

SUPPLEMENTAL BENEFITS NEEDS ASSESSMENT

Please take a moment to complete the following questions with your independent insurance representative and see how supplemental benefits can provide the right balance to your benefits program.

“Given the ongoing issues employees face at the workplace (rising health-care costs, changes in retirement offerings, etc.) – supplemental benefits will continue to be a vital component of employers’ benefit packages.”

LIMRA¹ Market Facts Quarterly, Summer 2005

More than 90% of employees surveyed say they feel it is important to have choice in their benefit plans.²

62% of employees surveyed consider supplemental insurance coverage important³, and two-thirds of employees prefer purchasing their benefits at the worksite.⁴

Attract and retain quality employees

1. Do you find it difficult competing with other companies for recruiting and retaining the best employees?
 Yes No
2. Can your business afford to lose top performers?
 Yes No
3. Are you planning to hire more employees in the future?
 Yes No It's possible
4. Is your benefits package competitive with that of your industry peers?
 Yes No I'm not sure
5. Do your employees understand and appreciate the value of the benefits you offer?
 Yes No I'm not sure

Offer your employees more choice

1. Are your employees asking for additional benefits, such as critical illness/cancer or accident insurance?
 Yes Not yet
2. Would you like to “round out” your existing benefits package by letting employees purchase coverages that can provide them with additional financial protection?
 Yes Maybe, but I'd like to know more before making that decision

Healthcare premiums have increased 72% over the past five years⁵, and continue to rise at a faster rate than inflation.⁶

Americans spend \$1.6 trillion on healthcare every year, and nearly one-third of that is due to hospital care.⁷

Effectively communicating the value of your benefit package to your employees can actually increase employee satisfaction and reduce turnover.⁸

Control your overall benefits costs

1. Are rising healthcare premiums responsible for a large part of your benefits budget?
 Yes No

2. Are rising healthcare costs forcing you to cut back on the benefits you offer, or to consider sharing more of the cost with your employees?
 Yes No We may have to in the future

3. What actions are you currently taking to reduce your company's budgetary concerns?

4. Does your company offer any of these benefits, and if so, who pays for them?

	Employer-paid	Voluntary	Shared
Life insurance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Short term disability insurance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Long term disability insurance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Long term care insurance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Executive income protection insurance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Critical illness/cancer insurance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accident insurance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Supplemental health insurance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Simplify enrollment and benefits administration

1. Are you concerned that your employees lack full awareness of their current benefits package and that they don't or won't appreciate or take advantage of new benefits?
 Yes I'm not sure

2. Do you hesitate to introduce new benefits because you have limited time and staff to manage the additional administrative details?
 Yes No

3. What are your current methods of communication and enrollment?

4. How much does it cost?

Supplemental benefits can work for employers of all sizes. Between 1999 and 2003, the number of smaller companies (100 or fewer employees) offering multiple supplemental benefits increased significantly.⁹

5. Is your benefits provider able to provide the tools and support needed for effective enrollment, implementation, and ongoing administration?

Yes No I'm not sure

6. How do you coordinate enrollment and administration of benefits from multiple carriers?

Look for service you can count on

1. Are you satisfied with the level of service you currently receive from your benefit providers?

Yes No

1a. If not, why?

2. Are your employees receiving satisfactory service from providers?

Yes No I'm not sure

3. Are claims handled promptly, professionally and efficiently?

Yes No I'm not sure

Want to learn more about supplemental benefits?

Ask your independent insurance representative to help you match the right insurance products for your employees and the right benefits solution for your business.

- ¹ “With Entire Value in Mind: A Look at Employees’ Decision-Making Process Regarding Voluntary Benefits”, LIMRA’s MarketFacts Quarterly, Summer 2005.
- ² The Rising Cost of Employee benefits: The Employee Perspective,” Eastbridge Consulting Group, Inc., 2003.
- ³ Worksite Marketing of Voluntary Benefits: The Employer’s Perspective, LIMRA International, 2003.
- ⁴ “Workplace Forecast: A Strategic Outlook 2003,” Society for Human Resource Management (SHRM) July, 2002.
- ⁵ Employer Health Benefits 2004 Summary of Findings, The Kaiser Family Foundation and Health Research and Educational Trust, 2004.
- ⁶ 21st Century Employer – Redefining the Benefits Business, Eastbridge Consulting Group, May 2004.
- ⁷ Federated Ambulatory Surgery Association, “Study Finds Medicare Could Save an Additional \$1.6 Billion by Providing More Procedures in Ambulatory Surgery Centers Rather Than Hospitals,” April 5, 2005 [cited August 4, 2005] available from <http://www.fasa.org/april5.pdf>
- ⁸ Watson Wyatt Worldwide, “Communication Plays a Critical Role in Improving Retention Power of Health Benefits.” February 23, 2005 [cited May 13, 2005] available from: <http://watsonwyatt.com/news/press.asp?ID=14303>
- ⁹ Worksite Marketing of Voluntary Benefits: The Employer’s Perspective, LIMRA International, 2003.