

Employers are utilizing data to segment their workforce, personalize benefits, and customize the employee experience like never before.

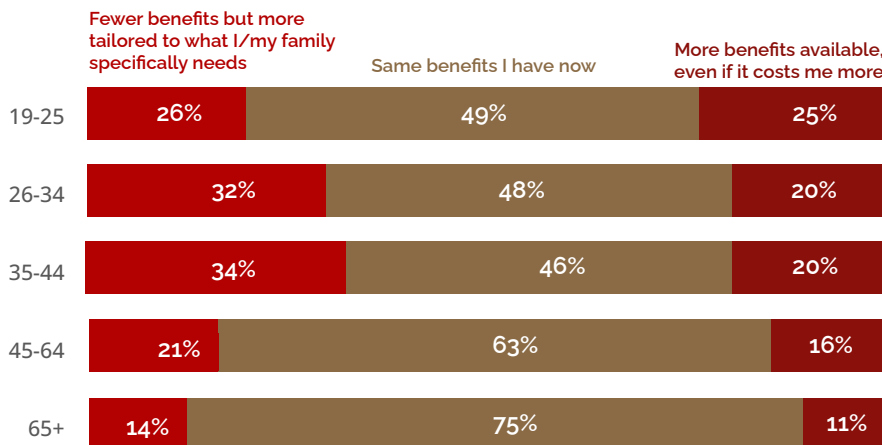
An increasingly diverse workforce means employers are evaluating the degree to which their benefits are equitable, inclusive and provide adequate choice. According to Mercer’s Health & Benefit Strategies for 2023, 70% of employers are planning benefits enhancements in 2023 to address gaps along many dimensions, including:

- more affordable health plans and financial assistance for low-wage workers,
- specialized behavioral health support for underserved racial and ethnic groups,
- family-building and mental health supports for the LGBTQ+ population, and
- enhanced coverage for people with disabilities.

Among BCCWF Roundtable members, caregivers are a priority yet many fly under the radar in what has been described as “quiet caregiving.” The responsibilities of caregivers are often invisible and can vary substantially depending on the type of care required, e.g. child care for young children, elder care, or care for dependents with special needs.

In order to anticipate and meet the needs of each employee more effectively, employers are going beyond population data, segmenting employees by life stage, preferences and demographics. But getting a full picture remains a challenge with concerns around privacy and highly disparate data from vendors and internal sources, according to a Fidelity Employer Health Benefits survey. Those who can leverage analytics that “sense and predict” employee needs - with robust communications strategies that help lead employees to solutions - should see increased utilization, lower costs, and enhanced well-being.

Only half of consumers/employees would keep the same benefits they have today



Source: Fidelity Health Solutions Thought Leadership Consumer/Employee Survey, January - February 2022