

Why voluntary benefits?

In a recent Eastbridge study,* the final question asked of employees was: If your health plan had a deductible of \$3,500, which, of several options, would you likely choose to cover this amount? **Forty-one percent** said they would like to “look at other insurance products to cover the deductible, even if I have to pay the premium on my own.” Just 18 percent said they would cover the deductible out of pocket.

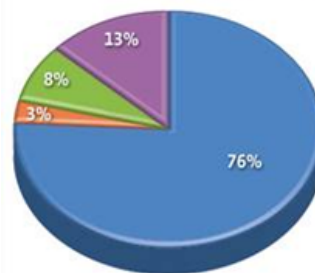
Preferred Method of Handling the Deductible

Option	Percent
Nothing; I would pay the deductible out of pocket	18%
Look at other insurance products to help cover the deductible, even if I have to pay the premium on my own	41%
Look at starting a health savings account	14%
Other	24%

Those who selected “Other” most often typically answered “I don’t know” or “I can’t afford to get sick.”

Preferred Method of Paying for Benefits

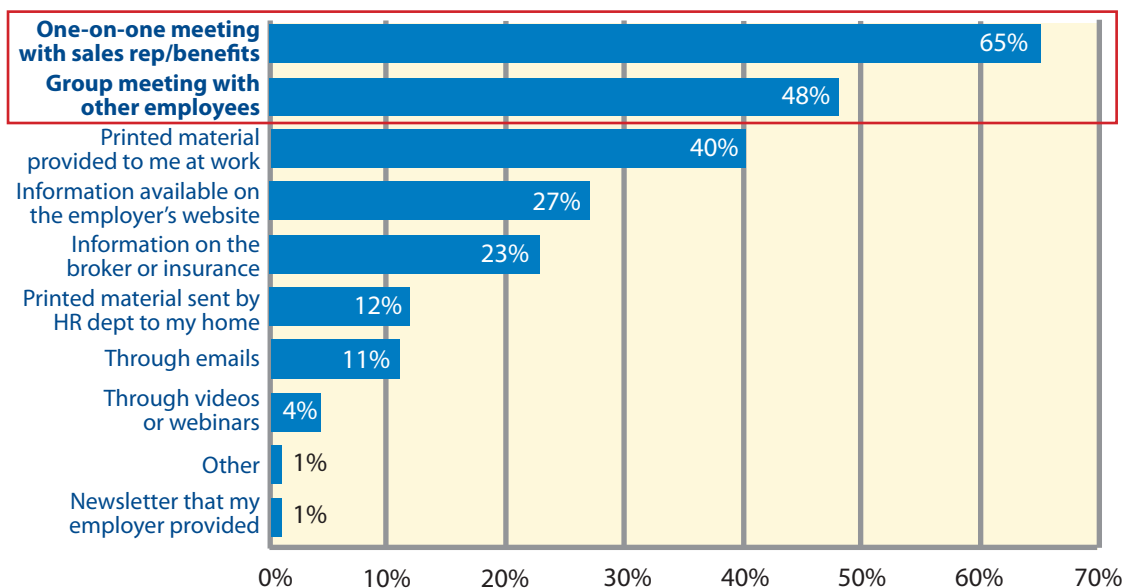
Employees were asked to choose the payment method they would prefer using for benefits to which they contributed (assuming they were allowed this choice). Payroll deduction was the overwhelming choice among those surveyed, at 76 percent.



- Payroll deduction
- Credit card
- EFT from checking or savings
- Don't know/no preference

Most Helpful Communications

Respondents were also asked which communication methods they found most helpful. (Respondents were allowed to name up to three different methods.) One-on-one meetings with a benefits representative were considered most helpful, followed by group meetings with other employees. Printed materials provided at work were also rated as helpful by a large percentage. The chart at



right shows the percentage choosing each method. In a related question offering several preferences for learning about voluntary benefits, **55 percent of respondents selected “speaking with someone in person.”**

*“Worksite MarketVision™ – The Employee Viewpoint.” November 2013, Eastbridge Consulting Group, Inc.

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