Best Practices to Engage Employees in Voluntary Benefits

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You’ve Decided to Offer Voluntary Benefits—Now What?

- Which Benefits to Offer
- Best Practices For:
  - Administration
  - Enrollment
  - Communications
  - Engagement
- Maximize Value for Employer and Employees
You’ve Decided to Offer Voluntary Benefits—Now What?

- Work with a Voluntary Benefits Specialist
- Set clear goals and priorities
- Implement a strategy that’s aligned with your goals and priorities
- Leverage technology
- Risk Management
How to Determine What Benefits to Offer
Voluntary Benefits Landscape

- Critical Illness Insurance
- Pet Insurance
- Group Auto & Home Insurance
- Whole Life Insurance
- Employee Purchase Program
- Vision Insurance
- Short Term Disability
- Identity Theft Protection
- Gold & Silver Savings Plan
- Dental Insurance
- Employee Discounts
- Hospital Indemnity Insurance
- Student Loan Refinancing & Repayment
- Long Term Care Insurance
- Health & Wellness Genetic Testing
- Group Legal Insurance
- Accident Insurance
- Long Term Disability
- Employee Discounts
- Gold & Silver Savings Plan
- Hospital Indemnity Insurance
- Health & Wellness Genetic Testing
- Accident Insurance
- Long Term Disability
- Employee Discounts
Supplemental Benefits

- Critical Illness
- Accident
- Hospital Indemnity
- Disability
- Life
- Dental
- Vision
- Long Term Care
Lifestyle Benefits

- Group Auto and Home Insurance
- Group Legal Insurance
- Pet Insurance
- Identity Theft Protection
- Employee Purchase Program
- Student Loan Refinancing and Repayment
- Employee Short-Term Loans
- Health and Wellness Genetic Testing
Employee Discounts

Discount Platforms

- Aggregate Buying Power
- Hundreds of Participating Vendors
- Exclusive Discounts
- National and Local Deals
- Employer Relieved of Burden to Negotiate and Manage Discounts
- Online Shopping Tool for Employees
“Employers have a responsibility for the health and well-being of their employees”

<table>
<thead>
<tr>
<th>Year</th>
<th>Employees who agree</th>
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<tbody>
<tr>
<td>2015</td>
<td>68%</td>
</tr>
<tr>
<td>2016</td>
<td>70%</td>
</tr>
<tr>
<td>2017</td>
<td>75%</td>
</tr>
<tr>
<td>2018</td>
<td>76%</td>
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<tr>
<td>2019</td>
<td></td>
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MetLife’s 17th Annual U.S. Employee Benefit Trends Study 2019
93% of employees say that the ability to customize their benefits is a must-have or nice-to-have option.

60% of employees say they would be interested in their employers providing a wider array of less traditional, non-medical benefits.

MetLife’s 17th Annual U.S. Employee Benefit Trends Study 2019
Which Benefits to Offer

- Offer a wide variety of benefits that meet the broad array of employee needs
- Be strategic about when you introduce new benefits
- Prioritize and put long-term plan in place
Best Practices to Implement, Bill, Communicate, Enroll and Engage
Implementation and Billing . . .
The Old Way

Vendor → Employer → Vendor → Payroll Dept. → Employee → Employer → Remittance

Integration → Eligibility File → Bill File → Deduction → Collect. Use → Remittance

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Implementation and Billing... The New Way

Employer

- Eligibility File
- Bill File
- Remit File
- Premium Payment

Billing Aggregator

Insurance Carriers & Other Services

One-time
- Payroll Interface
- Single Payroll Slot
- Eligibility File
- Per Pay Period
- Payroll Deduction
Implementation and Billing . . .
The New Way

Employer

Eligibility File

Bill File

Remit File

Billing Aggregator

One-time
Payroll Interface
Single Payroll Slot
Eligibility File
Per Pay Period
Payroll Deduction

Premium Payment
Enrollment Methods

Open Enrollment Benefits

- Online with call center support
- Alongside health insurance or separate VB enrollment system
- Active Enrollment or Passive Enrollment
Enrollment Methods

Lifestyle and Evergreen Benefits

- Different for each benefit
- Some have to be done directly with provider
- Some can be enrolled on a single platform
- Year-round communication plan is important
Communications Plan Includes:

- Awareness Campaign
- Employee Education
- Employee Engagement
- Different strategies for Supplemental Benefits (Open Enrollment) and Lifestyle Benefits (Evergreen)
Communications

Open Enrollment

• Leverage as many channels as possible
• Email campaign with strong, simple call to action
• Educate early and often
• Group presentations and webinars
Communications

Lifestyle Benefits (Evergreen)

• Year-round communication
• Get employees engaged in benefits outside of your annual open enrollment period
• Leverage as many channels as possible
The Employee Experience . . .
The Old Way
The Employee Experience . . .
The New Way

**Single Employee Portal**

- All Voluntary Benefit information easily accessed in one convenient location
- Branding and Customization
- Online Enrollment
- Employee Engagement Features
- App or responsive web design
- Single Sign-On (SSO)
Maximize Value for Employers and Employees
What to look for in a platform provider

- Single Provider
- Technology that continues to be innovative
- Customization and Flexibility
- Carrier/Vendor agnostic
- Customer Support
- Customized and branded communications
- Capabilities to get the most out of Lifestyle Benefits
- Personal Service
  - Single point of contact for employer
  - Skills and experience to solve escalated issues
  - Professionals to cover on-sites and employee presentations
Financial Wellness

35% of employees report that issues with personal finances have been a distraction at work.

49% of those who are distracted by their finances at work say that they spend three hours or more at work each week thinking about or dealing with issues related to their personal finances.
Financial Wellness

Integrate Voluntary Benefits Into Your Financial Wellness Program

• Financial education alone does not lead to behavior change
• Our environment shapes our behavior and our choices more than information alone
ROI

Communications, Enrollment, Engagement
ROI

Communications, Enrollment, Engagement
Other Things to Consider

• **ERISA**
  – Safe Harbor Exemption for Voluntary Plans
    • Employer may not endorse, educate and/or market the program

• **Pre-tax or Post-tax**
  – Section 125 Cafeteria Plan
    • Benefits paid to employee—any amount over their unreimbursed medical expenses are taxed as income
Best Practices to Engage Employees in Voluntary Benefits

Questions?