



# MEDIA RELEASE

“THE VOICE OF MANITOBA FARMERS”

1-1313 Border St. ~ Winnipeg MB ~ R3H 0X4  
ph: (204) 697-1140 ~ fax: (204) 697-1109  
[kap@kap.mb.ca](mailto:kap@kap.mb.ca) ~ [www.kap.mb.ca](http://www.kap.mb.ca)

**For immediate release**

April 13, 2007

## **KAP Offers Best Doctors® Through Its Health Benefits Program**

**Winnipeg** – Keystone Agricultural Producers (KAP) is pleased to announce Best Doctors has been added to their Core and Core Plus Health Benefits Program. Best Doctors currently serves 2.5 million Canadians, providing its members with expert medical advice to assist in making informed medical decisions.

The Core Program, exclusively offered to KAP members, provides access to a basic level of health coverage, including 100% ambulance coverage, 100% semi-private hospital coverage, and year round travel insurance. With the addition of Best Doctors, KAP offers its membership a pool of medical benefits that has comprehensive coverage at an economical price. For example, a couple aged 50-59 can receive the Core Plan with Best Doctors for only \$228 /year.

“The services of Best Doctors are uniquely suited to address the needs of our rural communities, which is one of the reasons why we are so excited to partner with both KAP and STRATA Benefits Consulting in this initiative,” says Jason Burns, Regional Clinical Director for Best Doctors.

“Best Doctors can offer peace-of-mind to our members, who will know that this service provides them and their local medical team with current information about their diagnosis and the latest advances in treatment when they are faced with a serious medical problem,” says Glenn Young, chair of KAP’s Member Benefits Committee. “It’s a very knowledgeable second opinion that will help to connect rural people with experts from Harvard-affiliated doctors.”

KAP members wishing to enroll in only Best Doctors will also have this option, although with some pre-existing limitations. **KAP members can call the Member Benefits Toll-Free Hotline at 1-866-527-0123, ext 1 to receive more information.**

- 30 -

**For more information, please contact:**

Glenn Young, KAP Member Benefits Committee.  
Cell: (204) 721-0792. Home: (204) 743-2104.

Jason Burns, Regional Clinical Director, Best Doctors (Canada)  
Office: (204) 943-3365



# BACKGROUND

“THE VOICE OF MANITOBA FARMERS”

1-1313 Border St. ~ Winnipeg MB ~ R3H 0X4  
ph: (204) 697-1140 ~ fax: (204) 697-1109  
[kap@kap.mb.ca](mailto:kap@kap.mb.ca) ~ [www.kap.mb.ca](http://www.kap.mb.ca)

## How Best Doctors Works

If you or your Doctor suspects that you have one of the covered medical conditions, you simply contact the Best Doctors Member Care Centre. You'll be connected to a Personal Advocate, a registered nurse, who will be dedicated to you through diagnosis, treatment and recovery. The first thing the Personal Advocate will help you do is to submit forms, which allows Best Doctors to collect all of your relevant medical information. This way Best Doctors can proceed with a review of your specific medical situation.

This information is forwarded to a team of specialists who are affiliated with the renowned Harvard Medical School in Boston. Through exhaustive research, this team will help make sure that no stone is left unturned, to help ensure that your diagnosis is correct and that the recommended treatment is the best.

Based on those findings, a detailed report is sent back to you and can (ie with your permission) also be sent to your doctor. Your Personal Advocate will call to explain the diagnosis, recommended treatment and what your best options are.

In short, there are three key steps involved in the Best Doctors program.

The first is the InterConsultation service, which helps ensure that your diagnosis is correct. The second, FindBestDoc, searches our exclusive global database for the specialists who can best help you with your specific condition. The third step is FindBestCare, which, if you wish, can connect you to the finest medical institutions anywhere in the world. Of course payment to these medical institutions would be the responsibility of the patient.

Best Doctors serves 2.5 million Canadians and more than 10 million people in 30 countries. Best Doctors is affiliated with Harvard University School of Medicine, making it the trusted partner for quality medical outcomes. For more information on Best Doctors in Canada, visit [www.bestdoctors.com/canada](http://www.bestdoctors.com/canada)