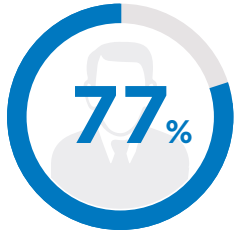


Making the Case for Voluntary Benefits

The evidence is in. Voluntary benefits are an essential part of a complete employee benefits plan — one that meets your employees' needs by filling coverage gaps, helping you compete for talent, and keeping your overall benefits costs in line. Here's data you can use to make your case.

You want the talent. The talent wants voluntary benefits.



of employees surveyed say voluntary benefits are an important factor when deciding to accept or decline a job offer.

Health and Voluntary Workplace Benefits Survey, EBRI, 2015



employees say that more choice in their health plans is very or extremely important to them.

EBRI Notes, March 2016

Your competition is offering voluntary benefits.



51%

of small and medium-sized employers plan to implement voluntary benefits for the first time within the next year.

HUB Employee Benefits Barometer, 2016



42%

of employers plan to expand their non-medical benefit offerings

MetLife 14th Annual US Employee Benefit Trends Study, 2016

Your employees need help with gaps in their health care coverage.



65% of employees say they have less than \$1,000 on hand for unexpected health care expenses.

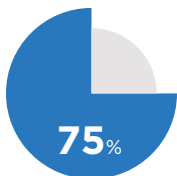
Aflac Workforces Report, Aflac, 2016



61% of employees say coverage for out-of-pocket medical and hospital expenses is very important to them.

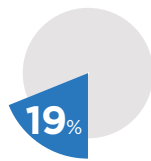
EBRI Notes, March 2016

Your employees are looking to you for coverage recommendations.



75% of employees say they trust their employer to offer them the right voluntary benefits.

3 Essential Steps for Voluntary Success, Trustmark, 2015



19% of employees with voluntary benefits are more likely to be very or extremely satisfied with their jobs (and 14% are less likely to look for a new one).

Aflac Workforces Report, Aflac, 2015

Voluntary benefits can reduce costs and boost productivity.

40%

of employers

that offer accident insurance report fewer workers' compensation claims.

Lower our operational costs, Aflac, 2015

30%

of employers

offering disability insurance saw a decline in absenteeism.

Lower our operational costs, Aflac, 2015

Take the next step.

"7 Steps to a Voluntary Benefits Program That Really Works" is a comprehensive checklist for developing a voluntary benefits program your employees will value.

[Download the checklist](#)

