



CREATING AN EQUITABLE WORKPLACE

THROUGH YOUR HEALTH AND WELFARE BENEFITS PROGRAM

Presented by: Dan Hamann
CBIZ Employee Benefits

STRENGTHMATTERS®

1

SECTION ONE

HEALTHCARE TRENDS

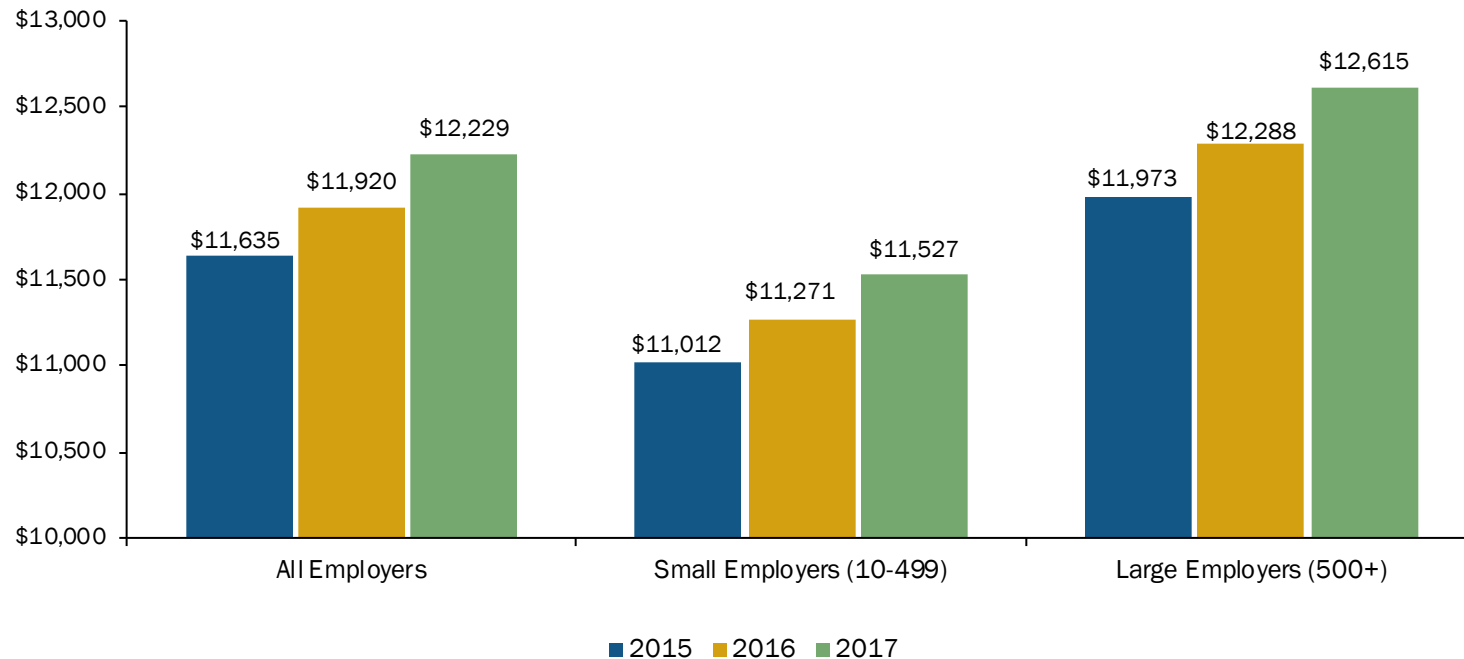


WHERE ARE WE TODAY

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Average Total Health Benefit Cost Per Employee



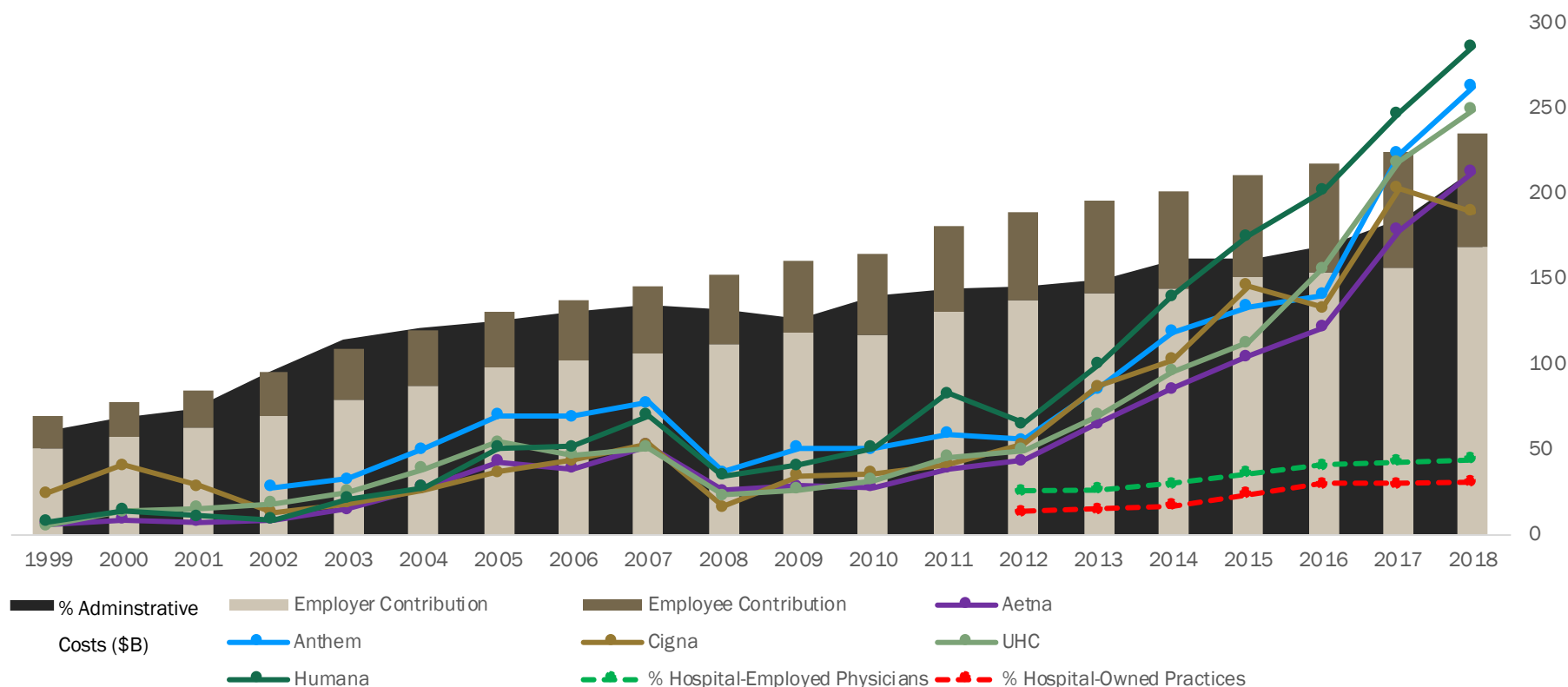
SOURCE: Mercer National Survey of Employer-Sponsored Health Plans, (Released in 2018)

HOW DID WE GET HERE?

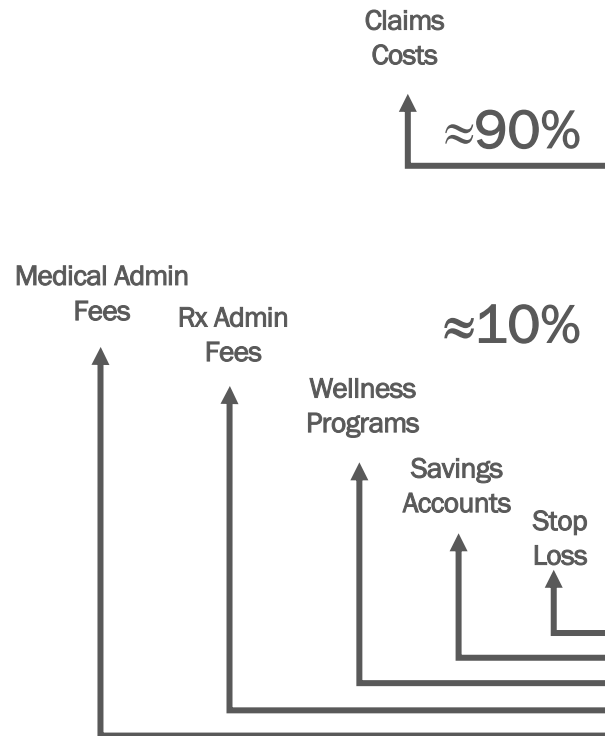
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What Makes Health Care so Expensive?



WHERE DOES AN EMPLOYER'S HEALTH CARE DOLLAR GO?



1%
savings on
claims costs
saves
\$170k¹

5%
savings on
admin costs
saves
\$44.6k¹

HAVE YOU SEEN...?

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06.14.19

Companies can stay ahead in the talent war by recruiting from within, says this

More and more companies are investing



[Photo: Rawpixel]

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The War for Talent: Why It's

Organizations are struggling to see potential threats

By Jacob



SHUTTERSTOCK

It seems like the war for talent is never-ending. Ever since the dawn of modern business, organizations have been seeking to attract and retain the best possible people they could. This isn't new. The phrase the war for talent was coined in 1997 and refers to the changing landscape around attracting and retaining talent—basically, that it's getting more challenging. This was 30 years ago. Today it's not just challenging, it's downright hard and complex.

Facebook understands this better than most. It starts with one simple question: "If you had the best talent in the world, what would you need to do to attract and retain them?" Organizations like Facebook aren't just looking for people they're looking for the best people. This is perhaps one of the largest changes we've seen: technology is replacing bodies, which means that organizations are looking for something more. We also have to remember that the war for talent isn't just about attracting potential employees but also keeping existing ones.

Let's break it down a bit more: the war for talent is being fueled by a few things.



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at Home Prompts U.S. Employers to Take Another Look

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03.25.17

The War For Talent Is Over, And Everyone Lost

Two decades ago, McKinsey researchers saw a "war for talent" brewing. Looking at current trends, two experts see no victors.



[PHOTO: FLICKR USER SYLVAIN SZEWCZYK] [PHOTO: FLICKR USER SYLVAIN SZEWCZYK]



BY DR. TOMAS CHAMORRO-PREMUZIC AND ADAM YEARSLEY 5 MINUTE READ

This story reflects the views of these authors, but not necessarily the editorial position of Fast Company.

In 1998, after a year-long study on the subject, McKinsey researchers

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MEMBERSHIP CERTIFICATION HR TODAY

JUNE / JULY 2017

ent Is Now a Way of Life for HR

hard-to-fill jobs are constants in the new world of work.

By Henry G. Jackson
May 30, 2017

EMAIL f in

REUSE PERMISSIONS

FEATURED VIDEO

This Tech Startup Uses AI to Elimina...



There's a popular saying in some HR circles today: "The 'war for talent' is over—and talent won."

In the decade since the term was coined, we have seen this so-called war wax and wane with economic cycles, evolve with new technology, and intensify under globalization. It should now

SO WHAT CAN WE DO?

WHAT EMPLOYERS CAN DO:

SECTION 1

- Control costs
-

SECTION 2

- Build a more inclusive benefit strategy

1

SECTION ONE

COST CONTAINMENT STRATEGIES AND INNOVATIONS

RECENT THEMES

Alternative
Funding for Small
Employers

Captives for
Small and
Intermediate
Employers

Matrix-Based
Pricing

Pharmacy Carve Out
for Self-Funded Plans:
Pharmacy Tourism



ACO's/Narrow
Networks

Telemedicine

Leave
Management

Association
Health Plans

INNOVATIONS

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QSEHRA for small employers

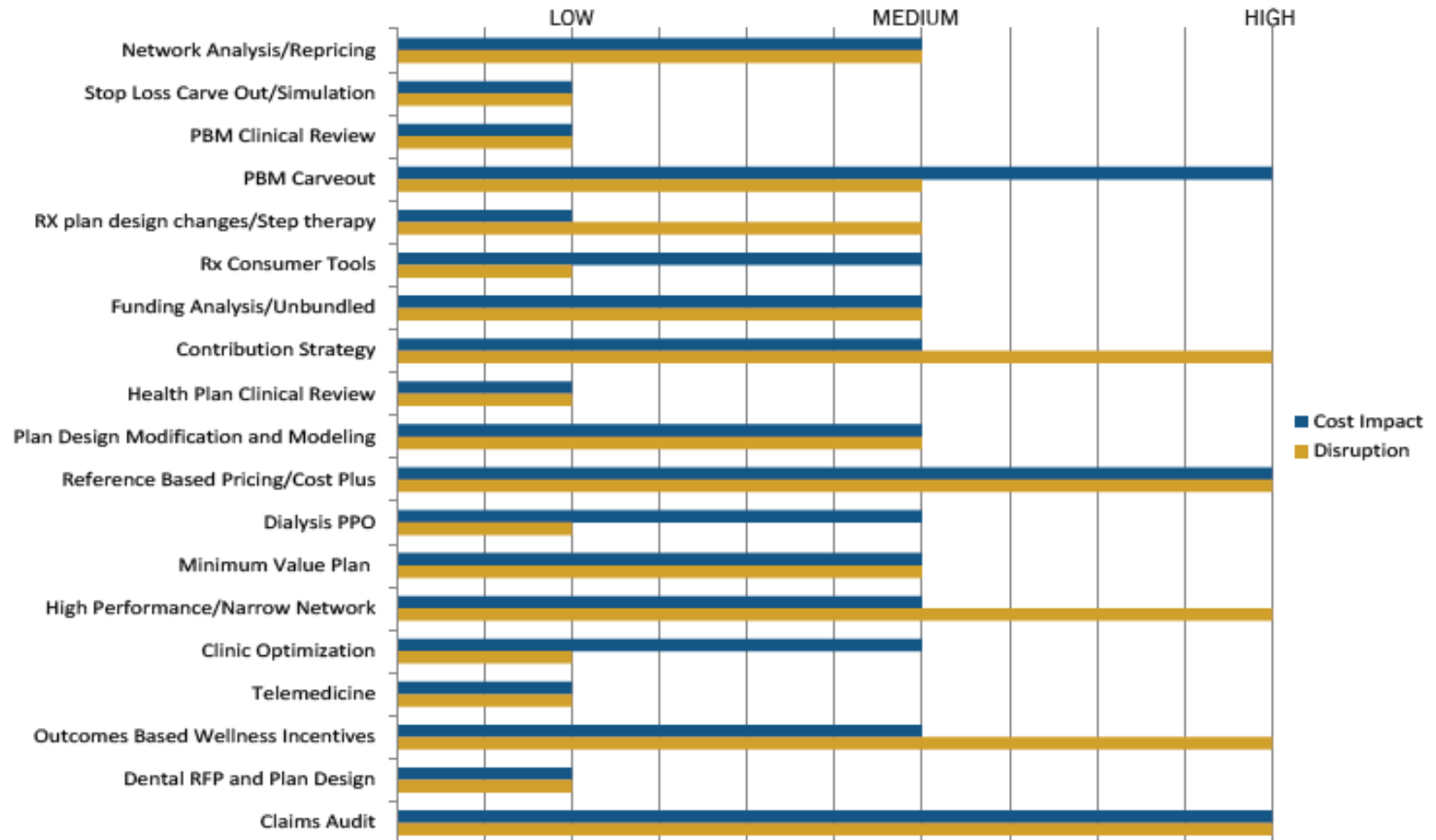
Decision support technology

Non-medical insurers paying for communication,
enrollment and administrative technology

Direct provider contracts

Wellbeing v. Wellness

COST-CONTAINMENT STRATEGIES



BEST PRACTICES FOR YOUR TEAM



CHALLENGE

YOUR CURRENT COMPLIANCE MINDSET

Review processes, best practices and employee communication material for the latest compliance updates.



COMMUNICATE

WITH EMPLOYEES USING INNOVATIVE TECHNOLOGY

Develop custom brand for benefits and allow employees to customize benefits without adding more paperwork.

Find ways to leverage cloud-based software backed by data analytics.



PACKAGE

NON-MEDICAL BENEFITS

Manage efficiency and cost by bundling ancillary lines together.

Leverage subsidies from carriers to help offset cost of enrollment technology.

BEST PRACTICES FOR YOUR TEAM



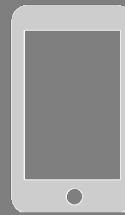
REVIEW

PROCESS CONSISTENTLY

Annually review utilization data, claims patterns and funding types.

Don't get caught in the trap of, "we have always done it this way."

Look for administrative efficiencies throughout the entire process.



GO PAPERLESS

UTILIZING MOBILE

Golden Rule: Communicate with employees the way they want to communicate.

Going mobile will allow your employees to customize benefits.



ENGAGE

THOUGHTFUL STRATEGY

Develop 3-5 year strategic plan to help you stay on course.
Accountability is key.

Prioritize potential strategies that align with your organization's goals.

Re-evaluate current contribution strategies.

CASE STUDY

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Situation

Lack of lasting cultural results impacting the company's employees.

Strategies

- 1 Partnered with CBIZ Wellbeing Solutions to craft a comprehensive wellbeing strategy including the five key drivers
- 2 Listened to employees by evaluating engagement surveys and assessments
- 3 Provided financial resources to support team-building events
- 4 Developed a wellbeing committee with a management sponsor



BEST PLACES TO WORK EMPLOYEE
FEEDBACK SCORES SHOWED
IMPROVEMENT IN ALL 30 CATEGORIES



INCREASED GOOGLE CUSTOMER
RATINGS TO **4.8 / 5**



THIRD PLACE NATIONAL **FITBIT - SPRINGBOK**
AWARD RECIPIENT OUT OF 500 FOR
COMPREHENSIVE WELLNESS STRATEGY



EMPLOYEE TURNOVER RATE **15% LOWER IN**
2017 AND INCREASED OVERALL HAPPINESS
OF CUSTOMERS & EMPLOYEES

Client Profile

Industry:	Home Service Specialists
Type of business:	Family Owned
Number of employees:	200+
Number of years as a client:	6+
Geographic footprint:	Kansas City, MO

“Last year was a positive change in helping to meet employees needs by creating a better environment.”

- Shirley Posladek, Owner
A.B. May

CASE STUDY

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SITUATION: Public entity aims to hire national broker to provide both benefits consulting and property & casualty insurance.

1

CHALLENGES

- Lack of long term strategic plan
- Poor employee perception of benefits
- Lack of independent analytics to review claims data
- Unsustainable cost increases year after year

2

GOALS

- Increase employee perception of benefits
- Provide appropriate funding type for risk
- Create unified strategic plan
- Improve Employee Communications and Presentations
- Simplify Enrollment and Administrative Processes
- Provide Day-to-Day support for HR and Payroll
- Integrate Wellbeing and Worker Compensation programs

3

STRATEGIES

2018

- Actuarial review and underwriting of risk
- Branding for employee benefits
- Online enrollment with 24/7 access
- Defined contribution for budgetary predictability
- Marketplace for customized employee benefit experience
- Leverage technology and client services to increase engagement

2019

- Wellbeing assessment and strategy
- Defined contribution strategy

4

RESULTS

76% of employees selected customized benefits

20% increase in employee benefit participation

4,300 page views of benefit guide



Transferred risk to fully insured premium

30%

enrollment in HDHP

2

SECTION TWO

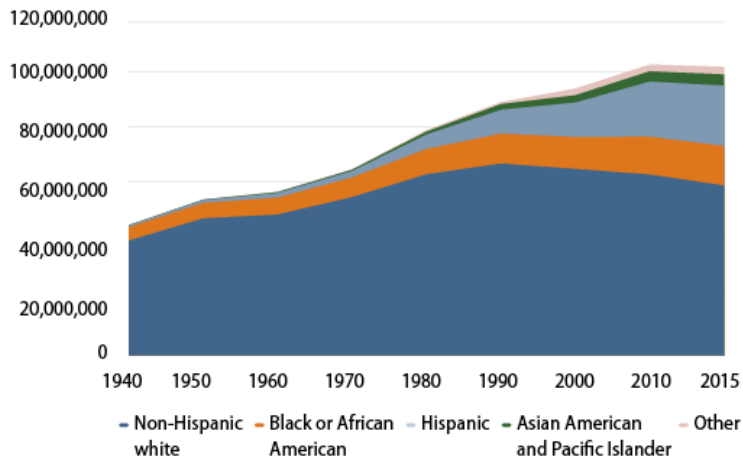
BUILDING AN INCLUSIVE BENEFITS STRATEGY

OUR WORKFORCE IS CHANGING...

... ARE OUR BENEFITS?

FIGURE 2

The American working class is rapidly growing more diverse
Number of noncollege graduates in the U.S. labor force, by race and year

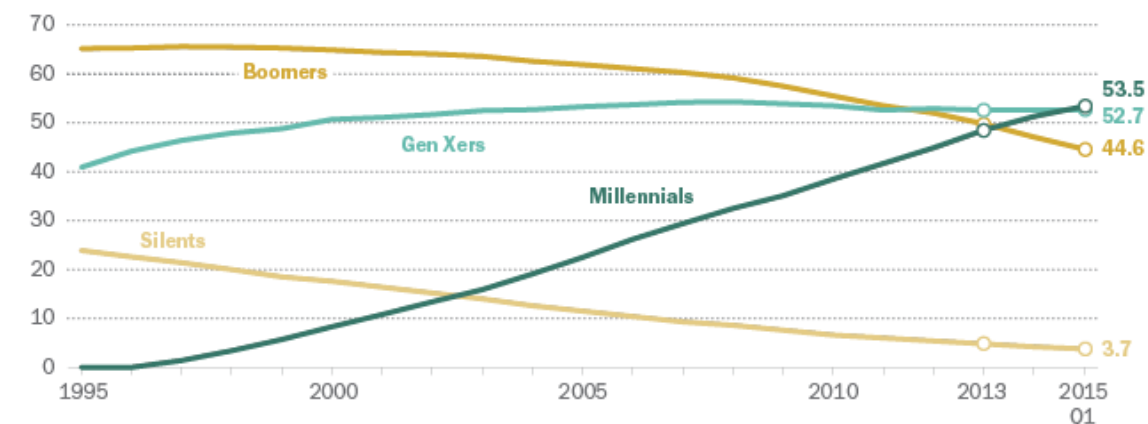


Note: The U.S. Census form in 2015 used the terms "Black or African American," but the terms in use have changed dramatically over time. See Pew Research Center, "What Census Calls Us: A Historical Timeline," June 10, 2015, available at <http://www.pewsocialtrends.org/interactives/multiracial-timeline/>.
Source: Author's calculations using decennial census and American Community Survey data from Steven Ruggles and others, "Integrated Public Use Microdata Series: Version 7.0" (Minneapolis: University of Minnesota, 2017) available at <https://usa.ipums.org/usa>.



U.S. Labor Force by Generation, 1995-2015

In millions



Note: Annual averages plotted 1995-2014. For 2015 the first quarter average of 2015 is shown. Due to data limitations, Silent generation is overestimated from 2008-2015.

Source: Pew Research Center tabulations of monthly 1995-2015 Current Population Surveys, Integrated Public Use Microdata Series (IPUMS)

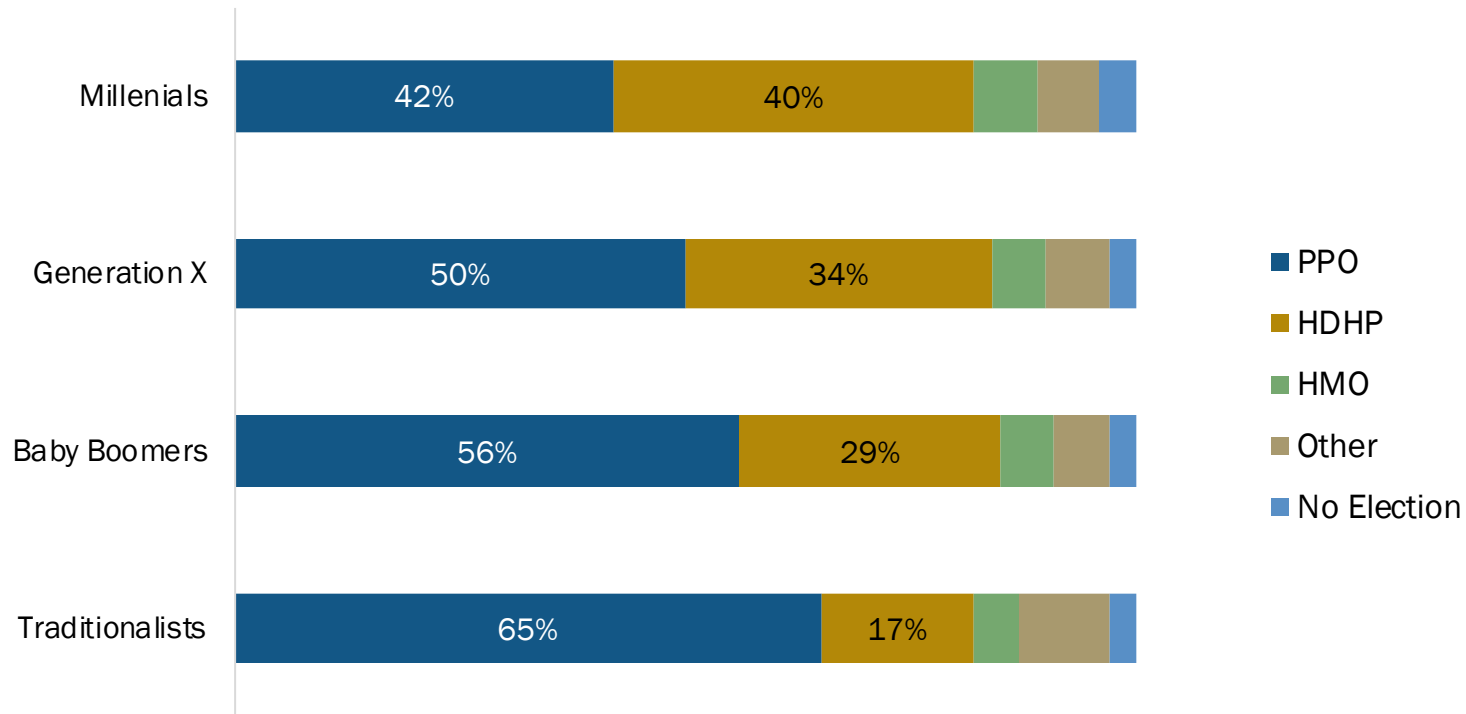
PEW RESEARCH CENTER

CHOICE MATTERS.

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Employee Health Plan Participation by Age Group When Offered at Least One HDHP and One Traditional Plan



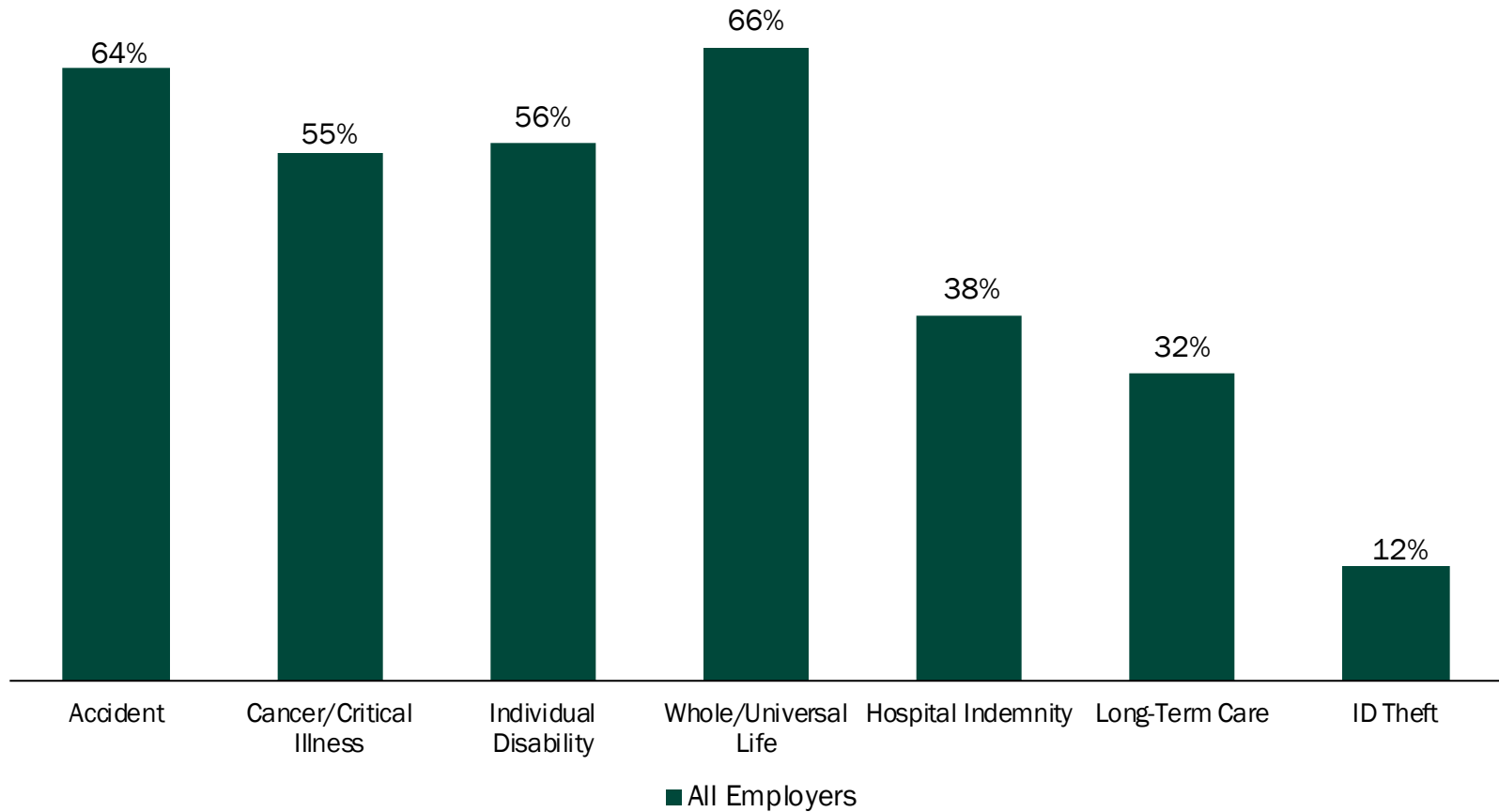
SOURCE: BenefitFocus The State of Employee Benefits Survey, 2018

VARIETY MATTERS.

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Percentage of Employers Offering Voluntary Benefits

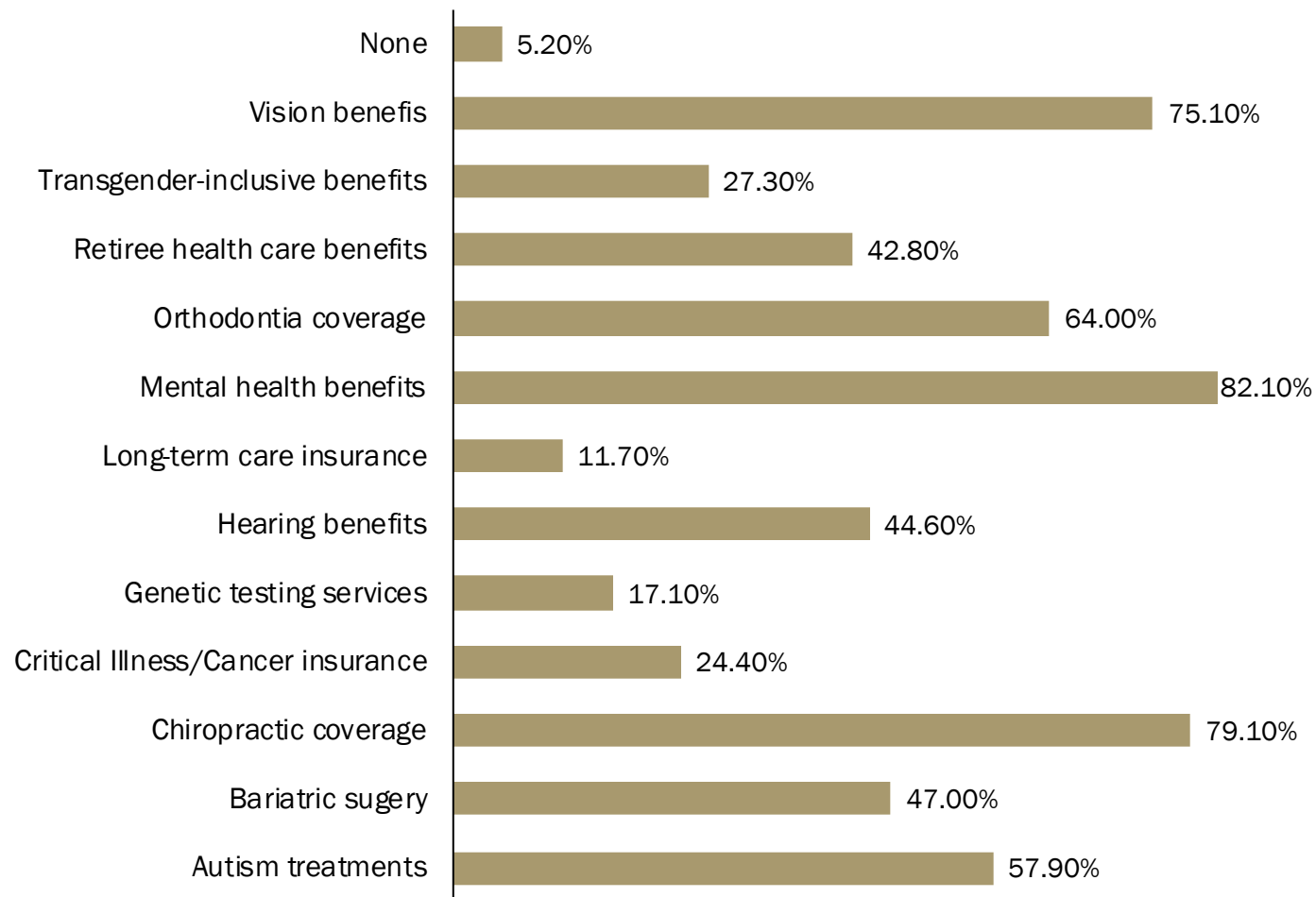


INCLUSION MATTERS.

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Other Types of Voluntary Benefits Offered



FINANCIAL SECURITY MATTERS.

- Average student debt of \$29,800
- 67% - 85% of millennials say it would be a deciding/contributing factor for accepting a job
 - 81% would stay at a company if meant losing loan benefits
- 49% prefer help paying student loans vs. retirement contributions
- BUT only 4% of employers offer



LIFE OUTSIDE WORK MATTERS.

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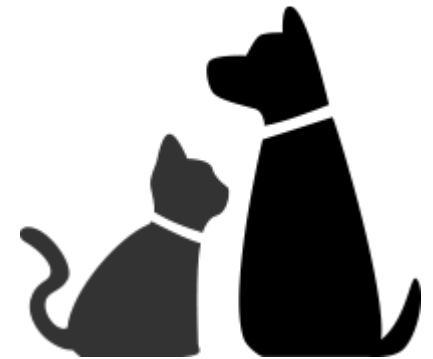
Work/Life Integration VS. Work/Life Balance



40% would select paid parental leave as a premium benefit



PTO is one of the highest valued benefits available



When offered, 41 % of millennials enroll in pet insurance (vs 8% for Boomers and 15% for Gen Xers)

SO WHAT'S IN IT FOR YOU?

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More flexible benefits means more loyal employees

Having benefits customized to meet my needs would increase my loyalty to my employer.

73%

Employees care enough to pay

Most employees would be willing to take a small pay cut (on average, 3.6%) in order to have a better choice of benefits from their employer

83%



THANK YOU!

DAN HAMANN
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