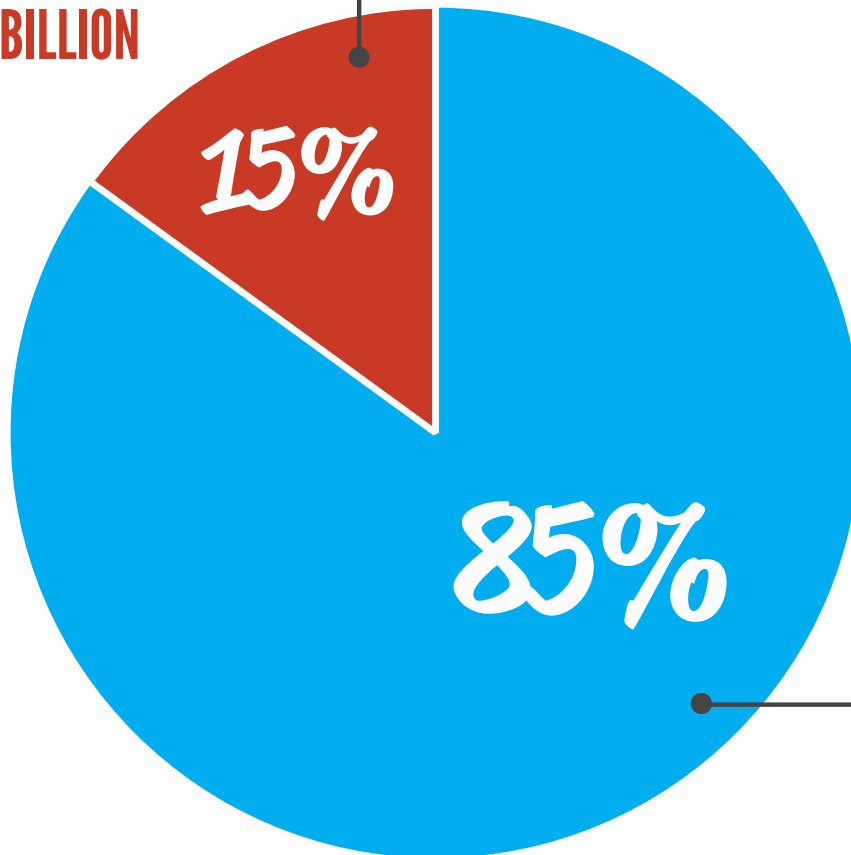
— *Good ol'* —

**DRUG STUDY**

*stuff*

# Drug Spend IN CANADA

NON-PRESCRIPTION  
\$5.2 BILLION



**\$34.5  
BILLION**

PRESCRIPTION  
\$29.3 BILLION

# Prescription Drug Spend IN CANADA

**\$29.3 BILLION**

**58%**

**PRIVATE – \$17.1 BILLION**

**42%**

**PUBLIC – \$12.2 BILLION**

# ADHERENCE



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# High Blood Pressure

---

|                               | <i>Claimants<br/>With High Blood<br/>Pressure</i> | <i>Claimants<br/>Without High Blood<br/>Pressure</i> |
|-------------------------------|---|--|
| AMOUNT PAID/<br>CLAIMANT/YEAR | \$1414.82   | \$442.48   |
| # OF CLAIMS/YEAR              | 24.7  | 7.5  |



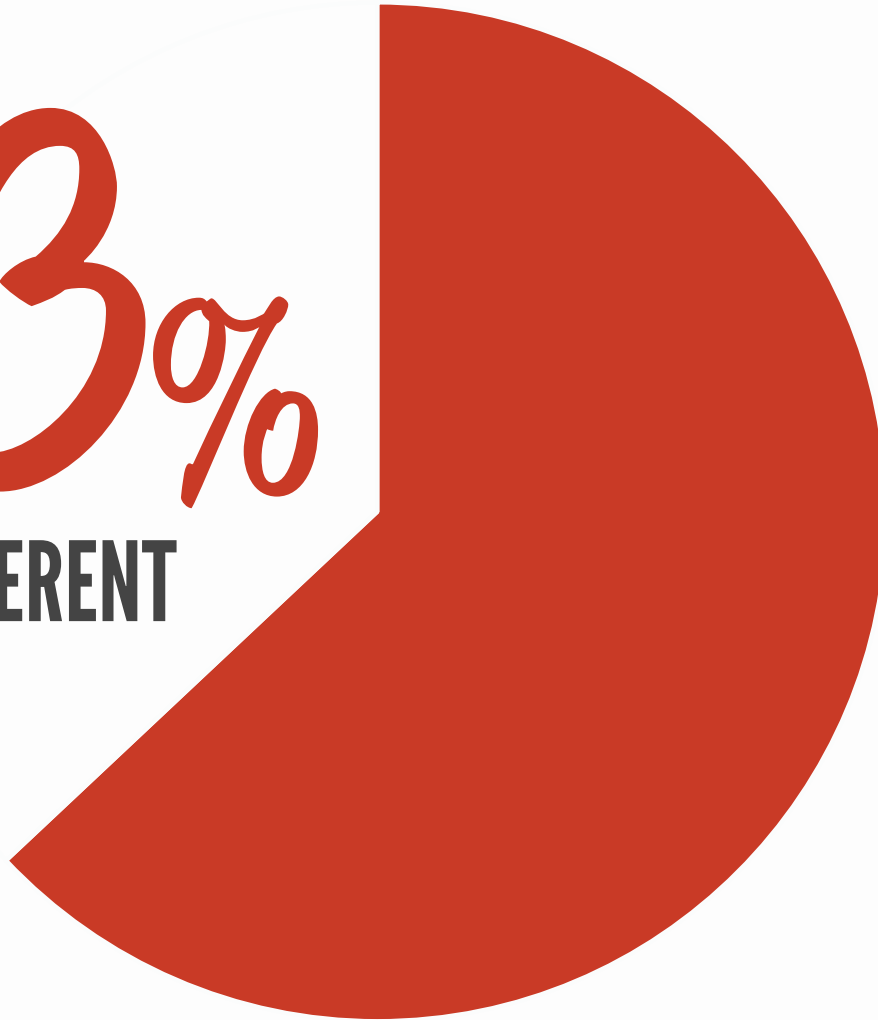
---

# High Blood Pressure

---

63%

**ADHERENT**



---

# Cholesterol

---

|                               | <i>Claimants<br/>With Cholesterol</i> | <i>Claimants<br/>Without Cholesterol</i> |
|-------------------------------|---------------------------------------|--|
| AMOUNT PAID/<br>CLAIMANT/YEAR | \$1458.21                             | \$452.50                                 |
| # OF CLAIMS/YEAR              | 26.2                                  | 7.6                                      |

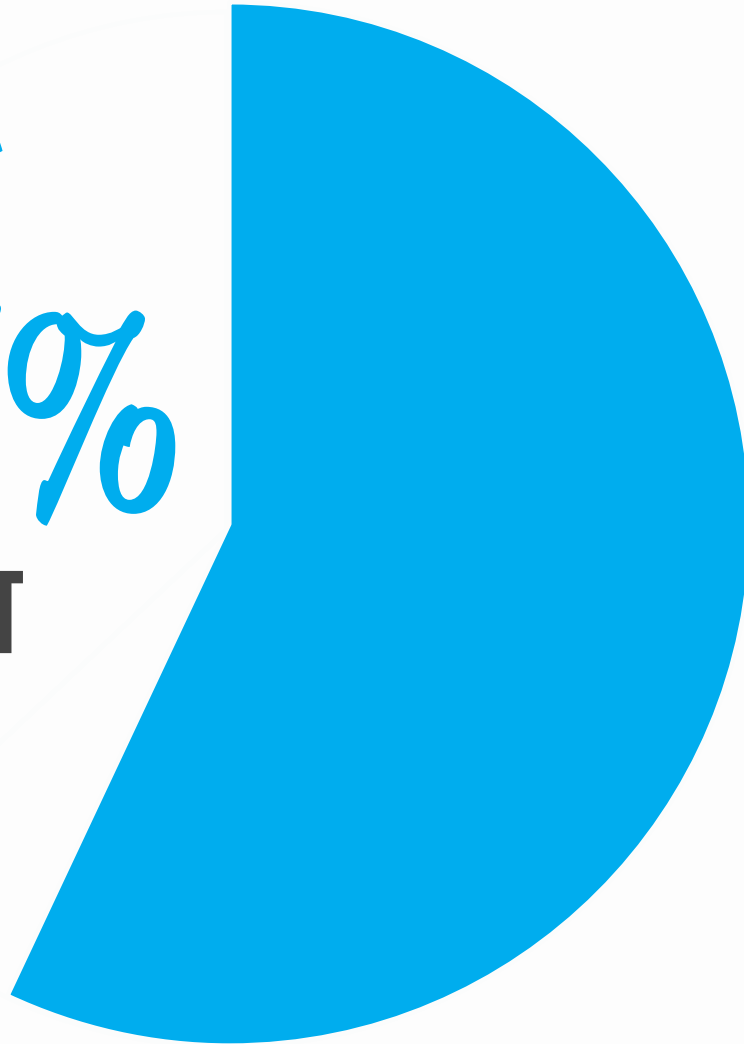
---

# Cholesterol

---

57%

**ADHERENT**



---

# Depression

---

|                               | <i>Claimants<br/>With Depression</i> | <i>Claimants<br/>Without Depression</i> |
|-------------------------------|--------------------------------------|---|
| AMOUNT PAID/<br>CLAIMANT/YEAR | \$1275.07                            | \$444.33                                |
| # OF CLAIMS/YEAR              | 22.9                                 | 7.4                                     |

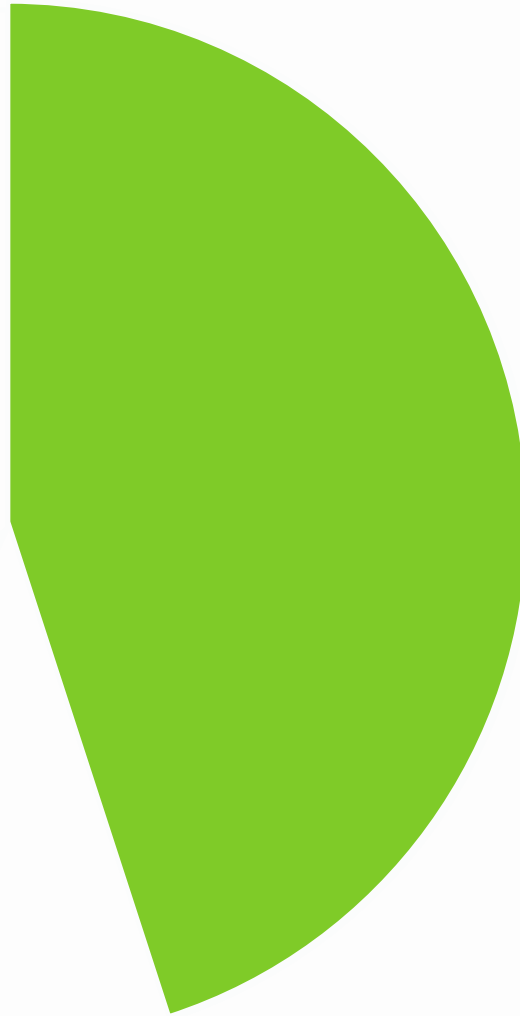
---

# Depression

---

45%

**ADHERENT**



---

# Diabetes

---

|                               | <i>Claimants<br/>With Diabetes</i> | <i>Claimants<br/>Without Diabetes</i> |
|-------------------------------|------------------------------------|---------------------------------------|
| AMOUNT PAID/<br>CLAIMANT/YEAR | \$1899.00                          | \$504.70                              |
| # OF CLAIMS/YEAR              | 33.6                               | 8.6                                   |

---

# *Diabetes*

---

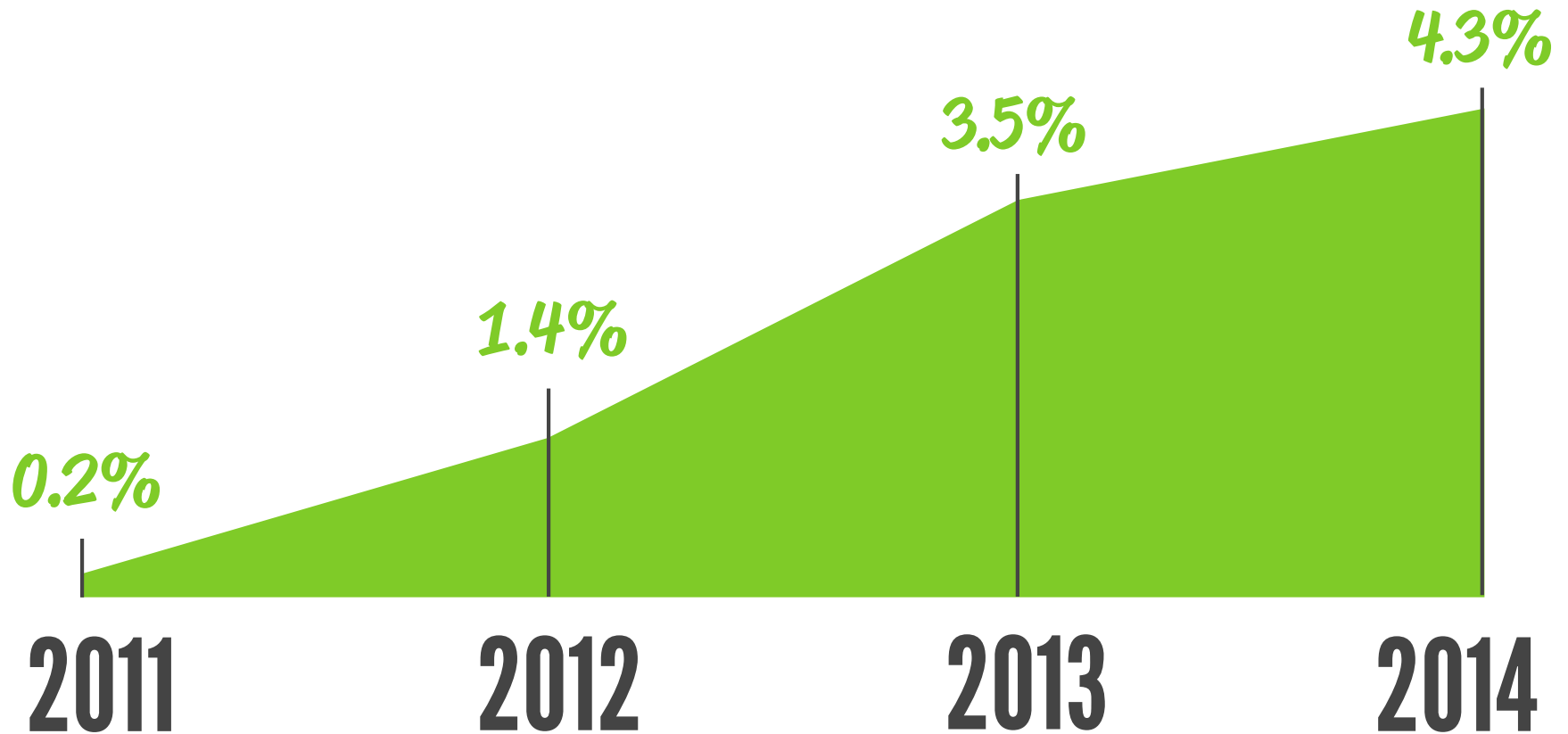
**55%**

**ADHERENT**



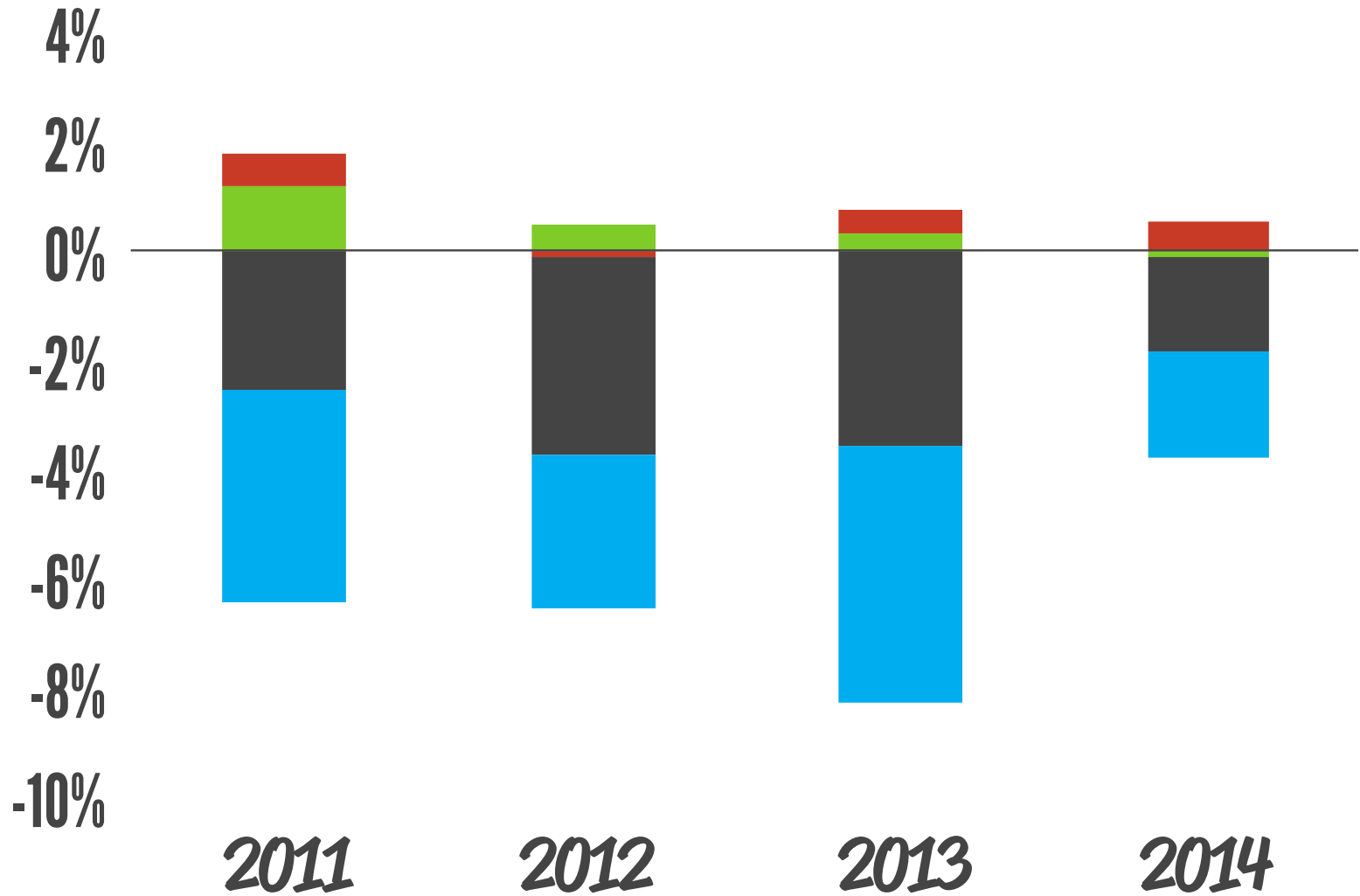
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*Year Over Year*  
**COST GROWTH**





# Pricing Trends



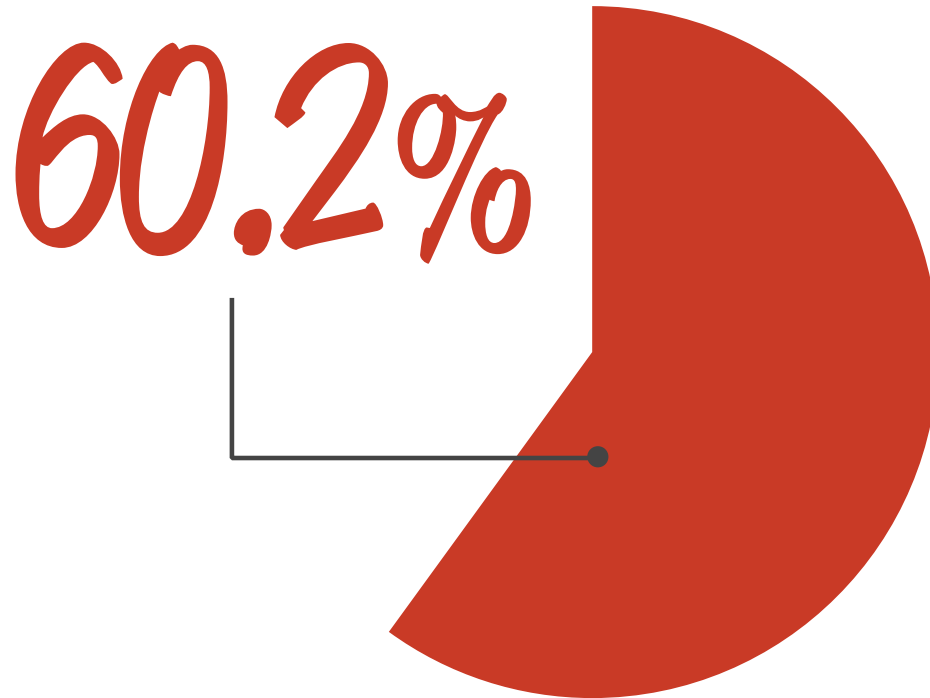
 *Generic Substitution Cost*  *Inflation - Multiple Sources*  *Inflation - Single Source*  *Dispensing Fee*

---

# GSC

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**GENERIC PENETRATION RATE**





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*Biologics Share*  
**OF TOTAL COST**

**11.5**  
PERCENT

**12.7**  
PERCENT

**15.1**  
PERCENT

**18.3**  
PERCENT

**18.7**  
PERCENT

---

**2010**

**2011**

**2012**

**2013**

**2014**

# Top Ten DINS By Cost - GSC

2013

REMICADE 100MG INJ

HUMIRA 40MG/0.8ML INJ

ENBREL 50MG/ML PRE-FILLED SYRINGE

APO-ESOMEPRAZOLE 40MG TABLET

CIPRALEX 10MG TABLET

NEULASTA 6MG (10MG/ML) INJ

EZETROL 10MG TABLET

SYMBICORT 200 TURBUHALER

CYMBALTA 60MG CAPSULE

NEXIUM 40MG TABLET

2014

REMICADE 100MG INJ

HUMIRA 40MG/0.8ML INJ

ENBREL 50MG/ML PRE-FILLED SYRINGE

CIPRALEX 10MG TABLET

APO-ESOMEPRAZOLE 40MG TABLET

CYMBALTA 60MG CAPSULE

EZETROL 10MG TABLET

NEULASTA 6MG (10MG/ML) INJ

SYMBICORT 200 TURBUHALER

VICTOZA MULTIDOSE PEN 6MG/ML INJ

---

# *High Cost Drug Claimants*

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**20%**

**OF CLAIMANTS ACCOUNT FOR**

**75%** **OF COSTS**



THE  
5%

| RANK | DISEASE STATE  | SHARE OF TOTAL COST | SHARE OF CLAIMANTS |
|------|--|---------------------|--------------------|
| 1    | RHEUMATOID ARTHRITIS, PSORIATIC ARTHRITIS,<br>ANKYLOSING SPONDYLITIS | 18.5%               | 15.8%              |
| 2    | DIABETES   | 12.0%               | 35.5%              |
| 3    | CANCER   | 6.6%                | 7.1%               |
| 4    | PAIN   | 5.9%                | 46.0%              |
| 5    | DEPRESSION   | 5.1%                | 38.8%              |
| 6    | ASTHMA AND COPD  | 4.6%                | 27.2%              |
| 7    | MULTIPLE SCLEROSIS   | 3.4%                | 1.4%               |
| 8    | HYPERTENSION   | 3.3%                | 50.3%              |
| 9    | ACID RELATED GASTROINTESTINAL CONDITIONS                             | 3.0%                | 40.7%              |
| 10   | ELEVATED CHOLESTEROL   | 2.9%                | 42.5%              |



| RANK | DISEASE STATE  | SHARE OF TOTAL COST | SHARE OF CLAIMANTS |
|------|--|---------------------|--------------------|
| 1    | RHEUMATOID ARTHRITIS, PSORIATIC ARTHRITIS,<br>ANKYLOSING SPONDYLITIS | 18.5%               | 15.8%              |
| 2    | DIABETES   | 12.0%               | 35.5%              |
| 3    | CANCER   | 6.6%                | 7.1%               |
| 4    | PAIN   | 5.9%                | 46.0%              |
| 5    | DEPRESSION   | 5.1%                | 38.8%              |
| 6    | ASTHMA AND COPD  | 4.6%                | 27.2%              |
| 7    | MULTIPLE SCLEROSIS   | 3.4%                | 1.4%               |
| 8    | HYPERTENSION   | 3.3%                | 50.3%              |
| 9    | ACID RELATED GASTROINTESTINAL CONDITIONS                             | 3.0%                | 40.7%              |
| 10   | ELEVATED CHOLESTEROL   | 2.9%                | 42.5%              |

What HAS

---

**GSC** BEEN UP TO?

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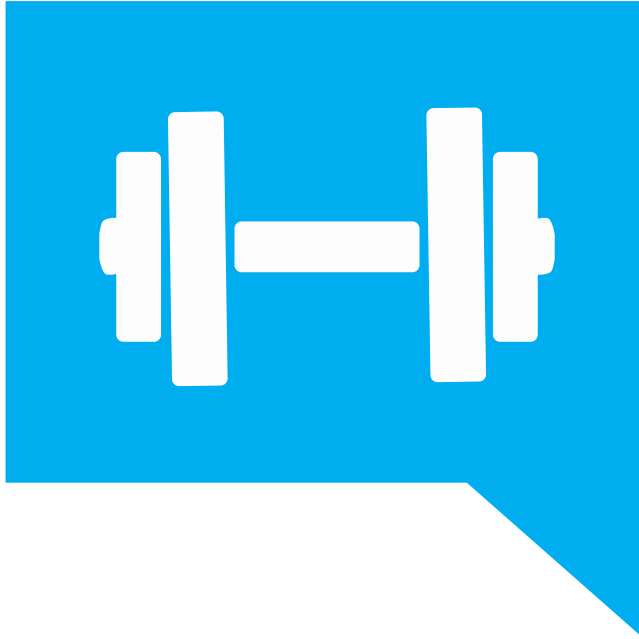
Change **4** Life  <sup>TM</sup>

# SURVIVAL TIPS





*Eat Healthy*



*Exercise*



*No Smoking*



*Moderation*





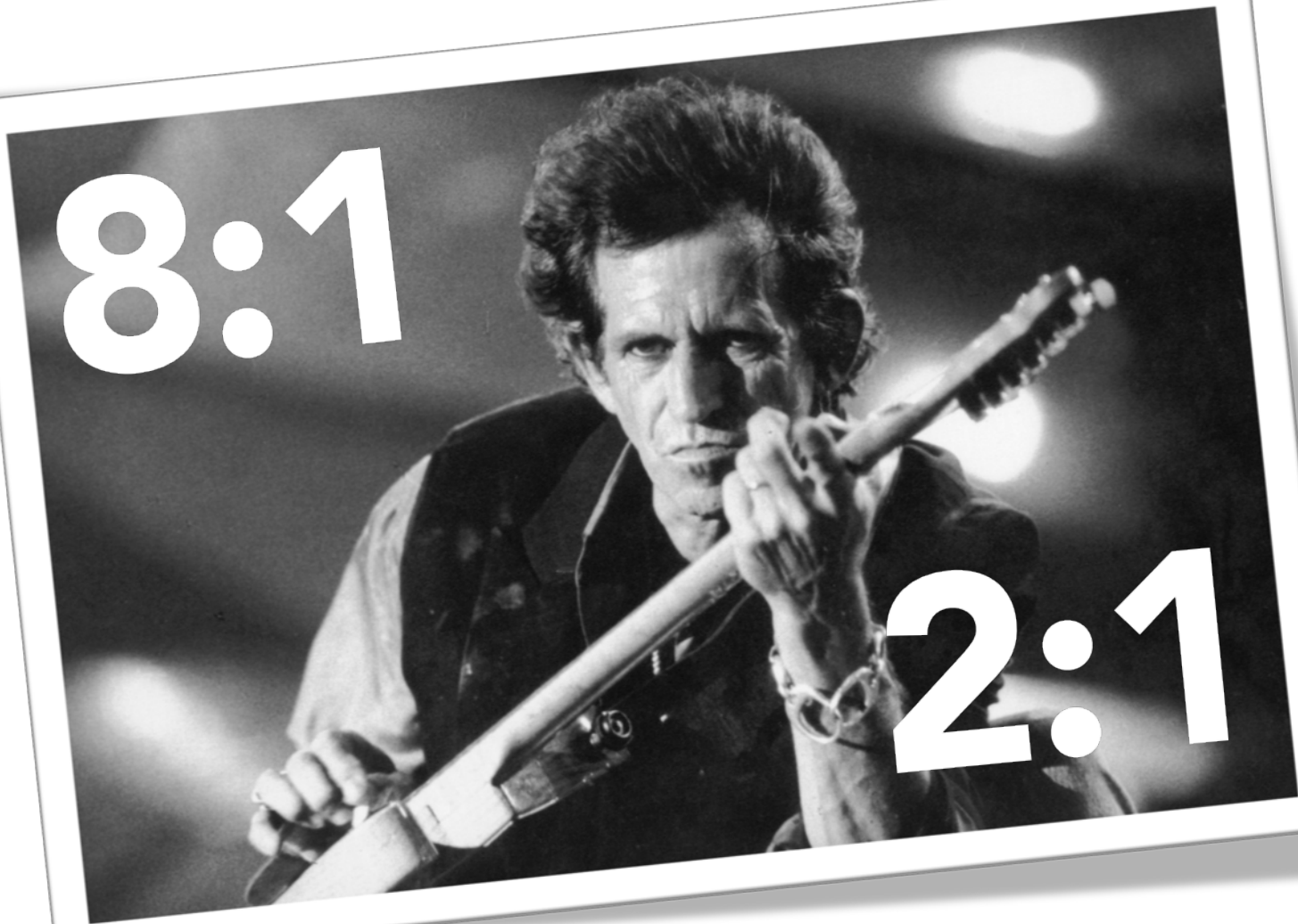
# SURVIVAL TIP #4





8:1

2:1









---

*These are actual things...*

**CRONUTBURGER DEEPFRIED BUTTER ON A STICK**  
**BACON MILKSHAKE CHOCOLATEDIPPED POTATO CHIPS**  
**HOTDOG STUFFED PIZZA CHICKEN AND WAFFLE CAKE**  
**GRILLED CHEESE CHOCOLATE CHIP COOKIES SANDWICH**  
**MAYONNAISE PIZZA HOT BEEF SUNDAE**

---


*We did not make these up...*





Change **4** Life  <sup>TM</sup>

# JANUARY 2015

| SUN       | MON       | TUE       | WED       | THU   | FRI       | SAT       |
|-----------|-----------|-----------|-----------|---|-----------|-----------|
|           |           |           |           |  | <b>2</b>  | <b>3</b>  |
| <b>4</b>  | <b>5</b>  | <b>6</b>  | <b>7</b>  | <b>8</b>  | <b>9</b>  | <b>10</b> |
| <b>11</b> | <b>12</b> | <b>13</b> | <b>14</b> | <b>15</b>   | <b>16</b> | <b>17</b> |
| <b>18</b> | <b>19</b> | <b>20</b> | <b>21</b> | <b>22</b>   | <b>23</b> | <b>24</b> |
| <b>25</b> | <b>26</b> | <b>27</b> | <b>28</b> | <b>29</b>   | <b>30</b> | <b>31</b> |

Change **4** January™

**THE GLOBAL ECONOMIC COST OF OBESITY HAS RISEN TO \$US2-TRILLION ANNUALLY**

**CHRONIC DISEASES ARE TAKING A TOLL ON CANADIANS**

**PRESCRIPTION DRUG SPENDING WILL REACH  
\$1.3 TRILLION...BY 2018 (GLOBAL)**

**SKYROCKETING COSTS MAKE CANADA'S PRIVATE DRUG PLANS UNSUSTAINABLE**

**CANADA AMONG MOST EXPENSIVE COUNTRIES FOR  
PRESCRIPTION DRUGS – AND COSTS EXPECTED TO RISE**

Change **4** Life  <sup>TM</sup>

YOU'VE ARRIVED...

WELCOME!

STICK2IT WILL EMPOWER YOU TO MANAGE YOUR MEDICATIONS  
AND EMBRACE HEALTHY LIFESTYLE CHOICES.

★ HOW DOES IT DO THAT? ★

THE STICK2IT PROGRAM PROVIDES YOU WITH SCHEDULED REMINDERS THAT COINCIDE WITH WHEN YOU TAKE YOUR MEDICATIONS. THESE CALLS, TEXT MESSAGES OR EMAILS PROVIDE YOU WITH THE SUPPORT YOU NEED TO MANAGE YOUR MEDS WITH ADDITIONAL INFORMATION ABOUT YOUR CONDITION, MOTIVATION AND TIPS ON DIET AND MANAGING YOUR HEALTH.

IT'S VERY SIMPLE TO GET STARTED [FOLLOW THE ARROW](#)

---

# *One and Done*

---

13%

**PARTICIPANTS**

24%

**NON-PARTICIPANTS**



---

# *Perfect Adherence*

---

51%

**PARTICIPANTS**

26%

**NON-PARTICIPANTS**

---

# Costs



**-20%**

**DIABETES**

**CHOLESTEROL**

**HYPERTENSION**






**DEPRESSION**

# Change 4 Life

## TALKING ABOUT DIABETES

Type 2 diabetes means a person's pancreas isn't making enough insulin or their body isn't using the insulin it makes effectively. Insulin is required to change the sugar in the food we eat into energy. By keeping diabetes under control through making healthy lifestyle choices, a diabetic can live a long and healthy life.<sup>1</sup>

### MANAGE DIABETES BY...

-  **EATING** healthy foods
-  **GETTING** regular exercise
-  **MANAGING** weight, blood pressure, and stress
-  **MONITORING** blood glucose levels
-  **TAKING** medication exactly the way the doctor prescribes – in other words, every day and on a set schedule<sup>2</sup>



*If it's not managed, bad things can happen...*

When not managed properly, type 2 diabetes can have some significant complications, such as:

**BLINDNESS**      **STROKE**      **KIDNEY DISEASE**  
**ERECTILE DYSFUNCTION**      **HEART DISEASE**      **FOOT PROBLEMS, INCLUDING AMPUTATION<sup>3</sup>**

<sup>1</sup> Canadian Diabetes Society, [www.diabetes.ca/about-diabetes/what-is-diabetes](http://www.diabetes.ca/about-diabetes/what-is-diabetes)  
<sup>2</sup> Canadian Diabetes Society, [www.diabetes.ca/diabetes-and-you/living-with-type-2-diabetes](http://www.diabetes.ca/diabetes-and-you/living-with-type-2-diabetes)  
<sup>3</sup> Public Health Agency of Canada, [www.phac-aspc.gc.ca/cd-mc/publications/diabetes-diabete/your-guide-votre-guide/index-eng.php#Wha1](http://www.phac-aspc.gc.ca/cd-mc/publications/diabetes-diabete/your-guide-votre-guide/index-eng.php#Wha1)  
<sup>4</sup> Statistics Canada, November 2012, [www.statcan.gc.ca/pub/82-003-x/2012004/article/11740-eng.pdf](http://www.statcan.gc.ca/pub/82-003-x/2012004/article/11740-eng.pdf)

### SURPRISING FACTS


*In GSC's data,*

**54.6% OF DIABETICS ARE ADHERENT TO THEIR MEDICATIONS.** 

*That means,*

**45.4% DON'T TAKE THEIR MEDICATION AS PRESCRIBED.**

**TAKING 50% OF YOUR MEDICATION IS 0% EFFECTIVE**

*(Drugs don't work if you don't take them!)* 

### CHANGE IS HAPPENING

*We know it's hard to change.* But with education and support, diabetics can make the changes needed to manage their condition.

**DIABETICS ARE GOOD AT MAKING POSITIVE BEHAVIOUR CHANGES AFTER DIAGNOSIS, INCLUDING:**

 **SMOKING**       **PHYSICAL ACTIVITY**       **FRUIT AND VEGETABLE CONSUMPTION<sup>4</sup>**

Resources are available for diabetics – pharmacists can provide coaching and advice, and many grocery stores employ in-house dietitians.

### DON'T TAKE IT FROM US...

**“** *The thing I am now doing is walking with friends early in the morning. It gets my day going right before I head to work and makes me feel really good. It doesn't cost anything to walk. I know it's a good thing to do and it will help keep this condition under control. I'm glad I started.”*

*–Ruth, just diagnosed with type 2 diabetes*

**WANT MORE INFORMATION?  
CHECK OUT THESE WEBSITES:**

Canadian Diabetes Society  
[www.diabetes.ca](http://www.diabetes.ca)

Heart & Stroke Foundation  
[www.heartandstroke.ca](http://www.heartandstroke.ca)

Healthy Canadians  
[www.healthycanadians.gc.ca](http://www.healthycanadians.gc.ca)

# TASK SHIFTING



*Pharmacist  
Health  
Coaching*



*Dietitian  
Health  
Coaching*

GO BACK

MY CHANGE4LIFE

SPOTLIGHT

LEARN & EARN

STICK2IT

TRACKERS

MY REWARDS

MY BIDS

LOGOUT

CONTACT

# GET HEALTHY. GET REWARDED. IT'S THAT SIMPLE.

## WELCOME TO CHANGE4LIFE™

Your health is important. In fact, at GSC, we think it's so important, we'd like to reward you for the things you do to take care of it.

You can think of Change4Life as your personal health management program. It's pretty simple; you take steps towards better health and earn points in the process. Then those points can be used to win great prizes.

### EARN POINTS FOR:

- Completing a health assessment survey
- Tracking activities such as diet and exercise
- Signing up for reminders to take or refill your medication
- Learning about healthy living with easy to use educational modules
- Setting (and achieving!) personal health goals
- Much more...

**GET STARTED!**

Use your points to enter to win gift cards for lots of great rewards like:

Medication DIN # OR Special Invitation Code:

+ ?

Search for Tools, Learning & Rewards

Q

HI CHRIS FORBES

HISTORY WISHLIST FAQ

MY POINTS  
BALANCE **1,000,000**

MY PROFILE **-**

**100%**

MY LEARNING **-**

Quit Smoking

**50%**

More

STICK2IT **+**

MY ACTION PLAN **+**

### YOUR HEALTH RISK ASSESSMENT

To support your journey and personalize your experience on Change4Life, please complete this assessment. You can save your progress as you go.

**GET STARTED!**

Make a





---

Wellness

---

COMMUNITY  
PHARMACIES AND  
OVER 150 PATIENTS



## Appetizers

All entrees include cheese dip. Make an extra entree with your favorite sides.

**Onion Rings**  
Traditional battered onion rings served with our tangy chili sauce. \$3.99

**Nachos**  
All nachos include cheese dip. Make an extra entree with your favorite sides. \$3.99

**Cajun Chicken Nachos**  
Assorted nachos covered with chicken, jalapeno beef sauce and Mexican melting cheese. Served with guacamole, sour cream and salsa. \$3.99

**Nachos Supreme**  
Just what you need with chicken, beef, beans and cheese dip, topped with lettuce, sour cream and tomatoes. \$3.99

**Nachos Fajitas**  
Our exciting variety of steak and chicken fajitas, served in a gourmet bowl of tortilla chips with cheese sauce. Perfect for sharing! \$3.99

**Sommy's Sliders**  
Three mini beef burgers that beggars served to assist faster with delicious sides. \$3.99

**Garlic Fries**  
Our famous Cajun-style fries seasoned with garlic and parmesan cheese. \$3.99

**Piasta Fries**  
Our beer battered Cajun-style fries covered in Mexican melting cheese, guacamole and salsa. \$3.99

**Chili Cheese Fries**  
Our beer battered Cajun-style fries covered in homemade chili, cheese, jalapeno, onion and beans. \$3.99

**Chesse Quesadilla** 3.29  
Beef, corn Quesadilla 4.99  
Beef & Cheese Dip 1.99  
Cheese Dip 1.29  
Guacamole Dip 1.99  
Chili con Queso 1.99  
Mushy chili burger with cheese 1.99

**Queso Fundido**  
A bowl of melted cheese topped with your choice of ground beef or shrimp. Served with tortilla chips. \$3.99

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## Salads

**Fajita Salad**  
Serves four tortillas. Served with lettuce, grilled vegetables and cheese. Topped with sour cream and tomatoes. \$3.99

**Grilled Chicken, Steak or Shrimp**  
Four choice served on a bed of mixed greens with lettuce, green onions and jalapeno. \$3.99

**Taco Salad**  
In a large flour tortilla shell filled with chip quinoa, beef, chicken or pork, cheese, sour cream, cheese dip and guacamole. \$3.99

## Soups

**Zucchini Soup**  
A zesty blend of zucchini, beans, tomatoes, onion, pepper and cheese. \$3.99

**Sopa Azteca**  
Chicken and cheese broth served with shredded chicken and tortilla chips. \$3.99

**Sopa de Pollo**  
Chicken broth with rice, corn, tomatoes, onion, pepper and cheese. \$3.99

**Chili**  
A bowl of authentic homemade chili. \$3.99

## Steak

Served with beans, rice and three flour tortillas.

**Carne Asada**  
Thin cut steak topped with fresh onions, served with guacamole and salsa. \$3.99

**Steak Mexicano**  
Thin cut steak topped with melted cheese, guacamole and salsa. \$3.99

**Steak Camarones**  
A grilled steak topped with melted cheese and salsa. \$3.99

**Tacos al Asado**  
Thin cut steak topped with melted cheese, guacamole and salsa. \$3.99

**Tacos al Pastor**  
Thin cut steak topped with melted cheese, guacamole and salsa. \$3.99

**Mole Poblano**  
Thin cut steak topped with melted cheese, guacamole and salsa. \$3.99

**Cozumel-Style Chicken**  
Thin cut chicken topped with melted cheese, guacamole and salsa. \$3.99

**Pollo a la Parilla**  
Thin cut chicken topped with melted cheese, guacamole and salsa. \$3.99

**Pollo Ranchero**  
Thin cut chicken topped with melted cheese, guacamole and salsa. \$3.99

**Vegetarian Chimichangas**  
A deep flour tortilla filled with vegetables and guacamole. \$3.99

**Vegetarian Cozumel**  
Thin cut chicken topped with melted cheese, guacamole and salsa. \$3.99

**Taco Salad Vegetarian**  
Thin cut chicken topped with melted cheese, guacamole and salsa. \$3.99

**Enchiladas Vegetarian**  
Thin cut chicken topped with melted cheese, guacamole and salsa. \$3.99

**Chiles Poblano**  
Thin cut chicken topped with melted cheese, guacamole and salsa. \$3.99

## Chicken

**San Jose Special**  
Assorted chicken topped with melted cheese, guacamole and salsa. \$3.99

**El Zacatecano**  
Thin cut chicken topped with melted cheese, guacamole and salsa. \$3.99

**Pollo Jalisco**  
Thin cut chicken topped with melted cheese, guacamole and salsa. \$3.99

**Mole Poblano**  
Thin cut chicken topped with melted cheese, guacamole and salsa. \$3.99

**Cozumel-Style Chicken**  
Thin cut chicken topped with melted cheese, guacamole and salsa. \$3.99

**Pollo a la Parilla**  
Thin cut chicken topped with melted cheese, guacamole and salsa. \$3.99

**Pollo Ranchero**  
Thin cut chicken topped with melted cheese, guacamole and salsa. \$3.99

**Vegetarian Chimichangas**  
A deep flour tortilla filled with vegetables and guacamole. \$3.99

**Vegetarian Cozumel**  
Thin cut chicken topped with melted cheese, guacamole and salsa. \$3.99

**Taco Salad Vegetarian**  
Thin cut chicken topped with melted cheese, guacamole and salsa. \$3.99

**Enchiladas Vegetarian**  
Thin cut chicken topped with melted cheese, guacamole and salsa. \$3.99

**Chiles Poblano**  
Thin cut chicken topped with melted cheese, guacamole and salsa. \$3.99

**Pollo Jalisco**  
Thin cut chicken topped with melted cheese, guacamole and salsa. \$3.99

**Mole Poblano**  
Thin cut chicken topped with melted cheese, guacamole and salsa. \$3.99

**Cozumel-Style Chicken**  
Thin cut chicken topped with melted cheese, guacamole and salsa. \$3.99

**Pollo a la Parilla**  
Thin cut chicken topped with melted cheese, guacamole and salsa. \$3.99

**Pollo Ranchero**  
Thin cut chicken topped with melted cheese, guacamole and salsa. \$3.99

**Vegetarian Chimichangas**  
A deep flour tortilla filled with vegetables and guacamole. \$3.99

**Vegetarian Cozumel**  
Thin cut chicken topped with melted cheese, guacamole and salsa. \$3.99

**Taco Salad Vegetarian**  
Thin cut chicken topped with melted cheese, guacamole and salsa. \$3.99

**Enchiladas Vegetarian**  
Thin cut chicken topped with melted cheese, guacamole and salsa. \$3.99

**Chiles Poblano**  
Thin cut chicken topped with melted cheese, guacamole and salsa. \$3.99

**Pollo Jalisco**  
Thin cut chicken topped with melted cheese, guacamole and salsa. \$3.99

**Mole Poblano**  
Thin cut chicken topped with melted cheese, guacamole and salsa. \$3.99

**Cozumel-Style Chicken**  
Thin cut chicken topped with melted cheese, guacamole and salsa. \$3.99

## Seafood

**Shrimp Stuffed Poblano**  
Grilled shrimp stuffed with jalapeno peppers, topped with our special Poblano dip, cheese and fresh cheese. Served with black beans, rice and tortillas. \$3.99

**Camarones a la Diabla**  
Assorted shrimp topped with melted cheese, guacamole and salsa. \$3.99

**Shrimp a la Mexicana**  
Thin cut shrimp topped with melted cheese, guacamole and salsa. \$3.99

**Tlapia La Paz**  
Thin cut shrimp topped with melted cheese, guacamole and salsa. \$3.99

**Seafood Chimichangas**  
A deep flour tortilla filled with seafood and guacamole. \$3.99

**Fajita Quesadilla Camaron**  
Thin cut shrimp topped with melted cheese, guacamole and salsa. \$3.99

**Shrimp Cocktail**  
Thin cut shrimp topped with melted cheese, guacamole and salsa. \$3.99

**Brochettes Los Cabos**  
Thin cut shrimp topped with melted cheese, guacamole and salsa. \$3.99

**Ceviche**  
Thin cut shrimp topped with melted cheese, guacamole and salsa. \$3.99

**Fish Tacos**  
Thin cut fish topped with melted cheese, guacamole and salsa. \$3.99

**Arroz con Mariscos**  
Thin cut fish topped with melted cheese, guacamole and salsa. \$3.99

**Enchiladas Verde**  
Thin cut fish topped with melted cheese, guacamole and salsa. \$3.99

**Enchiladas Supreme**  
Thin cut fish topped with melted cheese, guacamole and salsa. \$3.99

**Enchiladas Mole**  
Thin cut fish topped with melted cheese, guacamole and salsa. \$3.99

**Enchiladas Salsa**  
Thin cut fish topped with melted cheese, guacamole and salsa. \$3.99

**Seafood Enchiladas**  
Thin cut fish topped with melted cheese, guacamole and salsa. \$3.99

**Enchiladas Verde**  
Thin cut fish topped with melted cheese, guacamole and salsa. \$3.99

**Enchiladas Supreme**  
Thin cut fish topped with melted cheese, guacamole and salsa. \$3.99

**Enchiladas Mole**  
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Thin cut fish topped with melted cheese, guacamole and salsa. \$3.99

**Enchiladas Salsa**  
Thin cut fish topped with melted cheese, guacamole and salsa. \$3.99

**Seafood Enchiladas**  
Thin cut fish topped with melted cheese, guacamole and salsa. \$3.99

## Mexican Specialties

**Tacos al Chenchito**  
Thin cut chicken topped with melted cheese, guacamole and salsa. \$3.99

**Camitas Diner**  
Thin cut chicken topped with melted cheese, guacamole and salsa. \$3.99

**Carritas Chile Verde**  
Thin cut chicken topped with melted cheese, guacamole and salsa. \$3.99

**Birria Barbacoa Estilo Jalisco**  
Thin cut chicken topped with melted cheese, guacamole and salsa. \$3.99

**Chimichangas**  
A deep flour tortilla filled with vegetables and guacamole. \$3.99

**Taquitos Mexicanos**  
Thin cut chicken topped with melted cheese, guacamole and salsa. \$3.99

**Chilaquiles**  
Thin cut chicken topped with melted cheese, guacamole and salsa. \$3.99

**Plato Chiles Rellenos**  
Thin cut chicken topped with melted cheese, guacamole and salsa. \$3.99

**Enchiladas**  
Thin cut chicken topped with melted cheese, guacamole and salsa. \$3.99

**Enchiladas Verde**  
Thin cut chicken topped with melted cheese, guacamole and salsa. \$3.99

**Enchiladas Supreme**  
Thin cut chicken topped with melted cheese, guacamole and salsa. \$3.99

**Enchiladas Mole**  
Thin cut chicken topped with melted cheese, guacamole and salsa. \$3.99

**Enchiladas Salsa**  
Thin cut chicken topped with melted cheese, guacamole and salsa. \$3.99

**Seafood Enchiladas**  
Thin cut fish topped with melted cheese, guacamole and salsa. \$3.99

**Enchiladas Verde**  
Thin cut fish topped with melted cheese, guacamole and salsa. \$3.99

**Enchiladas Supreme**  
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**Seafood Enchiladas**  
Thin cut fish topped with melted cheese, guacamole and salsa. \$3.99

**Enchiladas Verde**  
Thin cut fish topped with melted cheese, guacamole and salsa. \$3.99

## Combinaciones

Make Your Own Combo! Mix and match your favorite items for the perfect meal. It's your choice!

Served with rice and beans.  
Two Items 5.99, Three Items 6.99

When choosing enchiladas, please specify beef, chicken, steak or shrimp.

Choose from: Birria, Quesadilla, Tacos, Chile Rellenos, Chile Mole, Salsas, Tortas, Teriyaki.

## Fajitas

Stizzling Fajitas  
We begin with premium meat, sliced and sautéed in our own blend of fresh chili peppers.

We grill your choice of well-seasoned red and green peppers, white onions, green onions, and mushrooms in our special sauce and marinade. All fajitas are served with rice, beans, salsa, sour cream, guacamole and cheese.

**El Sombbrero**  
Hearty strips of beef in chicken chili with Mexican cheese and melted cheese. \$3.99 for two. \$3.99

**Tlapia Fajitas**  
Sizzling fajitas topped with cheese. \$3.99 for two. \$3.99

**Fajitas Caribe**  
Grilled chicken, sautéed and topped with mushrooms and jalapeno. \$3.99 for two. \$3.99

**Fajitas Supreme**  
Beef, chicken and shrimp with yellow squash and tortillas. \$3.99 for two. \$3.99

**Chicken or Steak Fajitas**  
Chicken or steak topped with cheese, guacamole and salsa. \$3.99 for two. \$3.99

**Fajitas Pueblo**  
Steak, ribs, chicken and shrimp - the ultimate! A full combination served with your favorite toppings. \$3.99 for two. \$3.99

**Fajitas de Cerdo**  
Beef with pork sautéed in our special sauce for a great flavor combination. \$3.99 for two. \$3.99

**Fajitas Texas**  
Steak, chicken and shrimp sautéed in our special sauce. \$3.99 for two. \$3.99

**Shrimp Fajitas**  
Shrimp sautéed in our special sauce. \$3.99 for two. \$3.99

**Shrimp Fajitas**  
Shrimp sautéed in our special sauce. \$3.99 for two. \$3.99

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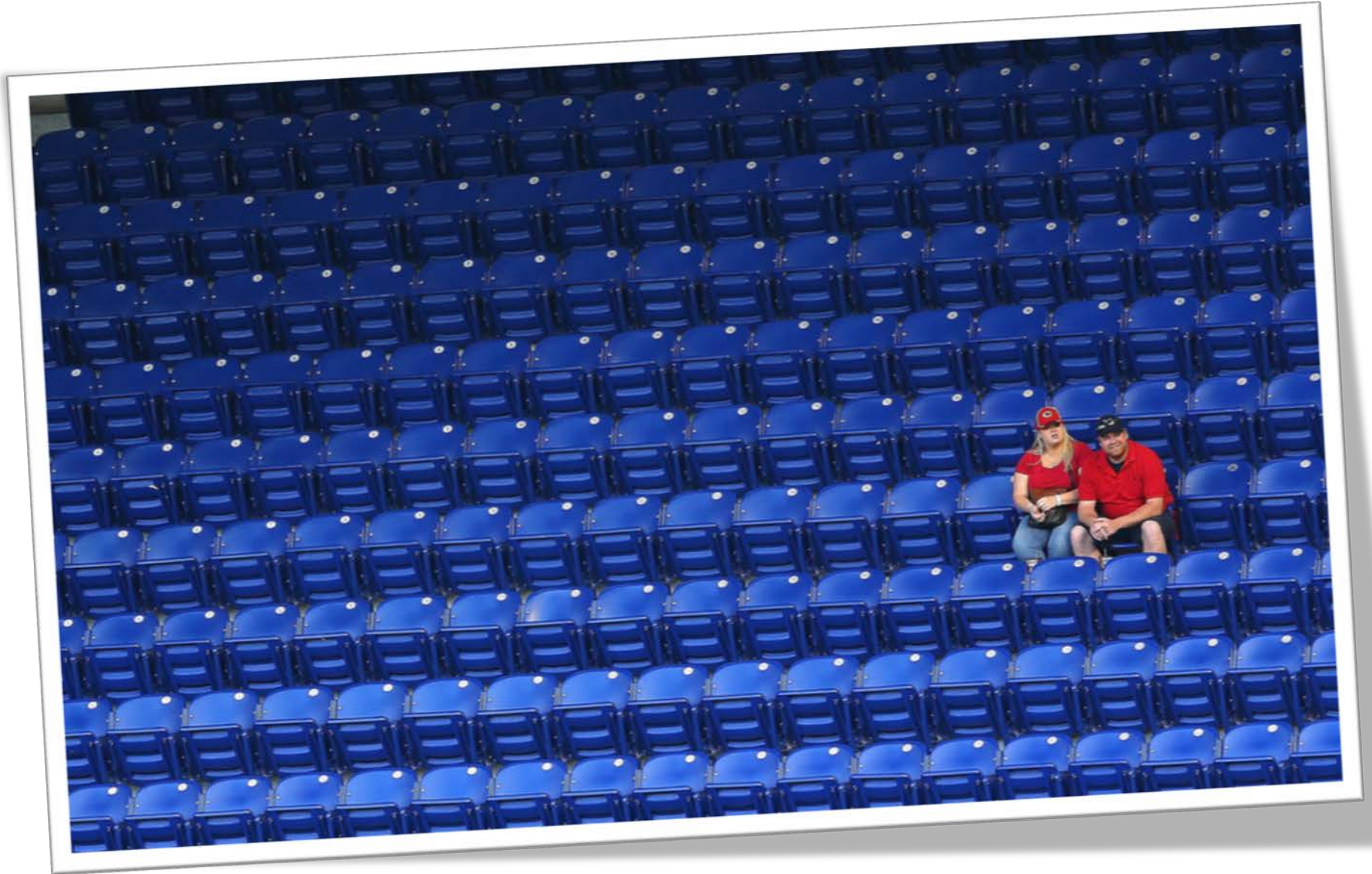
**Shrimp Fajitas**  
Shrimp sautéed in our special sauce. \$3.99 for two. \$3.99

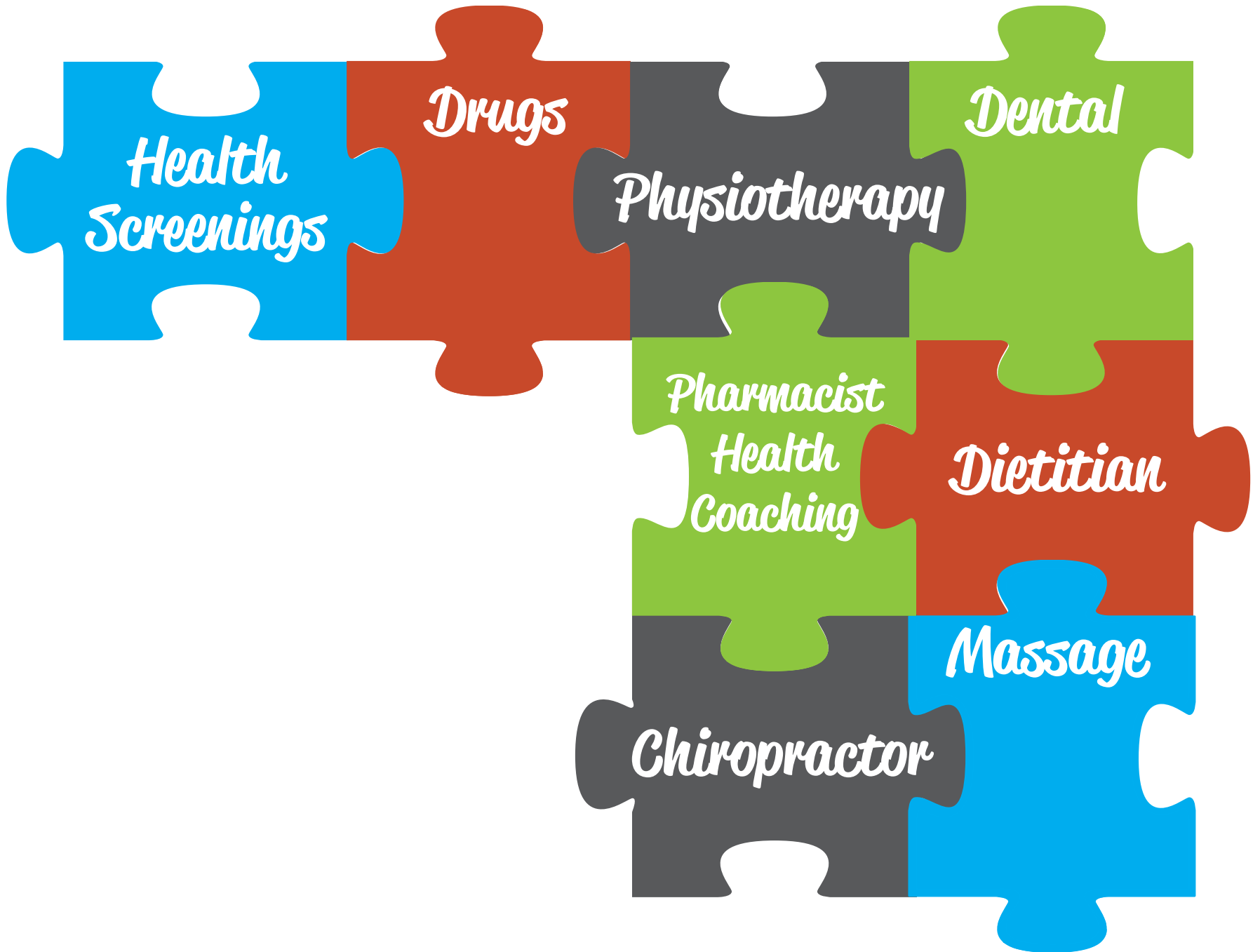
**Shrimp Fajitas**  
Shrimp sautéed in our special sauce. \$3.99 for two. \$3.99

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**Shrimp Fajitas**  
Shrimp sautéed in our special sauce. \$3.99 for two. \$3.99







*Health Screenings*

*Drugs*

*Physiotherapy*

*Dental*

*Pharmacist  
Health  
Coaching*

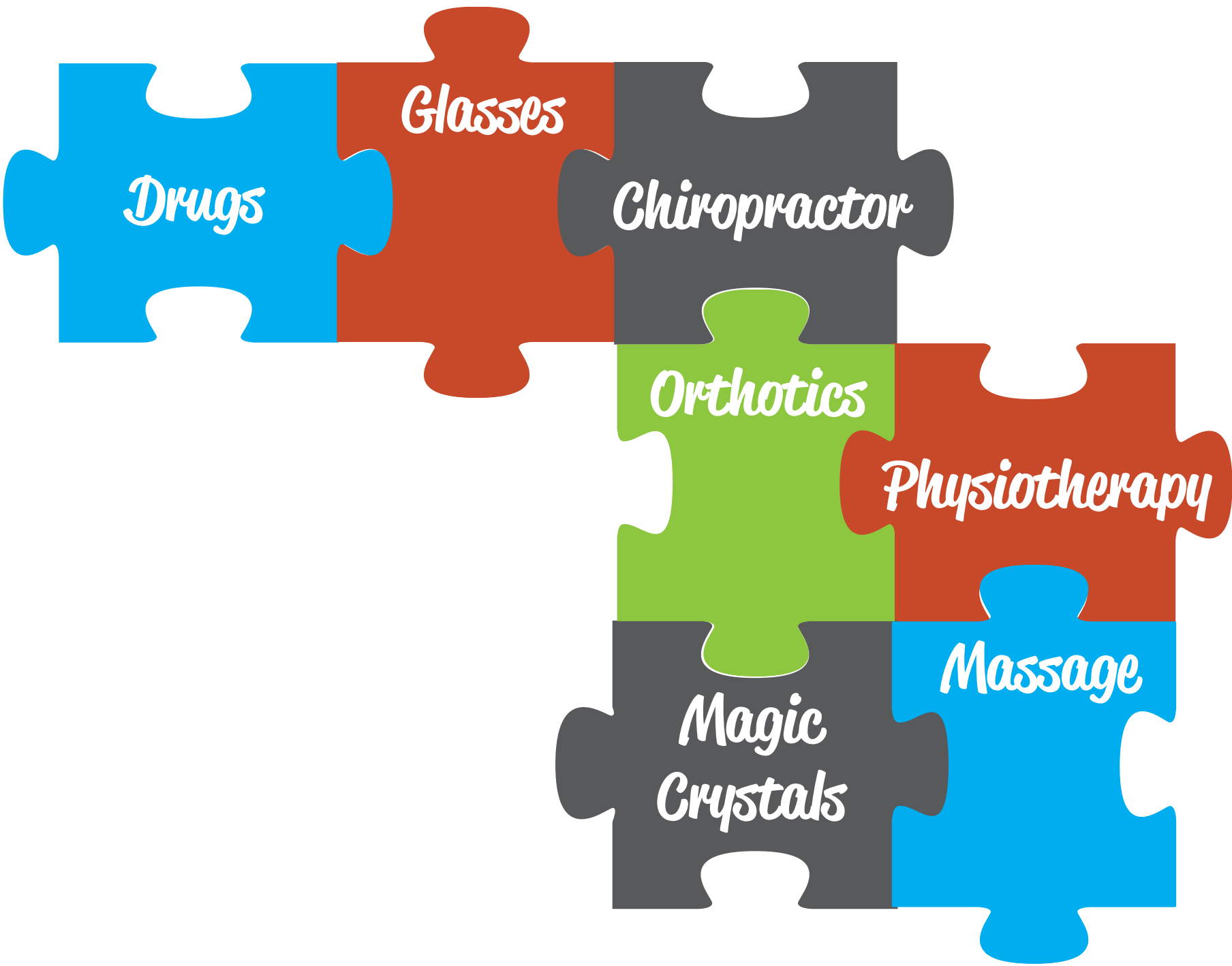
*Dietitian*

*Chiropractor*

*Massage*

Keepin' it

Real



*Drugs*

*Glasses*

*Chiropractor*

*Orthotics*

*Physiotherapy*

*Magic  
Crystals*

*Massage*





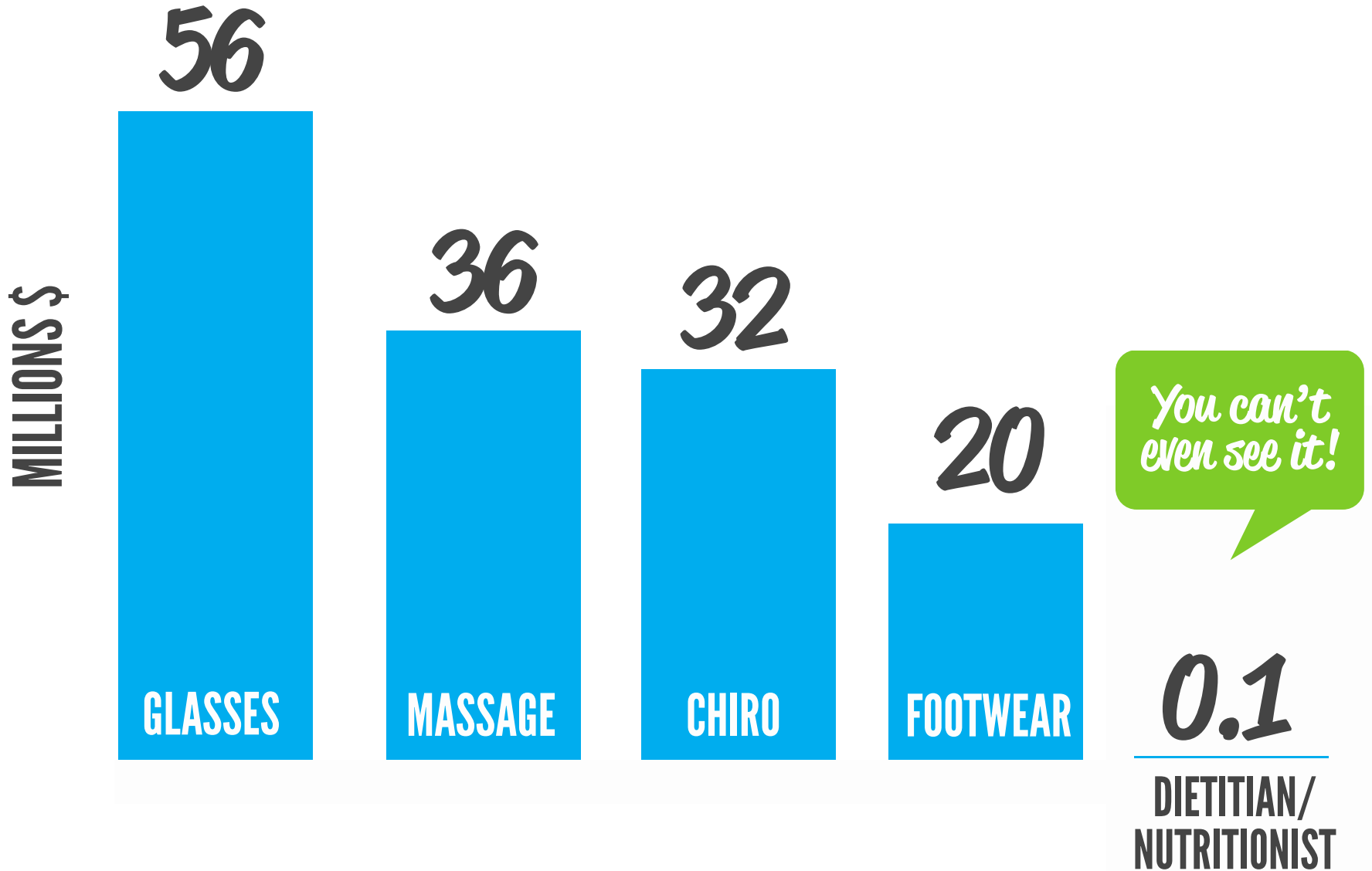
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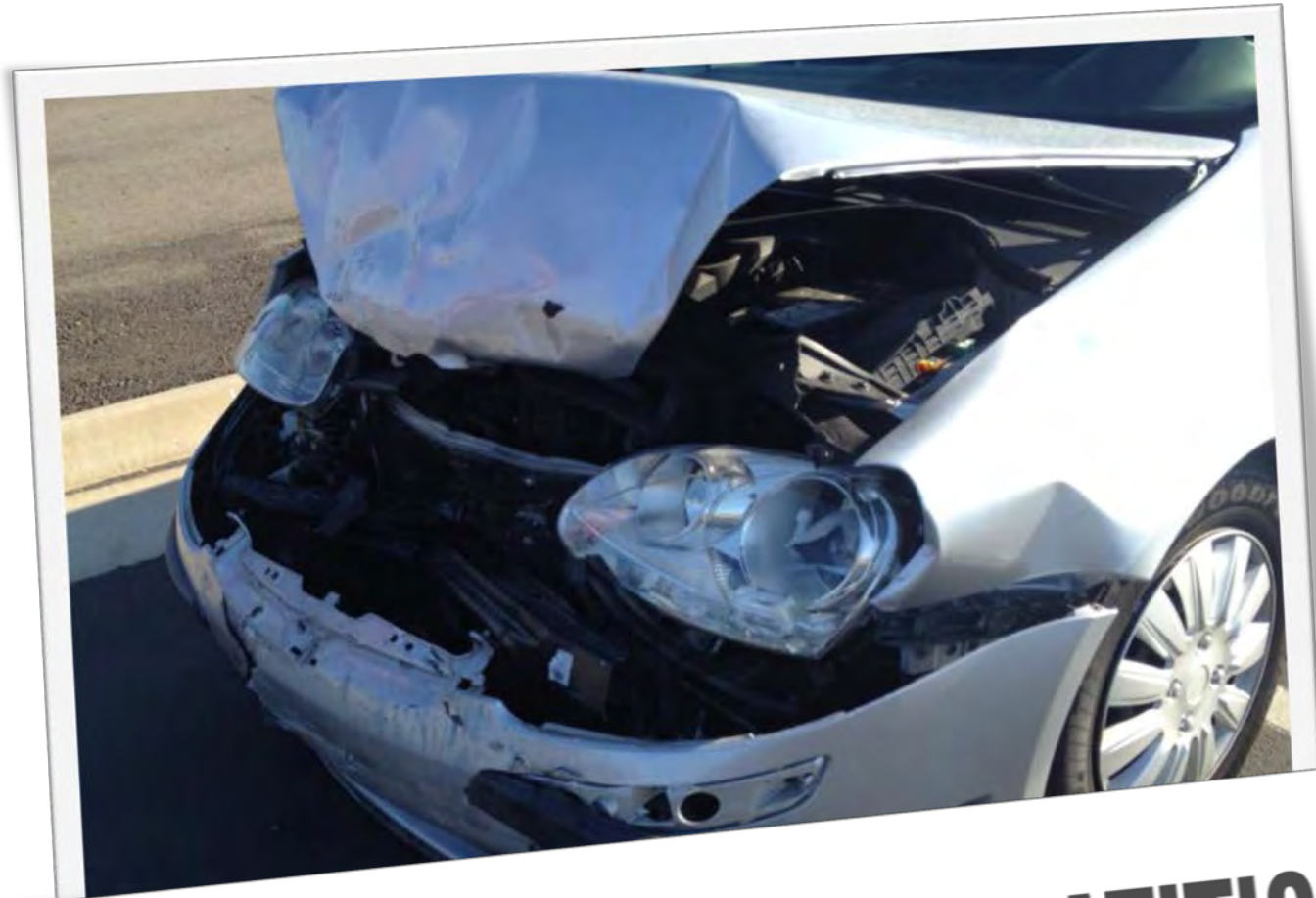
# Diabetes

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|                               | <i>Claimants<br/>With Diabetes</i> | <i>Claimants<br/>Without Diabetes</i> |
|-------------------------------|------------------------------------|---------------------------------------|
| AMOUNT PAID/<br>CLAIMANT/YEAR | \$1899.00                          | \$504.70                              |
| # OF CLAIMS/YEAR              | 33.6                               | 8.6                                   |

# GSC Plan Sponsor Spend

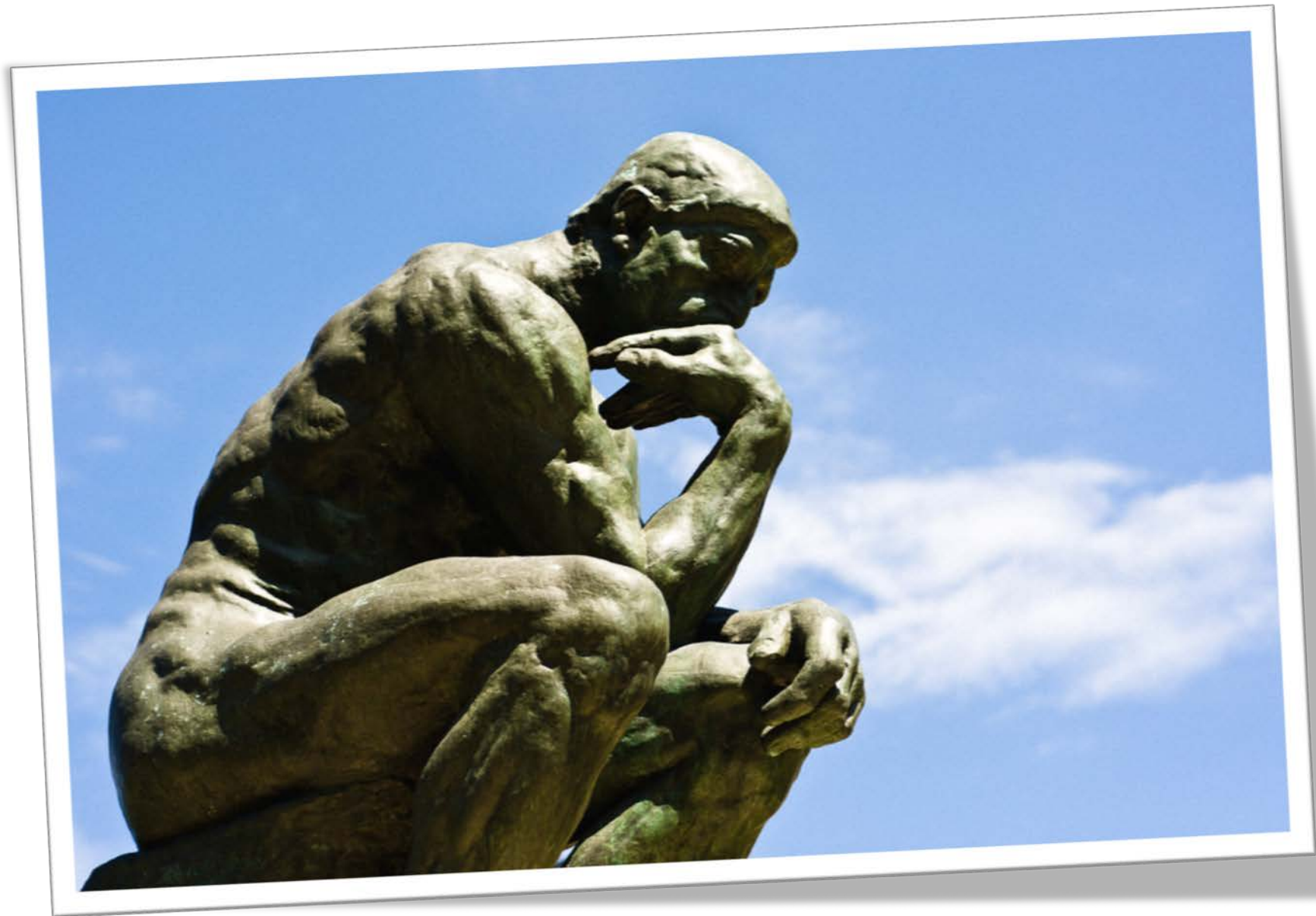




**A DRUG THAT CURES HEPATITIS C**



**A MASSAGE**

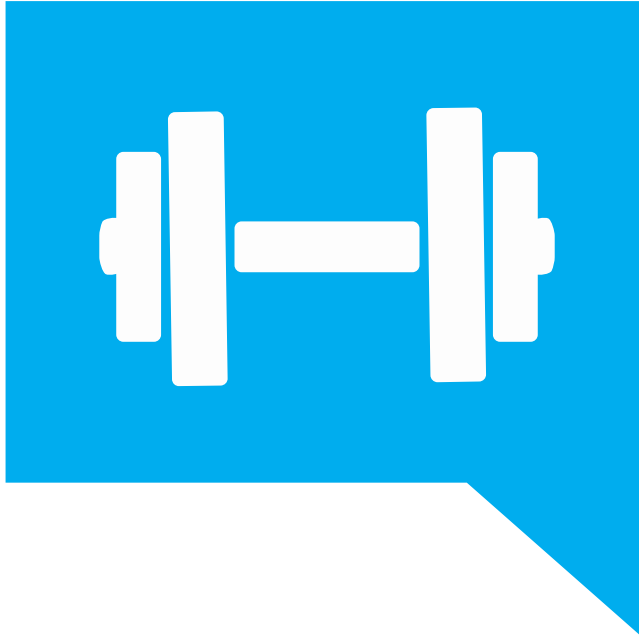






*Eat Healthy*





*Exercise*



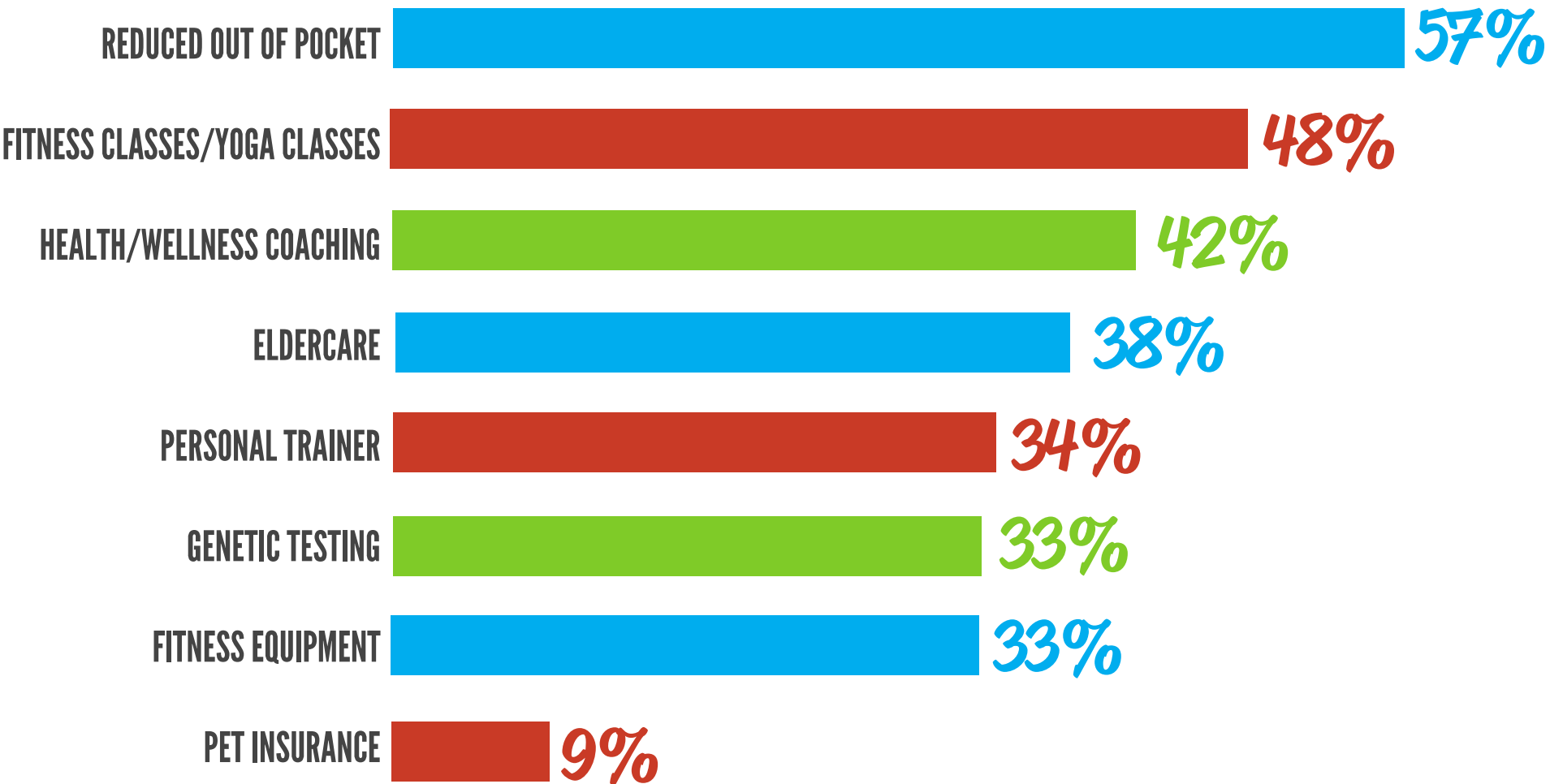
*No Smoking*



*Moderation*



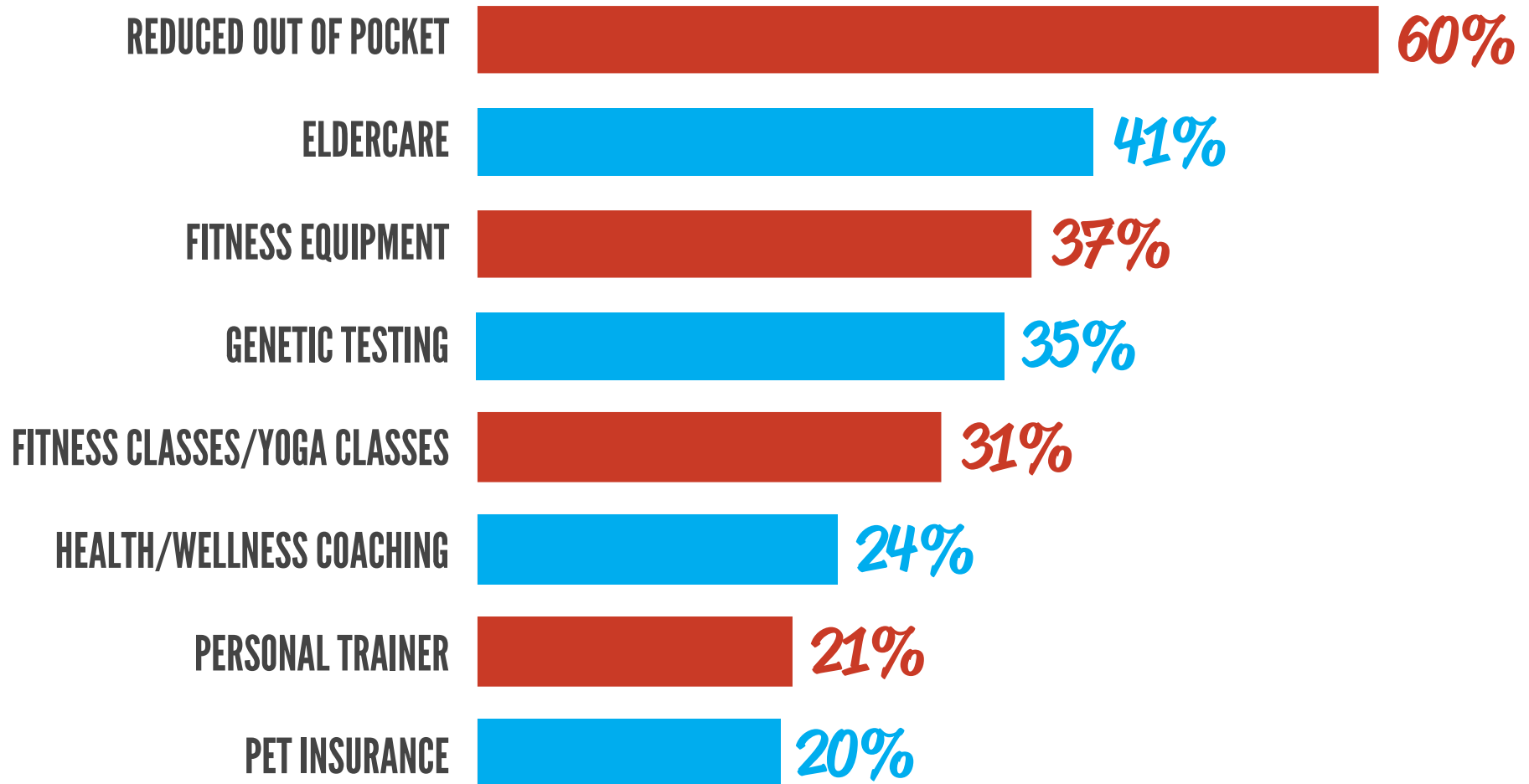
# What Plan Sponsors WOULD CONSIDER FOR NEW BENEFITS



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# What Plan Members WOULD LIKE AS NEW BENEFITS

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FOLLOW US ON TWITTER



@GSC\_1957



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# Chewing on THE DATA



COMING SOON!

The graphic features a stylized hand holding a grey sign with the text 'COMING SOON!' in white. The background is white with scattered data points represented by colored circles containing numbers and percentages. A stylized dental chair is visible behind the sign.

| Value | Color |
|-------|-------|
| 86    | Green |
| 455   | Green |
| 7%    | Blue  |
| \$89  | Red   |
| 95    | Green |
| 42%   | Blue  |
| 1.7   | Green |
| 99%   | Red   |
| 66%   | Red   |
| 45    | Green |
| 14%   | Blue  |

Dental  
~~Health~~

GSC 2014 DRUG STUDY