

FOR IMMEDIATE RELEASE

The Canadian Cardiovascular Society Expands Affinity Program with new perks for members through RBC Healthcare

Members gain access to exclusive offers on a range of products and services through collaboration with RBC

OTTAWA, March 9, 2021 – The Canadian Cardiovascular Society (CCS) has launched a banking affinity program with RBC Healthcare, unlocking exclusive offers on financial products, practice management solutions and lifestyle perks for eligible members. This collaboration with RBC Healthcare marks an expansion of the CCS Affinity Program, offering eligible members exclusive offers on various products and services. The program is one of the many benefits of becoming a member of the CCS.

“Our collaboration with RBC Healthcare as part of the CCS Affinity Program is a demonstration of our ongoing commitment to member professionals in cardiac research and medicine,” says Dr. Marc Ruel, CCS President. “In growing our Affinity Program and expanding our offerings, we’re helping our members succeed today, and prepare for tomorrow,” adds Dr. Andrew Krahn, CCS Past President.

The RBC Healthcare offers for eligible CCS members include:

- Tailored **RBC banking and credit card** offers¹
- Digital solutions for today’s medical practice with discounts for eligible members from **RBC’s Practice Solutions** partners, including:
 - **CHIME**, a workflow management product that delivers patients and staff to the right place, at the right time.
 - **Mikata Health’s** Intelligent Clinic Ally Application to streamline clinic flow, reduce patient no-shows and more.
 - **Dr. Bill’s** software for MSP, OHIP and AHCIP to simplify medical billing and save time.
- Priority access and a registration fee waiver on child care through **Kids & Company**².

“We proudly support the advocacy work, training and leadership in health policy the CCS contributes to cardiac medicine and research across the country, which is why RBC Healthcare created this bespoke offering for CCS members,” says Niranjana Vivekanandan, Vice President,

¹ Limited time offers. Terms and conditions apply. For more details visit <https://www.rbcroyalbank.com/healthcare/en/partnership/ccs/index.html>

² Priority access within the first 6 months of registration and \$200 registration fee waiver offer are available until February 12, 2022 at any Kids & Company location. While your first choice of location cannot be guaranteed, a transfer will be offered immediately upon availability. To participate in this offer, you must be a CCS member who is also an RBC client. Kids & Company, not Royal Bank of Canada, is solely responsible for the terms and conditions applicable to this offer. For further details on Kids & Company services, visit <https://kidsandcompany.com/>.

RBC Healthcare. "Our collaboration with the CCS is representative of the core foundation of RBC Healthcare to address the evolving personal and professional needs of healthcare professionals."

For more information on the RBC Healthcare offers exclusive to CCS members, please visit: <https://ccs.ca/rbc-healthcare-financial-benefits-for-ccs-members/>. To become a member of CCS, please visit: <https://www.ccs.ca/en/membership/join-renew>.

About Canadian Cardiovascular Society

The CCS is the national voice for cardiovascular clinicians and scientists, representing almost 2,000 cardiologists, cardiac surgeons and other heart health specialists across Canada. We advance heart health for all by setting standards for excellence in heart health and care, building the knowledge and expertise of the heart team, and influencing policy and advocating for the heart health of all Canadians. For further information on the CCS visit: <https://www.ccs.ca/en/>.

About RBC Healthcare

RBC Healthcare was created to address the needs of healthcare professionals throughout each of their life stages. RBC Healthcare's network of over 800 specialized advisors are trained to understand the unique needs of Healthcare Professionals. RBC Healthcare Advantage is now available to eligible healthcare professionals who join or are already banking with RBC. To learn more, visit rbc.com/healthcare.

About RBC

Royal Bank of Canada is a global financial institution with a purpose-driven, principles-led approach to delivering leading performance. Our success comes from the 86,000+ employees who leverage their imaginations and insights to bring our vision, values and strategy to life so we can help our clients thrive and communities prosper. As Canada's biggest bank, and one of the largest in the world based on market capitalization, we have a diversified business model with a focus on innovation and providing exceptional experiences to our 17 million clients in Canada, the U.S. and 34 other countries. Learn more at rbc.com.

We are proud to support a broad range of community initiatives through donations, community investments and employee volunteer activities. See how at rbc.com/community-social-impact.

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