



# 2023 Benefits Insights Action Items for HR

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## 8 ways employers can personalize the benefits experience to meet their diverse population needs

HR leaders face rising healthcare costs, a competitive talent market, and an uncertain economic landscape, forcing them to protect the bottom line while still investing in a diverse benefits package.

Our most recent [Benefits Insights Report](#) data shows benefits understanding and financial preparedness is trending down year over year. In fact, benefits literacy has shown no signs of improvement in five years.

It's clear, employees will never be benefits experts. But it's also clear they want to make sound decisions. As such employers should look at opportunities to close this gap by personalizing the benefits experience.

**Here are 8 ways HR teams can build personalization into their benefits strategy throughout the benefits journey.**



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## Offer decision support to help guide employees toward “right-fit” coverage options.

Where many employees may be electing their coverage options based off their monthly premiums or a deductible, the truth is: coverage that looks less expensive might actually be more costly in the long run. Decision support can help guide employees to the right-fit (and often most cost-effective) benefits by helping them understand how those benefits align with their health, financial, and lifestyle needs.

## Infuse your benefits plans with financial support options.

Finances are top of everyone’s mind right now, and every dollar has one pair of eyes on it. Yet healthcare financial preparedness is low with many employees not having the right savings tools in place and feeling panicked about unexpected expenses. Help your employees maximize their paychecks and the benefits available to them by offering an array of coverage, including voluntary benefits. Doing so can help them stabilize and protect their finances in the short- and the long-term.

## Look at your utilization, enrollment, and participation data to identify gaps and opportunities to steer employees toward benefits they might be missing out on.

The cost of being over-insured is extreme for both employers and employees. Knowing where your program is most and least successful as it relates to your population’s needs will help you identify opportunities to amp up your benefits marketing strategy in meaningful ways—like reminding employees about savings programs that can help reduce their yearly benefits spend or point solutions to help with emotional and mental wellbeing.

## Market the value of your entire suite of benefits—not just medical—year-round.

To activate and engage with their benefits, employees need to know what’s available to them and why it matters. With confusion trending high, HR’s biggest opportunity is to borrow tried-and-true tactics from their marketing team to help drive awareness before, during, and after selection. This helps influence activation and employee self-service.

## Think outside of your benefits admin platform box.

In-platform communication and experiences, such as looking up a deductible or filing a claim, are only successful for your engagement efforts when employees can access them. Driving people back to the platform throughout the year must happen through omnichannel approaches such as email and text or mobile app push notifications. Employers see higher engagement levels with an omni-channel approach that targets the communication methods your employees already use and prefer.



## Leverage smart technology to gain access to data-driven insights and further personalize your engagement strategy.

Technology is the future of benefits—for both employees and HR, and the data-driven insights that result from technology are critical to understanding how your benefits program is performing across a variety of metrics. Data aids in identifying unique trends, opportunities, and behaviors in and outside of the platform, helping you better understand how to wrap your benefits program around the diverse needs of your employees. Look for technology that provides more insight into the questions your employees are asking, what their behavior looks like in the benefits platform, and more.



## Serve up personalized information with impressions throughout the benefits experience.

Impressions (aka personalized messages and reminders that prove employees are visually seeing benefits options such as telemedicine or hospital indemnity) lead to higher conversion rates (clicks and calls). Impressions drive engagement which leads to improved employee retention and wellbeing while ensuring employers get the most from their benefits spend.



## Consistency is key to driving year-round benefits awareness and education.

An omnichannel approach needs to run year-round, not just before and during annual enrollment. Consider mapping your communication efforts alongside wellness themes, such as flu season, as well as your employee population needs like promoting your employee assistance program. When HR puts personalization efforts in place throughout the year, throughout the year, they're more likely to see regular engagement with benefits and solutions that can help employees see positive outcomes for their wellbeing.



## Want to dive into the data that proves these tips are successful?

Read the report at [Businesssolver.com/benefits-insights](https://Businesssolver.com/benefits-insights)

