



Innovation Health Group Conducts Canada's First Vaccine Sentiment Survey

Support for Mandating Vaccine and Immunity Passports in the Workplace Among the Findings

Toronto, Canada – May 17, 2021 – More than 85 per cent of employees surveyed by Innovation Health Group from a cross section of industries said their employers have not yet developed and shared a COVID-19 vaccination policy to help get them back to the workplace.

“Now more than ever, companies need to support their employees and ensure they keep communication channels open,” says Dr. Elaine Chin, founder of Innovation Health Group. “The vaccine rollout represents a real opportunity for a reset where organizations can step up and help employees make it through this difficult period while at the same time fostering a safer workplace both physically and emotionally.”

The survey, which polled over 800 people from 11 small-to-medium size companies across multiple industries including manufacturing, construction, consulting, advertising and law, is the first of its kind in Canada to look at back-to-work protocols and where employees who work in a variety of roles sit on the question of mandating vaccines.

In addition to wanting to hear from their employers on the subject of a vaccine policy, nearly 90 per cent of respondents indicated they're in favour or interested in having a workplace digital app, or immunity passport to store their vaccination certificate information, and equally so, the respondents are open to the idea of digitally sharing their vaccination status anonymously as a means to ensuring workplace safety.

“With vaccines now being rolled out, these results are particularly significant as executives begin turning their attention to how they can ensure they have solutions in place to reopen responsibly and return to the office in 2021,” says Dr. Chin.

While nearly one in six people surveyed have vaccine hesitancy and said they currently have no plans on getting a COVID-19 vaccine citing vaccine safety and efficacy as their main concerns. Overall, 60 per cent of all respondents would welcome their workplace mandating vaccines, and if such a policy was implemented, 10% say they would look for a new job. And of those who are planning to get the vaccine, 70 per cent would feel safer to return to work if employers had such a policy in place. More significantly, of those who don't want to get vaccinated, 29 per cent would reluctantly do so.



The vaccine conundrum for many companies is how can they assist in the roll out, what are the ethics and legalities around mandating vaccinations, and what incentives and tools do they have to encourage vaccination?

“These results provide senior leadership teams with the information they need to develop strategies that will ultimately help get their workplace to herd immunity,” says Dr. Chin. “And the message that comes through is employees are very much looking to their employer to offer bold leadership in these challenging times.”

Dr. Chin believes the surveys conducted to date not only allow companies to demonstrate to their teams that their health and safety is of primary concern, but also any strategy moving forward will be informed by those concerns.

“If businesses want to be part of the solution, it will require a different kind of leadership. One grounded in compassion and empathy for team members who may not be clinically depressed but rather languishing from grief, fear, anxiety, and feeling aimless. Leaders must embrace challenging conversations backed up by a bold business continuity strategy to enable their teams and customers to interact in person again.”

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About Dr. Elaine Chin

Dr. Elaine Chin, MD, MBA (U of Toronto) is one of Canada’s leading wellness and prevention doctors. She has been on the leading edge of transforming healthcare through the power of personalized medicine and has been helping patients take a more proactive approach to their health and well-being.



About Innovation Health Group

Under the leadership of Dr. Chin, Innovation Health Group has been embracing technology and reshaping the delivery of healthcare for over 20 years, leveraging advanced diagnostics and genetic testing to actively engage patients in their healthcare journey.

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