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Jun. 02, 2021



The pandemic is driving more employers to offer voluntary benefits, with nearly all employers (94%) expecting these employee-pay-all or unsubsidized benefits to hold great importance in their organizations during the next three years, according to a survey by Willis Towers Watson (NASDAQ: WLTW), a leading global advisory, broking and solutions company.

The Emerging Trends in Health Care Survey found that employer interest in offering voluntary benefits has been burgeoning, with 94% of employers finding voluntary

benefits to be important to their employee value proposition and Total Rewards

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Survey identifies top five fastest growing benefits

As employers face a different landscape, they are proactively expanding their voluntary benefits to address new trends and better meet the needs of a diverse workforce, especially those affected by the pandemic.

The top five fastest growing benefits

- Identify theft
- Hospital indemnity
- Pet insurance
- Critical illness
- Group legal

The survey also found that the following voluntary offerings are among the most widespread benefits, services and perks that employers currently offer or are planning to offer over the next two years:

- Financial planning/counseling through an existing vendor (93%)
- Tuition reimbursement programs (88%)
- Telephonic financial planning/counseling (77%)
- Onsite fitness center (54%)
- Backup childcare (48%)
- Elder care (44%)

“Our research shows that employees are craving more voluntary and flexible benefits,” said Jilek. “Employers are supplementing existing core benefits with more personalized benefits to provide additional ways to support their employees’ overall wellbeing and enhance the perceived value of their benefit offerings — including adding voluntary benefits to the core benefits administration flow.”

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