

## **Québec Blue Cross® partners with Lucilab to promote cognitive health by focusing on healthy lifestyle habits**

**Montreal, May 4<sup>th</sup>, 2021** - Québec Blue Cross® is engaged in the prevention of cognitive decline by partnering with Lucilab and its mobile app Luci. Based on scientific knowledge in the prevention of cognitive decline as well as on behavioural change theories, this application targets three factors recognized to promote brain health: physical activity, good nutrition and intellectual stimulation.

### **Awareness campaign and employee and client pilot project**

The first phase of the partnership between Québec Blue Cross and Lucilab will focus on raising awareness of factors that contribute to brain health and to conduct a pilot project with Québec Blue Cross employees and clients.

Starting this week, content created by Lucilab's team of healthcare professionals and neuroscience experts will be posted on Québec Blue Cross platforms. Through articles and multimedia publications, this content will allow the public to find out more about cognitive health and to learn simple steps to take care of their brain and their overall health.

As part of a pilot project, Québec Blue Cross employees and clients aged 45 and over will have the opportunity to participate in Luci's 12-week virtual coaching program. Through confidential video and chat meetings, participants will have the support of a healthy lifestyle advisor and motivational expert. The counselors will help participants define their personal goals and develop a realistic action plan to adopt better behaviors. They will also have access to exclusive educational content to help them in their journey. This pilot project will allow Québec Blue Cross employees and clients to assess the program and it will allow us to collect data to improve it based on what we learn during the clinical validation process of the application.

### **Common mission and long-term vision**

Québec Blue Cross is a natural partner for Lucilab, whose goal is to make the Luci application accessible to as many people as possible to support the community in developing healthy lifestyle habits. "The opportunity to validate the impact of our behavior change initiatives with Québec Blue Cross employees and clients is of immense value," explains Marc-André Chagnon, President of Lucilab.

For Québec Blue Cross, participating in this pilot project is part of a broader initiative of innovation, continuous improvement and support for its clients, which are among the cornerstones of its commitment as a socially responsible organization. "Partnering with a company that works to maintain cognitive health is directly linked to our mission to promote the health and wellness of our clients and communities," says Sylvain Charbonneau, President and CEO of Québec Blue Cross.

### **About Québec Blue Cross**

Serving the population for nearly 80 years, Québec Blue Cross is synonymous with high quality individual health and travel insurance. A member of the Canadian Association of Blue Cross Plans, the organization has helped lay the foundations for health insurance in Quebec and remains the standard in individual insurance thanks to products and services adapted to the constantly changing needs of its clients. A partner of its communities, Québec Blue Cross is also involved with local organizations to make wellness accessible to as many people as possible.

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### **About Lucilab**

Founded in Montreal in 2020 by the Chagnon family, Lucilab is a healthcare technology company. Its societal mission is to prevent the cognitive decline associated with Alzheimer's disease through Luci, a science-based digital application supported by a team of multidisciplinary advisers. Through virtual meetings, Luci aims to promote the adoption of healthy habits that foster more resilient brains.

For more information, visit [lucietmoi.ca](http://lucietmoi.ca), or contact:

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