

## By the numbers:

# Voluntary insurance is key to attracting, retaining your company's best assets

**Quick: What's your company's best asset?** Odds are that you answered that question with "Great employees." After all, employees are the engine of any business. Without them, nothing happens – no matter how strong your product, service or business plan.

One way to attract and keep strong talent is by making sure your benefits offerings are plentiful, competitive and affordable. After all, the economy may be rising, but health care costs, including deductibles, copayments, premiums and out-of-pocket expenses, are outpacing wages and inflation.



Each year, Aflac surveys employees from throughout the nation about their attitudes and opinions with respect to health care, benefits and related issues. [The 2017 Aflac WorkForces Report\\*](#) is in, and here are some things you should know about the importance of strong benefits options.

**49%** of employees are at least somewhat likely to look for new jobs in the next 12 months. While turnover is inevitable, no company wants to lose talent over issues that are avoidable, and that includes less-than-satisfactory benefits options.



Voluntary insurance is more likely to be offered at growing companies (**29%**) than at companies that have maintained (**24%**) or declined (**18%**) in terms of sales or revenue in the last 12 months.



**27%** of employers offer voluntary insurance to their employees, most often life, short-term disability, accident and long-term disability.

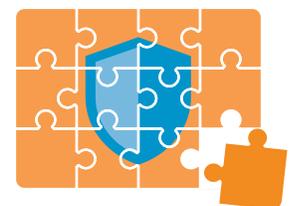


Of those, **49%** do so to satisfy employee need, interest or demand.

**39%** of employees said improving their benefits packages is one thing their employers could do to keep them in their jobs. The answer was second only to "increase my salary."



**81%** of employees see a growing need for voluntary insurance benefits, and 90% at least somewhat consider voluntary insurance part of a comprehensive benefits program.



*This article is for informational purposes and is not intended as a solicitation.*

\*The 2017 Aflac WorkForces Report is the seventh annual study examining benefits trends and attitudes. The study's surveys, conducted by Lightspeed GMI, captured responses from 1,800 benefits decision-makers and 5,000 employees across the United States in various industries. For more information, visit [AflacWorkForcesReport.com](#).