



**Lizann Reimer**  
**Health Practice Leader**

For more than 30 years, Lizann has worked with clients to set benefit plan strategies and meet those strategies through design and management. Reflecting the diverse needs of clients, this has included a broad range of initiatives such as:

- Launching flex plans;
- De-flexing;
- Shifting enrollment patterns;
- Increasing employee appreciation for the plan;
- Enhancing competitive benchmarking of the plan; and
- The ever popular containing plan costs

Lizann has a special place in her heart for flex plans, having worked on many over the years, but she recognizes flex is not always the answer. Lizann is passionate about wellness, which can impact the quality of life even if its impact on the benefit plan is not quantifiable. Lizann is also a champion of benefits communication, as benefits are the unsung hero of compensation.

Lizann is a graduate of the University of Guelph and one of the first 100 Canadians to attain a CEBS designation.