

How to increase participation in voluntary benefits



Communicate!

Give employees information to make informed decisions.

One

Cover the benefits available, how they work and what they can provide.

Two

Show claims scenarios that illustrate the value of the benefits.

Three

Provide support tools that help determine coverage needs.

Diversify how you communicate

Different generations respond to different communication methods. It can help increase understanding and engagement.



Baby Boomers top choice is printed materials



Gen X, Millennials, and Gen Z prefer emails or newsletters



Tap into technology

A seamless experience

Choose platforms that integrate with current payroll and HRIS systems.

What do employers expect from technology platforms?



Ease of navigation and use



Seamless implementation

Most requested features:



Access and enroll in benefits from any device



Availability of decision-support tools and benefits education



Ease of data transfer after the enrollment



Access to help to navigate the system or to ask questions

Get personal

Personalize attention and support

Employees need help understanding their benefit options to make informed decisions.



Assisted enrollments, either face-to-face or virtual tend to drive the highest participation.

What are the current employee enrollment preferences?



On their own online



With some personal assistance

How to optimize enrollment:



Offer benefits on the same system and during open enrollment, along with core benefits



Provide additional information if employees want to learn more

Infographic contents source: Eastbridge Consulting Group MarketVision™—The Employee Viewpoint© report, 2023

Read the full article at 5starlifeinsurance.com/blog

