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CANADIAN PENSION & BENEFITS INSTITUTE



Peter Gove

Innovation Leader, Health Management,
Green Shield Canada

Peter Gove, innovation leader, health management with Green Shield Canada (GSC), has oversight for initiatives under GSC's Change4Life™ banner. Change4Life™ is aimed at supporting Canadians to better manage their health. The initiative utilizes advanced analytics to proactively identify plan participants who are at risk of developing, or who have developed a chronic disease and to reach out to them with focused programs.

Prior to coming to GSC, Peter was responsible for the national disability management and life insurance claims program for a large Canadian life insurance company.

Mr. Gove has a master's degree in social work and is a registered social worker. Continuing his education, he started a PhD program in Applied Health Science at the University of Waterloo. He has presented internationally in the areas of health management and disability management and was the recipient of the 2014 Vision and Values Award presented by the Canadian Life and Health Insurance Association.