



Give employees what they want

Employees clearly need the added protection of supplemental insurance. Aflac offers a simple way to provide your clients with benefits packages that help keep employees feeling happy, healthy and protected.

Employees need supplemental insurance

50% Not only do 50% of employees feel high anxiety about health care costs that go beyond what their plans cover, but they couldn't pay more than \$1,000 in out-of-pocket costs.¹

Inflation and high medical costs force employees to make hard choices¹

One-third of employees have had to make a difficult health care decision due to rising costs.

Had to choose between health care or paying a bill.

17%

Had difficulty affording a prescription.

14%

Had difficulty affording recommended health treatment.

14%

Supplemental insurance is no longer 'supplemental'



2 in 5

American workers view supplemental benefits as a key component of a comprehensive benefits program.¹



9 out of 10

employees believe the need for supplemental insurance is increasing.¹



82%

of businesses offering supplemental insurance say doing so helps with employee retention.¹



Yet only **2 in 5**

employers indicate they offer supplemental insurance.¹



People know – and prefer – Aflac



84%

of consumers know the Aflac name.²



92%

of businesses that use Aflac say they are likely to continue.³



Nearly

62%

employees are likely to enroll in supplemental benefits if offered by Aflac.⁴



Among its top competitors, Aflac is the third most frequently offered brand as part of a company's benefits package.³

Talk with your Aflac representative to learn how Aflac can help your clients provide the benefits employees want and need.

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1 Aflac WorkForces Report. "Workplace Benefits Trends Executive Summary." Published October 2023. [Accessed 07.02.2024.](#)

2 Q1 2024. IMAP Consumer Research. "Tracking Image Marketing & Ad Performance of the Aflac Brand." Published April 2024. Accessed 07.02.2024.

3 Q1 2024. IMAP B2B Research. "Tracking Image, Marketing, & Ad Performance of the Aflac Brand." Published April 2024. Accessed 07.02.2024.

4 Bantam. "Quantifying BDM Attitudes and Behavior." Published Q1 2024. Accessed 07.02.2024.