

8 WAYS TO ENGAGE YOUR MILLENNIAL EMPLOYEES IN HEALTH BENEFITS



MILLENNIALS IN THE WORKPLACE:



Stressed out about their financial situation



Don't understand their health insurance options



Have a hard time making health plan decisions

TO ENGAGE MILLENNIAL EMPLOYEES IN YOUR COMPANY'S HEALTH BENEFITS:

1



HELP THEM UNDERSTAND THEIR HEALTH BENEFITS

Millennials place a high value on the importance of health benefits, but they can be turned off by the complexity of medical insurance and health benefit plans

2



AVOID "ONE SIZE FITS ALL" BENEFIT PLANS

Millennials grew up in a world of choices, and they expect it with their benefits. Provide a variety of benefit options so employees can select the type of plan that fits their needs.

3



OFFER HIGH-END PLANS

While some Millennials just want basic coverage, others will pay more for comprehensive plans that offer a full range of coverage.

4



INCLUDE DENTAL, VISION, AND PRESCRIPTION DRUG COVERAGE

For years, these were considered optional coverages. Millennials want and expect them as part of their benefits.

5



OFFER TAX-ADVANTAGED BENEFIT ACCOUNTS

As with other generations, Millennials want tools to help control costs. Offering Health Savings Accounts (HSAs), Flexible Spending Accounts (FSAs) and Reimbursement Arrangements (HRAs) gives Millennials more control over how they spend their healthcare dollars.

6



MAKE IT FUN

Implement employee engagement programs, that provide fun, interactive educational materials about the benefits of tax-advantaged accounts.

7



FOCUS ON "TOTAL WELL-BEING"

To Millennials, total well-being includes physical, emotional and financial aspects. In addition to wellness programs, offer health classes, gym memberships, financial counseling, employee assistance programs and more.

8



PROVIDE SIMPLE TECHNOLOGY INTEGRATION

Millennials want easy-to-use mobile and online applications to help manage their benefits. They want mobile apps that let them:

- Book doctor appointments
- Review and select providers
- Compare service costs and insurance options
- Participate in telemedicine

Providing flexible, convenient, and easy-to-understand benefits will encourage Millennials to engage with your company's health plan and produce happier, healthier, and more productive employees.