

The Next Big Thing

maple





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A woman with dark hair tied back, wearing a white t-shirt, is holding a young child in a green shirt. They are standing in a kitchen, looking into an open refrigerator. The refrigerator is filled with various food items, including eggs, bread, and packaged goods. The scene is lit with warm, natural light from a window in the background, creating a soft, domestic atmosphere. A large green plant is visible on the right side of the frame.

6 million

Canadians without a family doctor

Source: [CMA OurCare Survey \(2025\)](#),
[Canadian Institute for Health Information](#)



Patients waiting 12+ hours in overcrowded ERs and walk-ins

Source: [CBC Canada's hospital emergency rooms have hit a breaking point](#)



47%
Canadians
self-ration
healthcare

Source: [Canadians Staying Home Over Waitlist Fears](#)

Canada's hospital emergency rooms have hit a breaking point. Is it the new normal?

Patients across the country can spend days on stretchers and in storage rooms waiting for beds

Health Care Access: Half of Canadians either don't have a family doctor or struggle to see the one they have

One-in-eight say they've been looking for more than a year or have given up on finding a family doctor

A system on the brink

Failing health care delivery in Canada is the result of an outdated operating model

Canada's 'haves-and-have-nots' health system lags behind Europe, study finds


Research says funding cuts and poor organisation stop Canadians from accessing healthcare - and 20% have no doctor at all

Canada's Healthcare Crisis: The Growing Gap Between Need and Supply

Canada's health care system collapsing as surgeries rise but patients suffer longer waits and deadly delays



This room has a
massive impact
on the Canadian economy

A close-up photograph showing a person's hand holding a smartphone with a green case over a black payment terminal. To the left, a white ceramic cup filled with a green matcha latte and white foam sits on a dark surface. The background is a textured, grey stone wall. The text 'What if everyday consumer spending could be catalyzed to make more healthcare more accessible for more Canadians?' is overlaid on the left side of the image.

What if everyday consumer spending could be catalyzed to make more healthcare more accessible for more Canadians?

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Little by little, a little
becomes a lot.

– Tanzanian Proverb

Care



Confidence

A high-angle, close-up photograph of a woman and a young child sitting on a grey couch. The woman, with long dark hair and wearing a red tank top, is smiling broadly with her eyes closed, leaning over the child. The child, with short dark hair and wearing a dark long-sleeved shirt, is laughing heartily with their mouth wide open. The scene is warmly lit, creating a sense of joy and affection.

**A different
kind of reward**



**Business
outcomes**

**Meaningful
impact**

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Driven by good

**Take care of Members first,
and the business will follow.**

From roadside to healthcare

A natural next step
in caring for Members

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**A fully embedded, funded
Member benefit delivering
on-demand access to care.**



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**Dependability,
safety & relief**



Partnership pillars

Trust when it matters

Loyalty that lasts

Value that resonates

Engagement amplified

Protection beyond the road

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[Sign in](#) [Français](#)



Create your account to
access primary care
providers online, thanks
to your CAA
Membership.

CAA membership number / Numéro de membre *

16 digits (no spaces) / 16 chiffres (sans espaces)

This information belongs to me

Continue

“

Maple provided much needed medical support that we wouldn't have otherwise been able to access in a timely manner.

It saved him from potentially serious complications.

-CAA Member Feedback

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A woman and a child are sitting on a light-colored sofa, looking at a smartphone together. The woman is on the right, wearing a light blue shirt, and the child is on the left, wearing a red top. They are both smiling and looking at the phone. The background is a soft, out-of-focus indoor setting.

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Great service from Maple, amazing benefit, will encourage me to renew.

-CAA Member Feedback

maple



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I can't say enough good things about Maple. It's a necessity in Canada and makes our CAA Membership **10x more valuable** than before.

-CAA Member Feedback

maple



91%

**Agree Maple adds value to their CAA
Membership**

#1

**Maple ranked as most important
CAA perk for newcomers to Canada**

6%


**Higher CAA retention rate with
registered Maple users vs. all Members,
and awareness of the benefit drives
a 14% lift in renewal intent**

67%

**Use Maple more than once, and 85%
rate their experience 5/5 stars**

Our unlock

Entering the healthcare category strengthened our brand, enriched our value proposition, and improved member sentiment, retention and engagement.



**Imagine an opportunity for your brand
to leverage everyday spending
to grow your business, and help close
Canada's healthcare gap.**

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getmaple.ca/business