

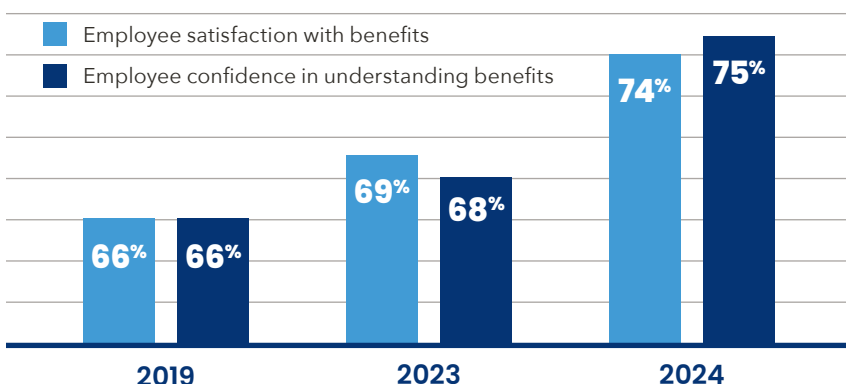
HOW CAN EMPLOYERS IMPROVE EMPLOYEE SATISFACTION?

By improving healthcare literacy

Explore the links between benefits education, personalization, and employee satisfaction.

Most employees feel overwhelmed by their benefits and unsure what to select for themselves and their families. Employees who understand their benefits appreciate them more.

Understanding versus satisfaction over time

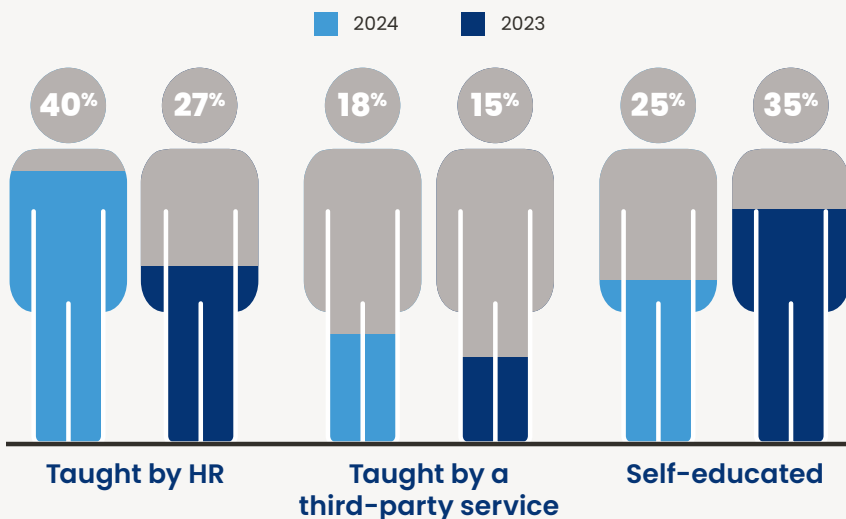


THE TREND IS CLEAR

Better healthcare literacy = More satisfied employees.

A human approach improves health literacy...

More employees now learn 1:1 with HR or third-party benefits educators.



Greater personal support improves employee health literacy, confidence, and satisfaction.

...but there's still room to improve



of employees still say they don't fully understand their health plan.



Fewer than 60% of employees use 1:1 support if it's available

Close the literacy gap by encouraging the use of high-touch education.

AT ITS CORE, HEALTH IS HUMANSM

Having real people educate and support your employees as they navigate their benefits options allows them to thrive.



Employees need help with healthcare costs and inflation

Rising costs and inflation are forcing employees to make tough decisions about health care.



55%

of employees avoid going to the doctor for cost reasons.



44%

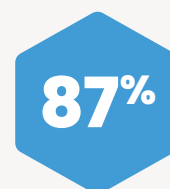
always/often compare costs from different providers before deciding where to receive care (up from 35% in 2023).



45%

compare costs before deciding where to fill prescriptions (up from 34% in 2023).

Most employees don't compare costs but would like to.



say they would use a service—if offered by their employer—to find the lowest cost or best value provider before a procedure.

REMEMBER

when your employees save money, you save money.

The power of personalization and incentives

Wellness programs can help keep employees healthy and reduce costs.

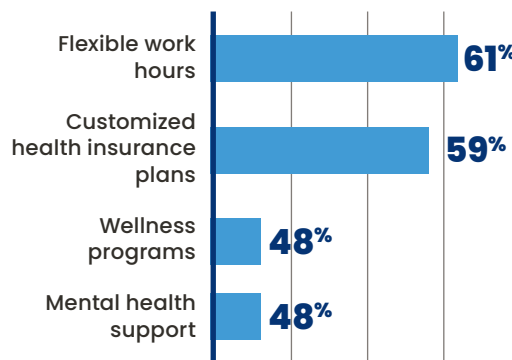
Show them the money

- ▶ Monetary incentives and discounts motivate employees to use wellness programs.
- ▶ 86% of employees whose company offers incentives take advantage of them.
- ▶ Only 56% of employers offer incentives.

96%

of employees say it's at least moderately important that their employer offers personalized benefit options tailored to their individual needs.

The top programs of interest:



Benefits education for new employees

There's a lot to learn after joining an organization. Benefits education makes new employees feel welcome.

15%

of employees changed jobs in the past year.

74%

of employees who changed jobs said benefits were a very important factor.



Help new employees to make the most of your workplace benefits.

New employees are most interested in 1:1 guidance and reminders on when to enroll.

KEY TAKEAWAYS

to overcome 2025 healthcare benefits challenges



QUALITY BENEFITS

and education remain crucial for recruitment and workplace satisfaction.



EMPLOYEES WANT HELP

understanding benefits, reducing expenses, and finding ways to stay healthier.



ABOVE ALL, Health is Human

Employers who invest in 1:1 education, personalized benefits, and cost comparison support will thrive in 2025.

To learn more, email
contact@Optavise.com

Optavise.com

© 2025 Optavise, LLC (05/25)
OP-1331-FS

