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October 16, 2020

ICBC would like to invite you to participate in a research study to share your claims experience and thoughts on how the claims process can be improved.

We know there are opportunities to improve the current claims process but in order to do so, we need to better understand the claims experience from those who have experienced it first hand – someone like you.

The research study will be anonymous and you will never be identified to ICBC by participating or by reaching out to participate. This research is being conducted by experienced third-party research firms, Canada Market Research and Upwords, and does not involve direct conversations with ICBC.

How you were identified

You were identified as an ideal participant for this research by a member of the independent ICBC Injury Recovery Design Panel (IRDP). The IRDP is an advisory group comprised of independent healthcare and disability advocacy leaders who possess an expert understanding of the needs of the injured. The IRDP believes that your perspective having lived experience through the injury claims process will provide insight into the needs of injured individuals who are involved in an ICBC claim.

Your involvement

We are looking for customers who have first-hand experience navigating the injury claims process to participate in the following phases of research:

1. A one hour individual interview between you and the independent research company. The interview would be conducted over video chat or phone if preferred, and scheduled at a date and time that is convenient for you. Interviews will begin on October 19th.
2. An online discussion board, where you would log on and answer questions for 30-45 minutes each day over a 2-day period from November 25th - 26th.
3. You may also be invited to participate in a 1 hour video chat with professional facilitator(s) and a small group (including 2-3 other participants who may have similar experiences), which would take place on December 15th or 16th.

Your privacy is of utmost importance. Any personal identifying information collected during the research will be not be revealed or shared with ICBC.

Potential participants will be screened and should you be selected, you would receive a payment in appreciation of your time and effort. If you prefer the assistance of a support person to participate in the research, we would be pleased to accommodate this and the support person would also receive a payment for their time.

Next steps

If you are interested in participating in this research, please reach out directly to Tessie Giannaris from Canada Market Research, tessie@canadamarketresearch.com, by **Friday, October 23rd, 2020** with your



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full name and a phone number where you can be contacted to discuss this further. Your identity will not be disclosed to other participants or to ICBC through participation in this study.

If you do wish to speak to ICBC directly to ask questions about the study, please reach out to Melissa Sutherland who is responsible for coordinating this research program, at Melissa.Sutherland@icbc.com.

Thank you for your time!

Sincerely,

A handwritten signature in black ink that reads "V. Albanese." with a period at the end.

Vito Albanese
VP Claims Injury & Legal Services at ICBC