



## Notice of Appointment

**Jean Laurin and Michèle Desjardins**  
**appointed Chair and Vice-Chair of the Board of Directors**  
**of the Canassurance Hospital Service Association**  
An experienced duo to head up the travel, health and life insurer

Montreal, March 17, 2022. — On March 16, the Canassurance Hospital Service Association (Blue Cross Canassurance), operating under the brands **Québec Blue Cross** and **Ontario Blue Cross**, held its annual general meeting and welcomed the appointment of two new individuals to head up its board of directors: Jean Laurin, partner, president and CEO of Avison Young Québec (Devencore), is appointed chair of the board, and certified corporate director and management consultant Michèle Desjardins is appointed vice-chair.

Blue Cross Canassurance president and CEO Sylvain Charbonneau, noting that Jean Laurin and Michèle Desjardins had been on the board for several years, said “It is an honour and a privilege to be able to count on the expertise and experience of Michèle and Jean. They complement each other so well, having both contributed to our new strategic plan and both being known for their thoughtful and conscientious approach to our organization, our clients, and our business partners. Their dedication and hard work will be key to helping us achieve our vision.”

“They are following in the footsteps of two other towering figures. Allow me to salute the contributions of Louis Gosselin and Guy Tremblay, the outgoing chair and vice-chair, for their unwavering commitment to Blue Cross Canassurance over the years,” added Sylvain Charbonneau.

As president and board chair of widely admired Quebec companies and organizations, Jean Laurin is known for his leadership and agility in steering organizations through complex environments. Michèle Desjardins is a certified management consultant, member of the Ordre des administrateurs agréés du Québec and certified corporate director. A proven leader, she excels in corporate management thanks to her deep understanding of organizational and strategic issues.

They will be supported in their work by experienced directors, as well as three new board members: Jacques Gagnier, Pierre Moreau, and Richard Fortier. Their expertise in governance, law, finance, and actuarial science will complement that of our other board members.

These changes have been in effect since March 16, 2022.

### **About the Canassurance Hospital Service Association (Blue Cross Canassurance)**

A trusted health and wellness partner for over 80 years, the Canassurance Hospital Service Association (Blue Cross Canassurance), which includes Québec Blue Cross and Ontario Blue Cross, is a leader in travel, health and life insurance. As a member of the Canadian Association of Blue Cross Plans, a not-for-profit network, the organization has contributed to the development of health insurance as we know it in Quebec and Ontario. Blue Cross Canassurance remains the go-to provider of individual and group insurance through products and services tailored to the ever-changing needs of clients. In keeping with its tradition of community involvement, the organization invests to benefit the communities it serves in order to make wellness accessible to as many people as possible.

— 30 —

### **Source: Blue Cross Canassurance**

<https://qc.croixbleue.ca>

<https://on.bluecross.ca/>

Contact: Elodie Descarpentries

Senior Advisor, Brand and Public Relations

[mediainquiry@qc.bluecross.ca](mailto:mediainquiry@qc.bluecross.ca)