



U.S. employers prioritize new and enhanced healthcare vendor solutions



9 in 10 employers use their vendor strategy to achieve these goals*



- Improve workforce wellbeing
- Enhance employee experience
- Support attraction and retention goals
- Reduce medical claim costs

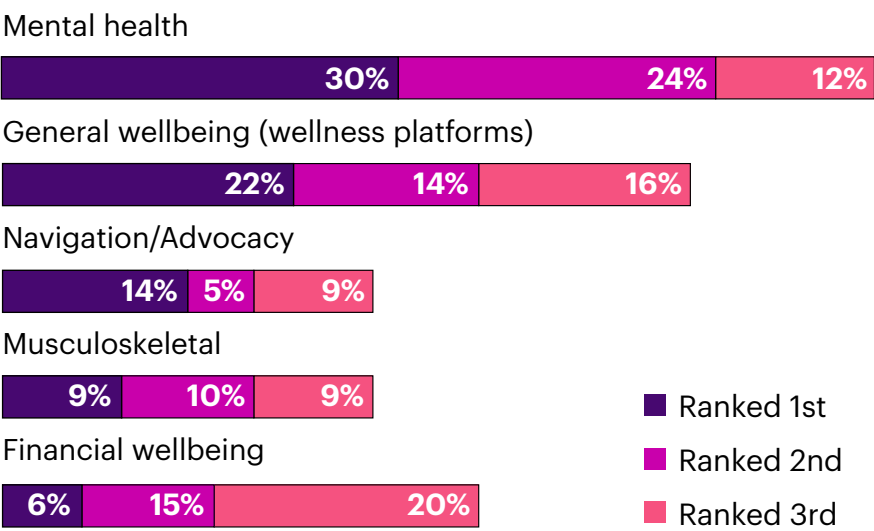
Most sought-after capabilities of new vendor partners*

Ability to address a broad range of needs: 86%	Access to innovative approaches and leading the market: 84%
Ability to integrate with existing vendors: 86%	Guaranteed return on investment: 78%

ROI is a key metric in evaluating benefits, yet 44% of employers say vendor reporting lacks employer-specific ROI.

*Important or very important

Mental health and wellbeing solutions remain key areas of focus for 2024



Engaging members is a key challenge*

Low member engagement	56%
Lack of internal resources to manage solutions	48%
Too many solutions/vendor partners	41%
Lack of outcomes measurement to assess value	41%

*Respondents selected at most three options

Employers are taking action to boost engagement



- Customize communication:
78%
- Distribute vendor materials:
66%
- Communicate beyond open enrollment period:
62%
- Use multichannel communication strategies:
52%

*Based on respondents who made or are planning to make changes to vendor partners over the next two years

Most employers intend to add or enhance their vendor solutions* Fewer plan to change vendor partners

% made or plan to make changes	Add/Enhance vendor solutions	Change current vendor partner(s)
Wellbeing programs 67%	84%	23%
Point solutions for clinical conditions 66%	90%	14%
Mental health solutions 61%	82%	30%
Navigation programs 52%	75%	28%

*Based on respondents who made or are planning to make changes to vendor partners over the next two years

Actions you can take now!

- Review vendor strategy goals and update if necessary
- Develop metrics that include specific measurements and performance reviews
- Make necessary changes including adding/enhancing solutions
- Implement customized communications to launch new solutions

About the survey. A total of 232 employers participated in the Vendor Strategy Survey, which was conducted in October and November 2022. Respondents employ 3 million employees across a range of industries.
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