

TOP 10 Employer Findings

Employers' top business concern is **staying competitive** in today's marketplace.

34% said it's **most important** for their company right now.



25% of employers say **increasing productivity** by maintaining a **healthy workforce** is the most important objective for their benefits program, followed by **23%** who say it's to increase **employee satisfaction**.



53%

of companies have a **wellness program**.



Of those, **76%** say they are able to offer **lower health insurance premiums** as a result.



75% of employers say their companies' benefits enable them to **reduce employee turnover**.



75% also say benefits **increase worker productivity**.



46% of employers are interested in outsourcing benefits communications...



44% in benefits enrollment...



and **42%** in benefits strategy development.

When it comes to the future of health care, **39%** of employers say **lowering costs** is most important to their companies; followed by **19%** who say **increasing quality** is most important.



Employers who use technology during benefits enrollment are more likely than employers who don't use technology to say employees are **satisfied** with their benefits (82% vs. 69%) and understand their benefits communication (88% vs. 76%).



Rising health care costs are a barrier to employee raises and are a top challenge among employers. Two-thirds of employers say rising health insurance costs prevent them from increasing compensation.



59% of employers use a broker or **benefits consultant** to determine benefits options, and they're more likely than employers who don't to say their company's benefits allow them to **attract top talent** (79% vs. 71%).



An overwhelming majority of employers care about the **reputation** of insurance providers.

91% of employers say the reputation of the insurance provider they select for their voluntary insurance products is extremely or very important.

