



TREND 5

Employers choose supplemental insurance and benefits advisors to meet workforce needs and demands.

Supplemental insurance helps employers meet employee need and demand.

The No. 1 reason employers offer supplemental insurance is to satisfy employee need, interest or demand. Employers also said offering these policies can help with recruiting top talent.

Among organizations offering supplemental insurance, **50%** reported that it helped with employee recruitment and **60%** reported that it helped with employee retention. In light of the current pandemic environment, **56%** are extremely or very interested in offering employees insurance to cover costs associated with COVID-19 or a future pandemic, and another **32%** are somewhat interested.



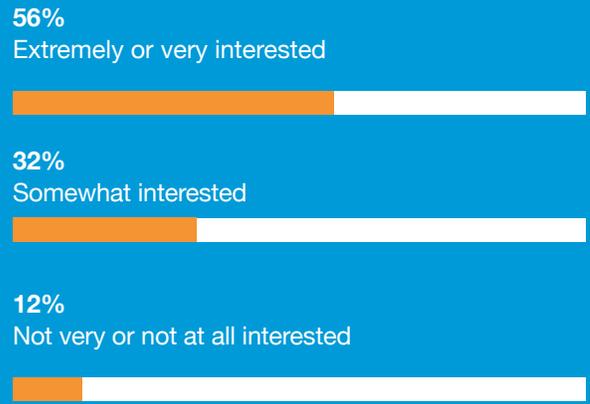
Does supplemental insurance help your company recruit employees?



Does supplemental insurance help your company retain employees?



How interested are you in offering your employees insurance to cover costs associated with diagnosis and treatment of COVID-19 or future pandemics in the next 12 months?



For the **31%** of employers offering supplemental insurance, their plans include:

- 60% Long-term disability insurance
- 57% Short-term disability insurance
- 52% Supplemental life insurance
- 49% Accident insurance
- 48% Critical illness insurance
- 38% Cancer or other specified disease insurance
- 37% Supplemental vision insurance
- 36% Supplemental dental insurance
- 33% Supplemental hospital insurance
- 22% COVID-19 or other pandemic insurance

Employers attribute having a better benefits package to their benefits consultant.

Many employers look to benefits consultants, agents or brokers to help determine the benefits for their business.

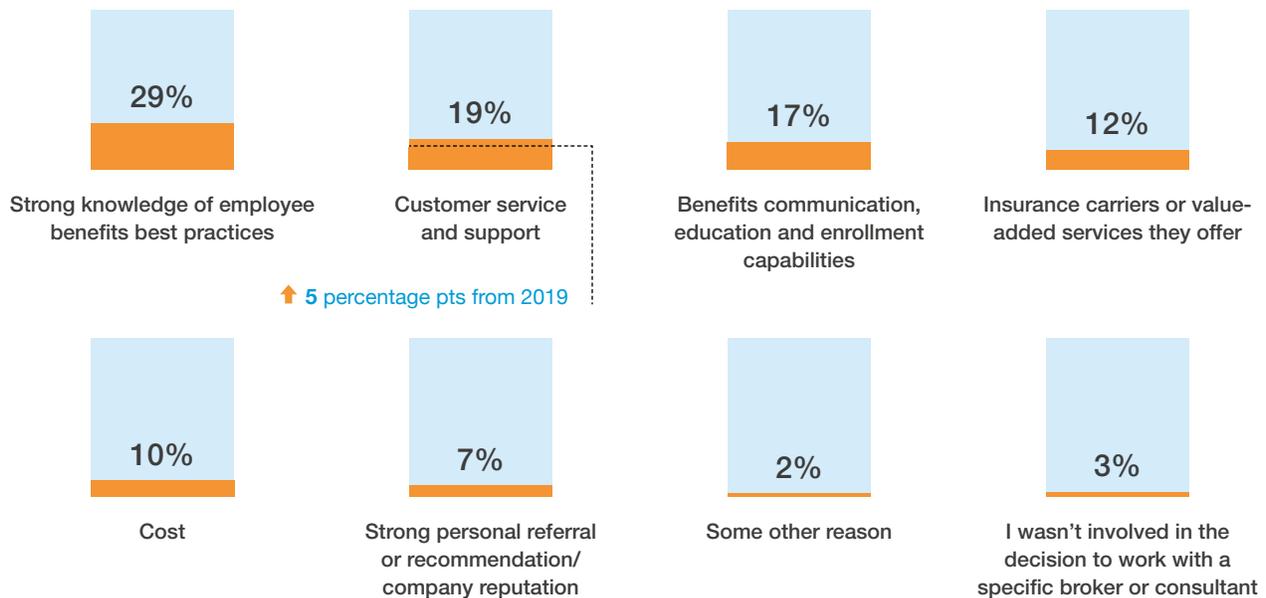
59% of employers use a **benefits consultant** to determine the options for their business.

Strong knowledge of **best practices** in employee benefits is the top reason employers give for using a broker or benefits consultant.

Employers find value in using a **broker or benefits consultant** to determine their options:

- 76%** say they get more for their money by working with a broker
- 70%** say their broker helps their company offer a better benefits package
- 53%** say hiring a broker made their benefits package less expensive

What's the most important reason you choose to work with a specific broker or benefits consultant?



The 2020-2021 Aflac WorkForces Report is the 10th annual Aflac employee study examining benefits trends and attitudes. The employer survey, conducted by Kantar on behalf of Aflac, took place online between June 12 and June 30, 2020. The survey captured responses from 1,200 employers across the United States in various industries. The employee survey, conducted by Kantar on behalf of Aflac, captured responses from 2,000 employees across various industries and business sizes between July 7 and July 21, 2020. For more, visit aflac.com/awr.