

Liazon's 2014 employer & employee survey results

A Report

About our study

Starting in 2013, Liazon has surveyed clients and their employees about their experiences with Liazon and its flagship product, the Bright Choices[®] Exchange, the industry-leading private benefits exchange for businesses across the U.S.

The 2014 employer survey reinforced what Liazon can do for businesses in three key areas: **value for health care dollars, streamlined benefits administration and health care cost predictability.**

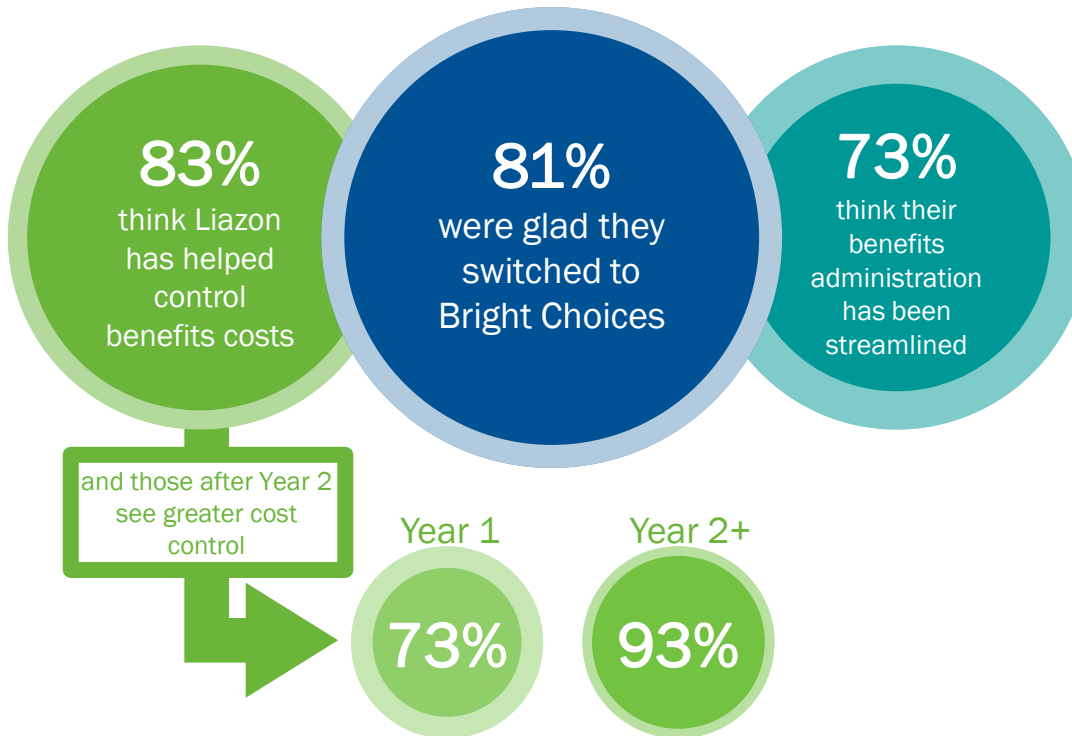
But Liazon's advantages go beyond employers. Our 2014 employee survey underscores satisfaction with **shopping for benefits and building a portfolio of benefits in a store rich with choice to provide financial protection against risk.**

Maybe best of all, the employee survey reveals **an evolution of how people choose their benefits on a private exchange.** Over time, employees see greater value in an exchange, and appreciate their exchange experience more. Employees selecting benefits through Bright Choices for the second and ongoing years are more likely to **be engaged in health care decisions and more likely to appreciate their company's contribution to their benefits.**

Employers' opinions on Liazon & Bright Choices



We asked employers about their overall experience with Bright Choices:



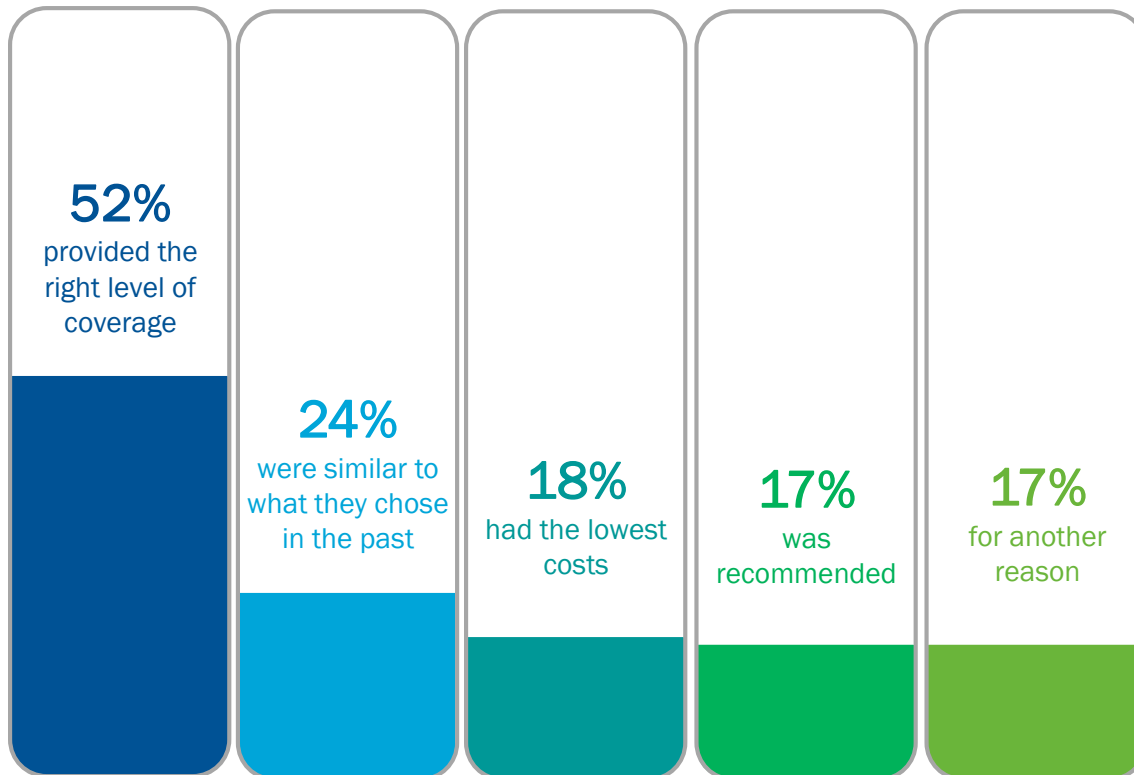
Employer thoughts

- *“Bright Choices made our benefits renewal very easy.”*
- *“Employees are much more involved and responsible for their benefit choices.”*
- *“It is very useful to us as an employer to be able to control our contribution each year.”*

Price is not the major driver of benefits selection



We asked employees why they chose the benefits they did:



Key points

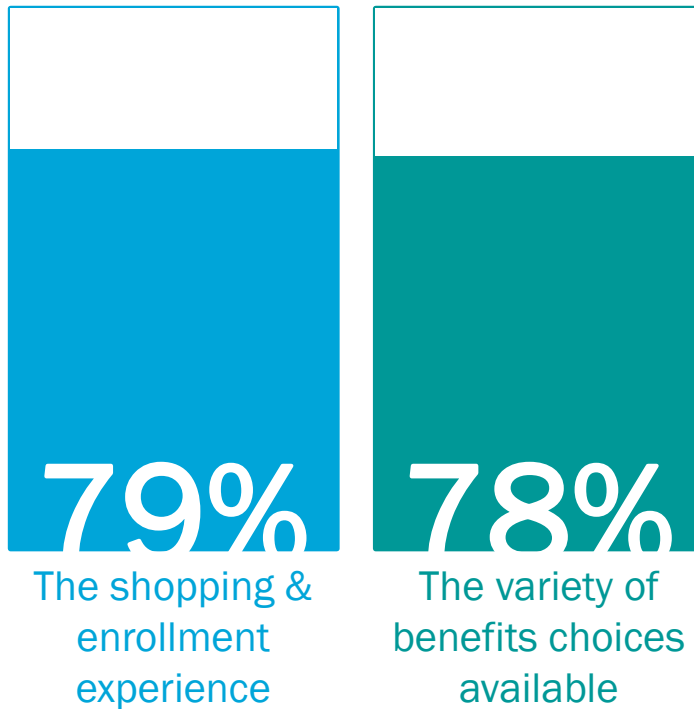
There are several reasons employees choose the benefits they do on Bright Choices. Some pick what's recommended, others choose products they liked in the past, and others select what provides the right coverage for them.

But only 18% choose what has the lowest cost.

Employee satisfaction



We asked employees how satisfied they were with:



Key points

Employees that use Bright Choices enjoy a personalized shopping experience featuring an award-winning decision support system that allows them to choose a selection of products from top carriers.

Employee engagement



We asked employees about their experience on Bright Choices:



74% are more aware of their company's contribution toward their benefits



90% were satisfied with the choices available or wanted even more

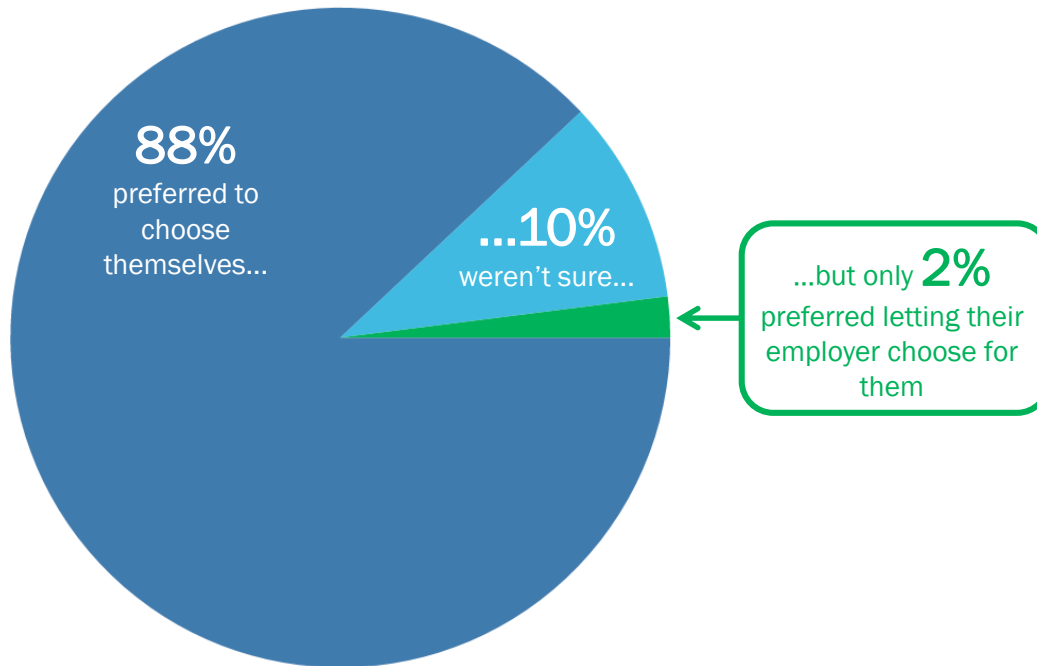
Key points

Employees are engaged with their benefits and understand them better. It's a fundamental shift in mentality, and is changing the way Americans are involved with their employer-sponsored benefits.

Employees like choice



We asked employees if they preferred choosing their benefits:



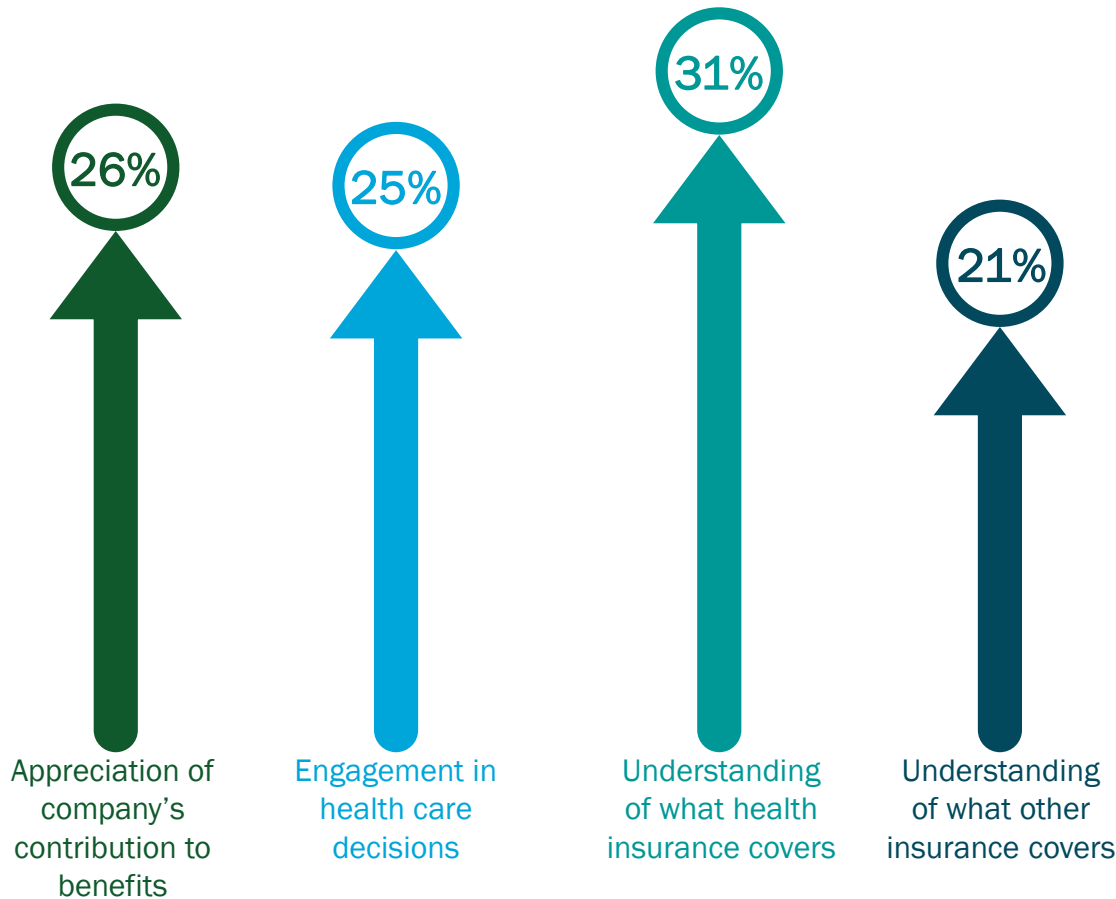
Key points

Plain and simple, employees want to be in the driver's seat when it comes to choosing their benefits. They're comfortable making the big decisions that affect their lives.

Evolution of employee experience



We asked employees about their experience after their second year using Bright Choices:



Key points

Bright Choices is opening employees' eyes, especially in their second year on the platform and beyond. Employees understand how much their employer cares about their well being, they are becoming more engaged in their health care decisions and better understand what their benefits cover.

Methodology and responses

- Online surveys administered June and July 2014
- Sent to clients with 10 or more employees with four or more medical plans
- Employer study:
 - Distributed: 459 users from 329 employers
 - Responded: 114 users (25% response rate)
- Employee study:
 - Distributed: 9,748 users from 302 employers
 - Responded: 154 users (1.6% response rate)