

## PARTICIPATE

### GETTING INVOLVED IN STRATEGY DEVELOPMENT & DECISION-MAKING

#### QUESTION 1

To what extent are you as benefits leader currently involved in delivering upon strategic initiatives?



2

3

4

5



**NOT  
AT ALL**

DRAG THE DIAL TO BEST MATCH YOUR ANSWER - from 1 to 5

**VERY  
EXTENSIVE**

<< **PREV**

1 of 32 Questions. Approximately 12 minutes.

**NEXT** >>



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## QUESTION 1

To what extent is building a more positive workplace culture a critical element within your HR strategy?



DRAG THE DIAL TO BEST MATCH YOUR ANSWER - from 1 to 5

**NOT AT ALL**

**VERY EXTENSIVELY**

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# GETTING INVOLVED IN STRATEGY DEVELOPMENT & DECISION-MAKING

If benefits have a role to play in delivering an enhanced workplace culture, then it is important that benefits leaders are involved in the HR strategy development impacting  workplace culture. This section examines the extent to which benefits leaders are involved in appropriate strategic initiatives and decision-making.

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ADDRESSING TOTAL WELLBEING AT THE  
INDIVIDUAL LEVEL (PERSONALIZATION  
AT SCALE)



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### QUESTION 1

To what extent has your benefits operations achieved high levels of automation & workflows minimizing both the user "clicks" and the number of user interfaces and ensuring effective data flows from enrollment to claims?



DRAG THE DIAL TO BEST MATCH YOUR ANSWER - from 1 to 5


**NOT AT ALL**

**VERY EXTENSIVELY**

< **PREV**

**NEXT** >>

QUESTION 5

offerings? 



DRAG THE DIAL TO BEST MATCH YOUR ANSWER - from 1 to 5

NOT AT ALL

VERY EXTENSIVELY

<< PREV

NEXT >>

# B. GETTING INVOLVED IN STRATEGY DEVELOPMENT & DECISION-MAKING

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## YOUR RESULT: HIGH

You understand the importance of aligning your benefits and HR strategy with organizational goals and are typically highly involved in your organization's HR and talent retention strategies.

There may be scope to increase your involvement in benefits evaluation and selection and identify the changes in benefits required to progress wider strategic objectives. HR leaders would like the benefits team to show how benefits are influencing employee behaviors and identify the changes in benefits required to progress wider strategic objectives

Activities that could be undertaken to increase the role the Benefits function plays in strategy development and decision-making include:



- Take a broad role in benefits design, communications, and the impact on lifestyle.
- Increase frequency and quality of knowledge sharing with HR with specific attention given to external data sources for understanding demographic trends



to help give a wider context and greater insight

- Undertake assessments of the use of benefits by your competitors
- Consider setting longer-term strategy goals, such as five-year strategic planning in the benefits function
- Invest in your benefits team's knowledge of analytics and set up governance meetings to review performance based on data and benefits trends.



- interviews/surveys
- Play a greater role in employee experience and retention, and move the conversation to “people” and participant experience, acknowledging that employees can better focus on work if their families are also well supported
- Take a broad role in benefits design, communications, and its impact on lifestyle.

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## **C. ADDRESSING TOTAL WELLBEING AT THE INDIVIDUAL LEVEL** **(PERSONALIZATION AT SCALE)**

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### **YOUR RESULT: LOW**

Your employees are likely to be moderately satisfied with their benefits experience for physical health support.

Employee benefits have evolved significantly. Employees now expect a broader range of supplemental benefits, making total employee wellness a significant benefits trend.

There is likely scope to enhance your benefits experience around mental health and wellness. This has become highly important in recent years but still needs to be achieved in most organizations. The mental health of many employees has been severely impacted by the pandemic and the switch to work-from-home. Indeed, just 12% of benefits leaders (14% of HR leaders) are highly satisfied with their organization’s current mental health support. Over 80% of both benefits and HR leaders perceive a need for significant improvement.

Activities that could be undertaken to address total wellbeing at an individual level better include:


- Enhance your knowledge of types of voluntary benefits and consider expanding your program to support more benefits that address total wellbeing
- Consider offering financial wellness if not already provided. Given the current environment of high inflation, benefits can have a greater impact on ensuring employees are adequately supported where pockets are pinched and living costs are increasing. Even if it is not used, knowing it is available can help build resilience
- Expand telehealth-enabled benefits and work more closely to understand which providers can support this medium and the cost-benefit



# A. CONNECTING BENEFITS TO COMPANY CULTURE




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## YOUR RESULT: MEDIUM

You  understand the critical role that benefits play in building a more positive workplace culture and are working to ensure that benefits continue to increase their contribution to employee attraction, retention, and experience.

Connecting benefits to company culture is increasingly important to the organization's success as it relates to retention, as well as attraction, through helping employees feel "connected." Over 90% of HR and benefits leaders perceive that building a more positive workplace culture is critical within their organizations' HR strategies over the next 1-2 years. Benefits have a key role, and over three-quarters of your peers believe it is highly important for benefits and benefits operations to continue increasing their contributions to employee retention and the employee experience.

Further activities that could be undertaken to uplift the benefits function in supporting company culture include:

- Review the corporate culture and corporate values by interviewing key stakeholders regularly as it relates to your benefits offerings and benefits  processes
- Further break down the demographic groups of your organization to assess how corporate culture impacts these demographic subgroups and how  benefits can connect culture more closely to each of these subgroups
- Look for opportunities to expand benefits offerings to better support culture
- Update and refresh communication plans regularly as well as the benefits offerings as they relate to each of the above groups and assess benefits  performance by segmented group.



# B. GETTING INVOLVED IN STRATEGY DEVELOPMENT & DECISION-MAKING

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## YOUR RESULT: MEDIUM

You will typically be involved in HR strategy development, including talent retention strategies. However, there may be scope to increase your involvement with the wider HR department in HR strategy development and decision-making.

HR leaders typically want the benefits team to increase their involvement in HR decision-making and play a greater role in strategy around employee recruitment, retention, and remuneration. Some benefits leaders have stated that they are now expected to carry out more strategic development with HR. Where before, their planning horizon was annual, they are now being asked to deliver upon a 5-year plan.

Activities that could be undertaken to increase the role the Benefits function plays in strategy development and decision-making include:

- Reassess the frequency of your review meetings with HR to discuss the HR strategy and corporate strategic objectives and consider increasing the frequency of knowledge and data sharing with HR
- Discuss how strategy is being delivered upon, the progress made and whether the data points for measurement are adequate or could be improved
- Look for opportunities to get feedback from employees on the eNPS and which benefits would contribute to this
- Get more involved in recruitment discussions and consider your competition's offers for benefits and how you can differentiate your benefits
- Play a greater role in employee experience and retention, and move the conversation to "people" and participant experience, acknowledging that employees can better focus on work if their families are also well supported
- Use benefits to help develop and enhance the DEI plans of your organization through offerings (e.g., surgery coverage) or targeted communications
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- Review the DEI plans of your organization to assess how benefits can better support the DEI targets
- Review the CSR plan of your organization to assess how benefits can better support CSR
- Take a broad role in benefits design, communications, and the impact on lifestyle.




# D. OFFERING A CONSUMER-GRADE COMMUNICATIONS & SHOPPING EXPERIENCE




## YOUR RESULT: MEDIUM

Your benefits operations are likely streamlined and automated, and your employees have a level of understanding of how to shop and find benefit in your benefits offerings.

You may need to continue to refine the process. Over 90% of organizations recognize the need to undertake ongoing improvement of the benefits experience:

- Enhancing their benefits interactions and communication
- Ensuring their benefits technology proactively alerts employees to potential wellness opportunities in telehealth, disease management, and mental health support.

 Activities that could be undertaken to enhance your consumer-grade communications & shopping experience include:

-  • Review your technology landscape and level of automation. Do a configuration health check and fine-tune the configuration on an ongoing basis in line with feedback
- Undertake “customer mapping journeys” to assess improvement areas for different categories and scenarios such as “new hire” and “birth of a baby,” etc.
- Ensure decision support is part of your solution and evaluate virtual assistants and greater use of AI using pilots
- Increase the level of employee alerts of benefit and wellness opportunities by expanding the list of identified triggering events to more categories and integrating with external systems such as HR, weather, and general news events (e.g., where there are increased health risks by region or due to travel).
- Enable personalized recommendations leverage data to support “people like you”
- Enable predictions of future costs for employees and estimated out-of-pocket expenses
  - 
-  • Invest in integrations across benefits providers, including SSO to enable a process with minimal “clicks” covering items such as automated appointment scheduling, travel routes/maps, claims processing, visibility of quality and cost information
- Work with technology vendors to support the development of advanced shopping basket functionality such as “wish lists” and “saved for later” as well as enabling promotions and “refer a friend” capability
- Enable payroll modeling of benefits selections to be performed with closer integration with payroll and HR platforms.



Please complete the following information so that we may email you a report with your organization's Benefits Maturity Assessment.

First Name

First Name

Email

Email


Last Name

Last Name

Company

Company

**SEND**

By completing this form, you agree to be contacted by Empyrean  for marketing purposes.