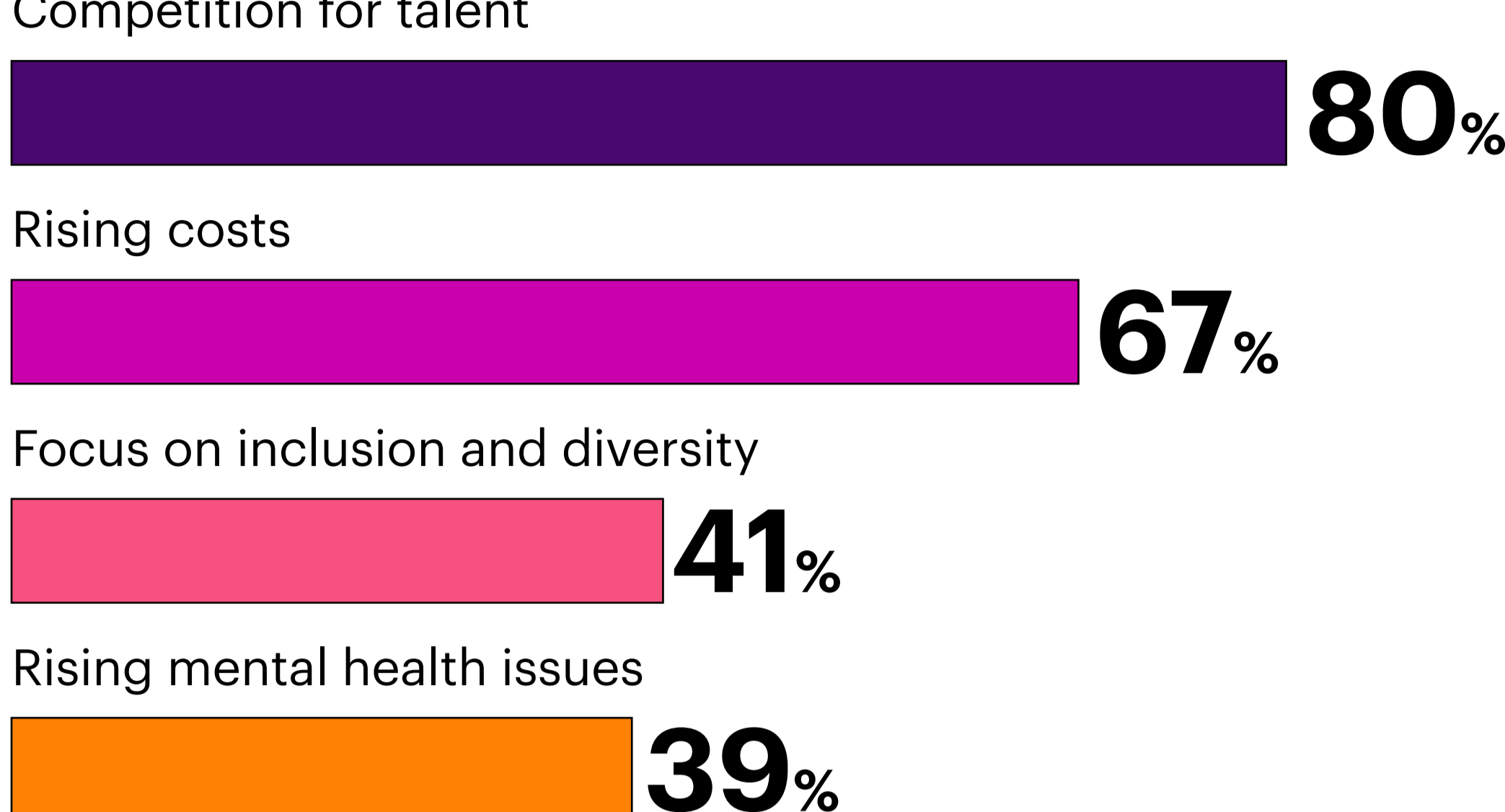




U.S. employers look to enhance benefits to attract and retain talent

Highlights from the 2023 Benefits Trends Survey

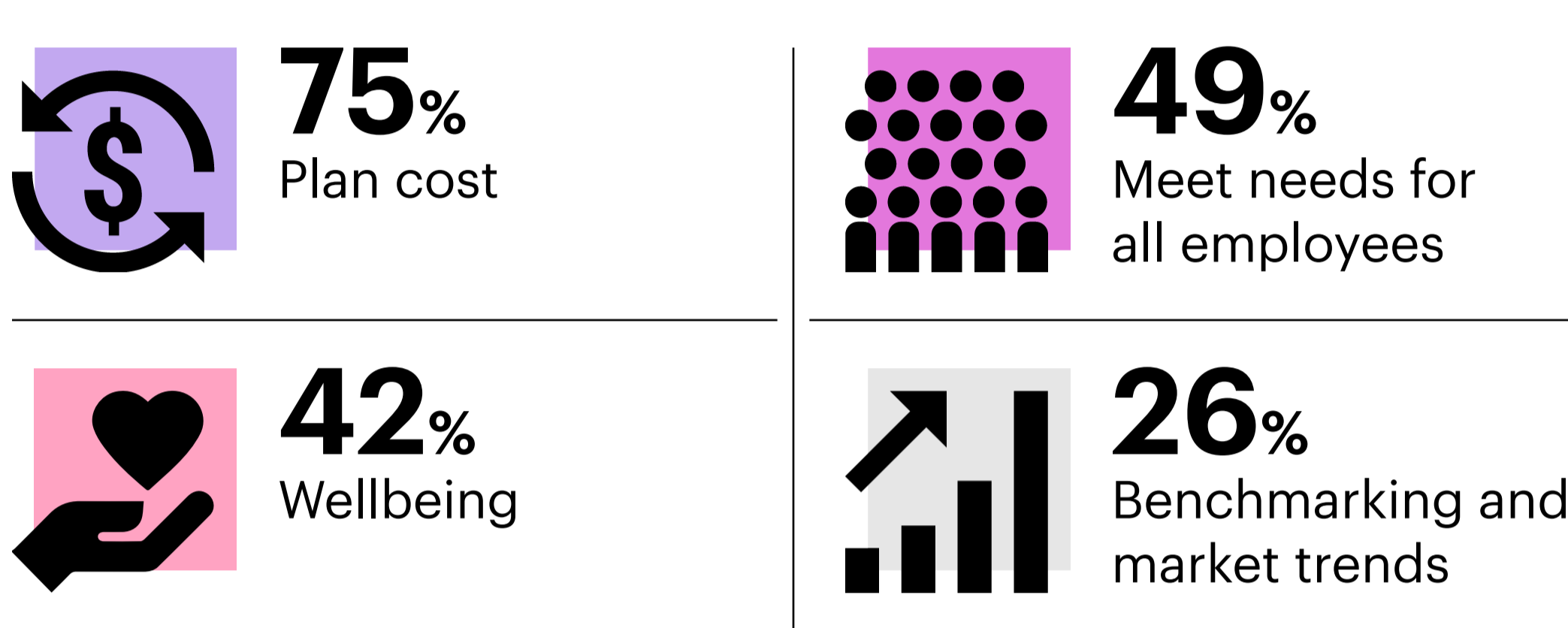
Competition for talent and rising costs are key issues influencing benefits strategy



Note: A maximum of three options could be selected

Concerns around rising healthcare costs keep growing, making it the most important issue influencing benefit strategies

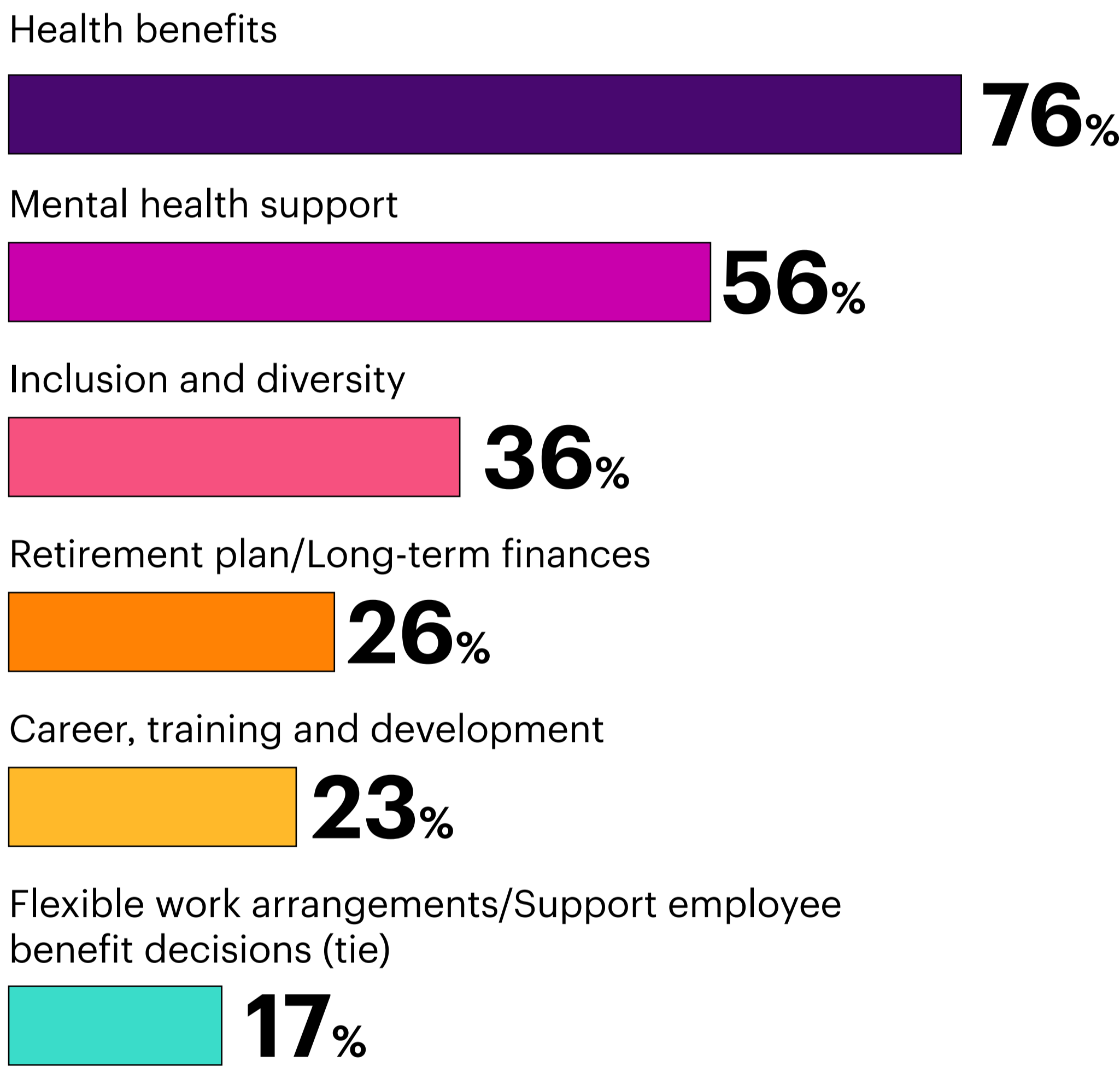
Key focus areas for the benefits strategy



Note: Percentages indicate “ranked top 3”

Health benefits are the primary focus of the benefits portfolio

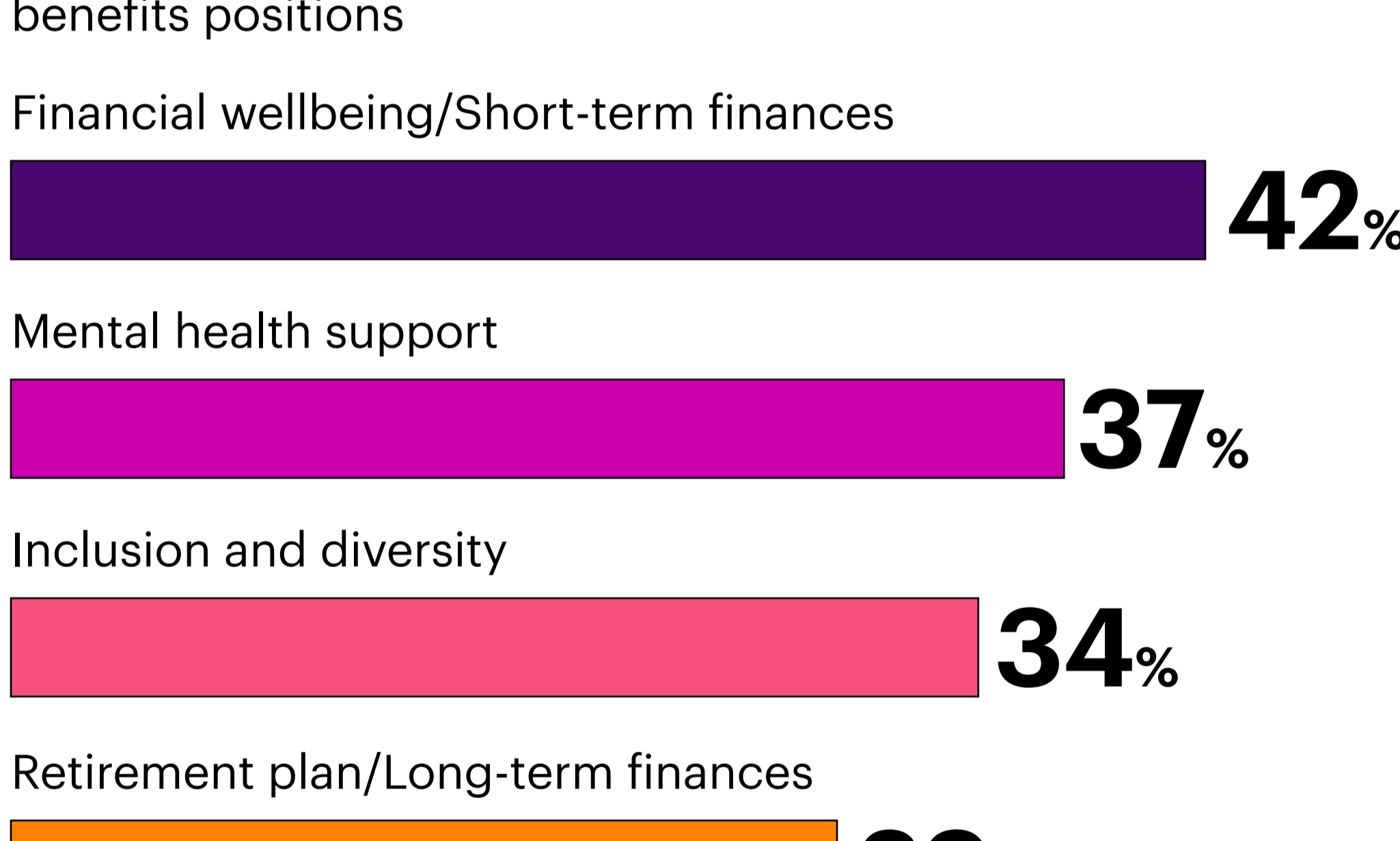
What are employer priorities to support their workforce?



Note: Percentages indicate “ranked top 3”

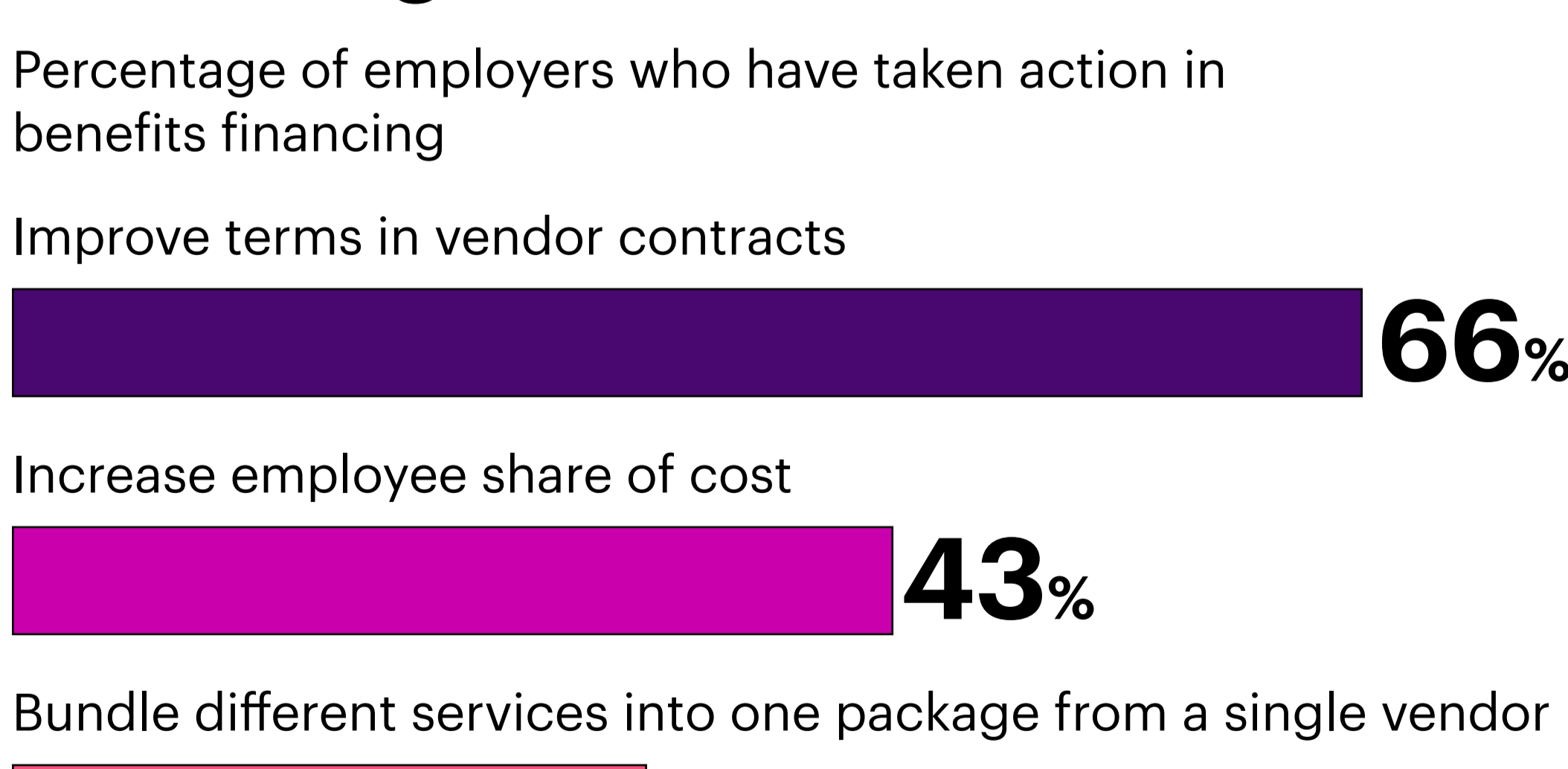
Employers look to improve their market position across wellbeing

Percentage of employers looking to improve their benefits positions







Nearly 7 in 10 employers are reviewing vendor contracts

Percentage of employers who have taken action in benefits financing



Next steps for employers

-  **Optimize.** Strike the right balance between managing costs and enhancing your portfolio, especially across wellbeing areas. Use different listening activities including pulse surveys, town halls and focus groups to understand employee needs.
-  **Differentiate.** Use a diversity, equity and inclusion (DEI) lens to shape inclusive benefits that resonate with your diverse employees. Employers can address different needs — whether they are based on ethnicity, gender, race or other factors — by ensuring employees have a choice.
-  **Deliver.** Determine how to improve the employee experience when delivering benefits, including through technology such as digital platforms.
-  **Evaluate and refine.** Measure and analyze program performance to refine existing programs as needed and ensure they’re delivering the most value.