

# 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.



**53%** of companies have a **wellness program**.



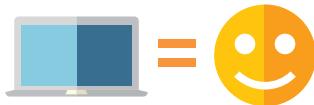
Of those, **76%** say they are able to offer **lower health insurance premiums** as a result.



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

**44%** in benefits enrollment...  
and **42%** in benefits strategy development.

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%).



**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%).



**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**.



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

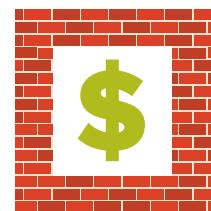


**75%** also say benefits **increase worker productivity**.

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.



**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.



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.

