



2023 Benefits enrollment communication trends

Putting your benefits in the spotlight they deserve requires the right communication. Use your benefits enrollment communications to show employees that your benefits are a differentiator and highlight how they're a valuable part of the employee experience.

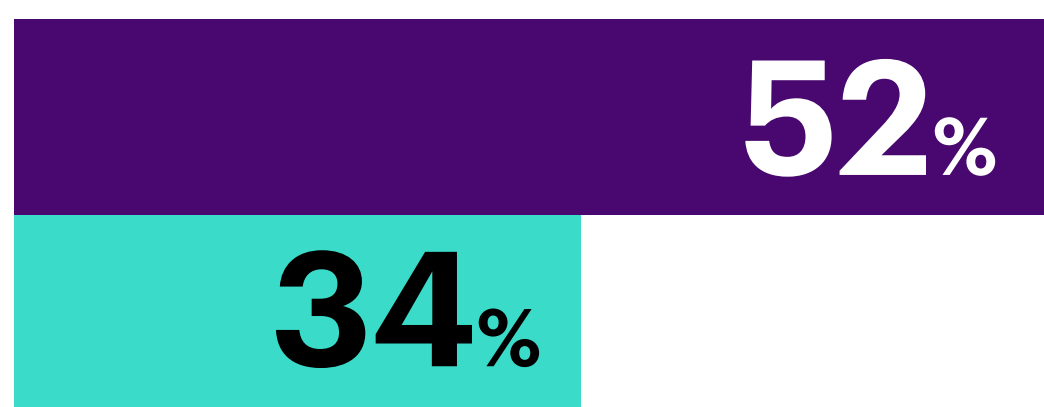


Health and retirement benefits are growing in importance as attraction and retention tools¹

	An important reason to join		An important reason to stay	
	2010	2022	2010	2022
Retirement plan	25%	47%	41%	60%
Healthcare plan	32%	48%	50%	60%

Note: percentages indicate "agree" or "strongly agree"

More than half of employers have taken action to enhance the enrollment experience.

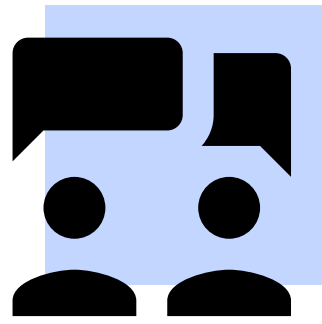


While another third are looking to do so.²

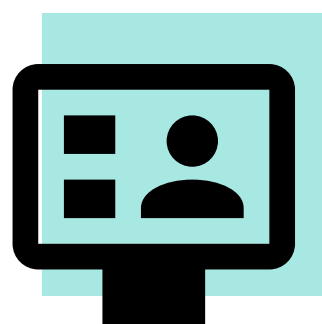
Employers have established themselves as a source of support—so while you have your employees' attention, what should you do with it?



Highlight the benefits and programs you have that support Diversity, Equity & Inclusion (DEI). 84% of companies are citing a greater emphasis on DEI.³



Employees want choice in how they learn about benefits offerings. In 2022, 70% of employers are expanding the tools they have to help employees make smart enrollment decisions; and 84% plan to in 2023.⁴



2 in 5 employees are expected to work remotely in the future. Be sure you're meeting employees where they are, no matter the location, time of day, or what device.⁵

Sources:

¹ 2022 Global Benefits Attitude Survey
² 2021 Employer Survey Emerging from the Pandemic
³ WTW 2022 Reimagining Work and Rewards Survey
⁴ 2021 Best Practices in Health Care Survey
⁵ WTW 2022 Emerging Trends in Healthcare Survey, US