

# **Liazon's 2015 Employer & Employee Survey Results**

---

# 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<sup>®</sup> Exchange, the industry-leading private benefits exchange for businesses across the U.S.

---

## 2015

The 2015 employer survey reinforced what Liazon can do for businesses in three key areas:



**employee  
satisfaction**



**streamlined  
administration**



**cost  
predictability**

---



Our 2015 employee survey underscores the importance of employee empowerment and how the power of choice makes for a more fulfilling benefits experience. By giving employees money and letting them buy what's right for them, they are decidedly more aware of the value of their benefits and more engaged in their health care decisions.

---



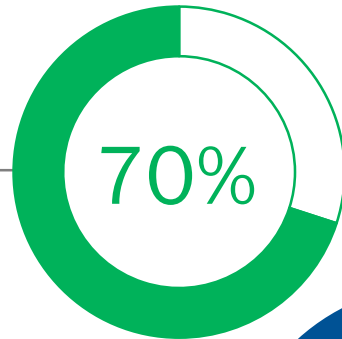
And since we're now in our third year of the survey, we're able to view the evolution of benefits selection on a private exchange. While employee satisfaction remains consistently high year over year, the benefits they choose continue to change, highlighting the value of fluidity within the model.

# Employers Weigh In

Moving to an exchange allows employers to:



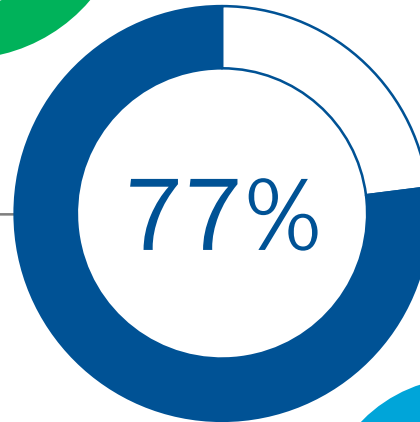
offer predictability around costs



spent less or the same amount on benefits as last year



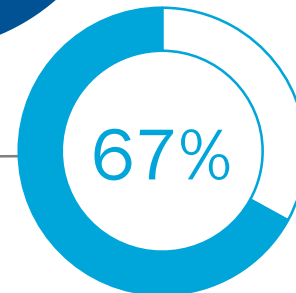
provide a better benefits experience



are satisfied with the exchange



streamline administration

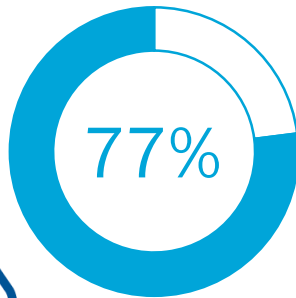


agree their benefits administration was streamlined in Year 1

# Perception is Not Always Reality

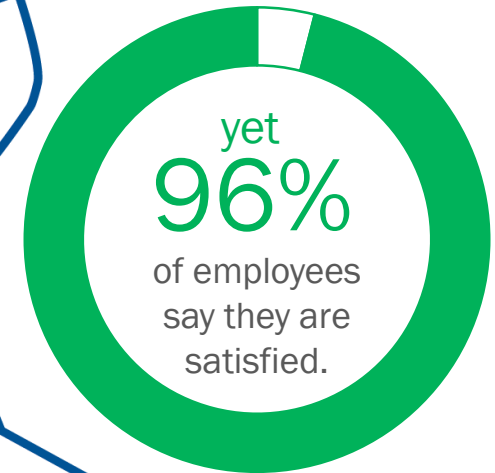
Employee satisfaction is significantly higher than employers' perception of their employees' satisfaction.

## The Employer Perspective



77% of employers believe their employees are satisfied with their exchange experience...

## The Employee Truth

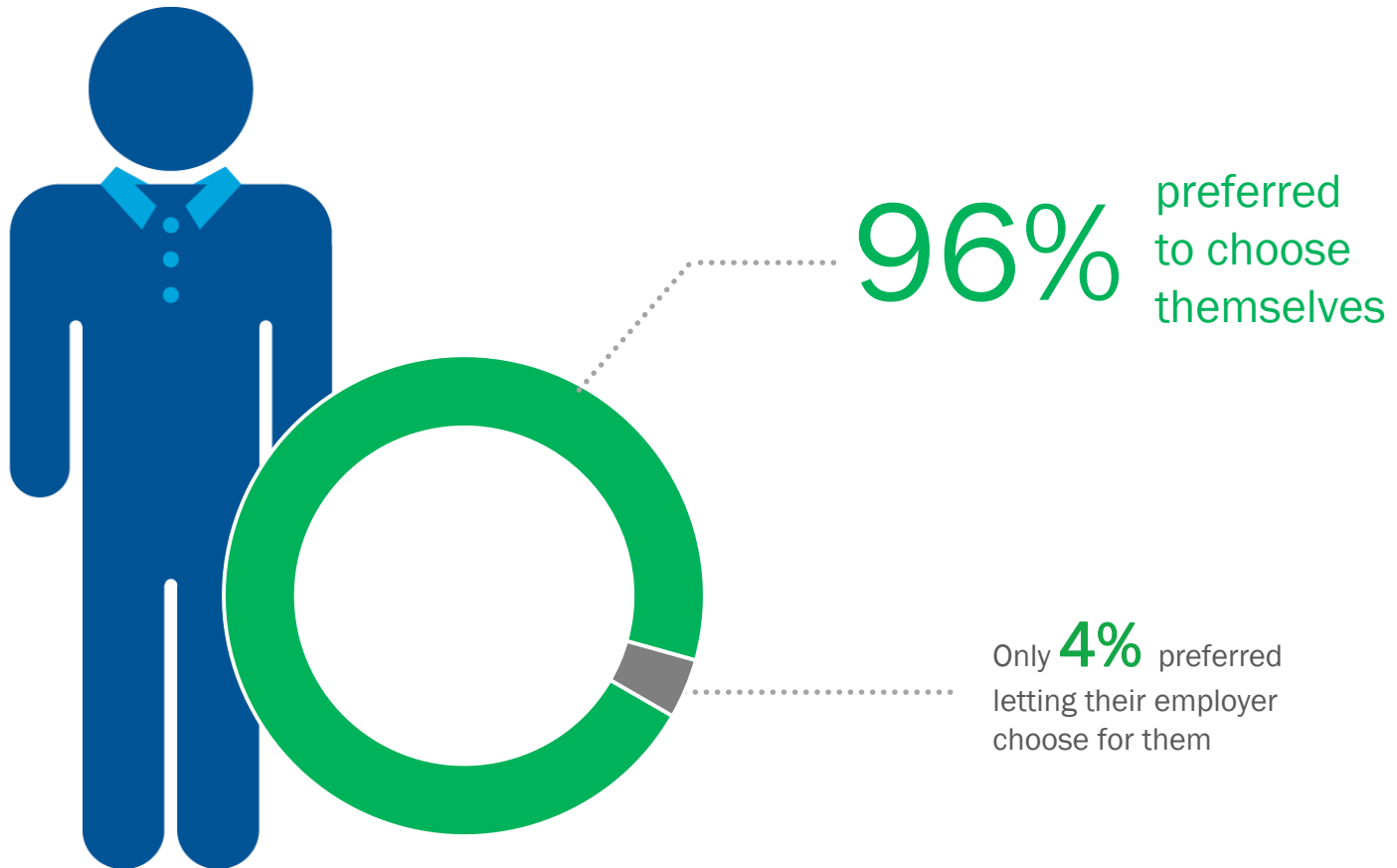


yet  
**96%**  
of employees say they are satisfied.

# Employees Like Being in the Driver's Seat

---

We asked employees if they preferred choosing their own benefits. Turns out they do...by miles.



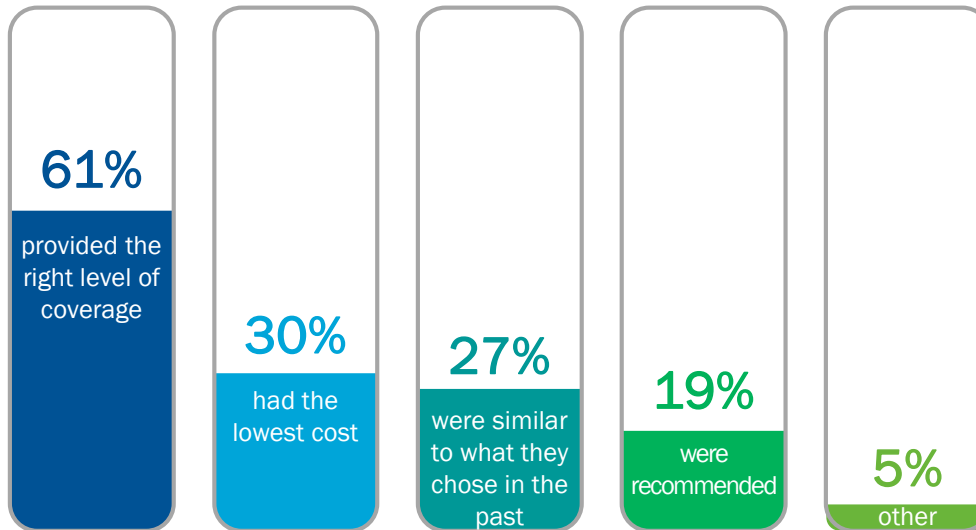
# Employees Make Informed (and Good!) Selections

Employees are making informed benefits selections based off what's right for their unique needs, not just what's cheap for their wallets. And as it turns out, they're happy with the choices they make!



## Price is not the major driver of benefits selection

Employees were asked why they chose the benefits they did:



People make good, educated choices when given the right tools. A year later,

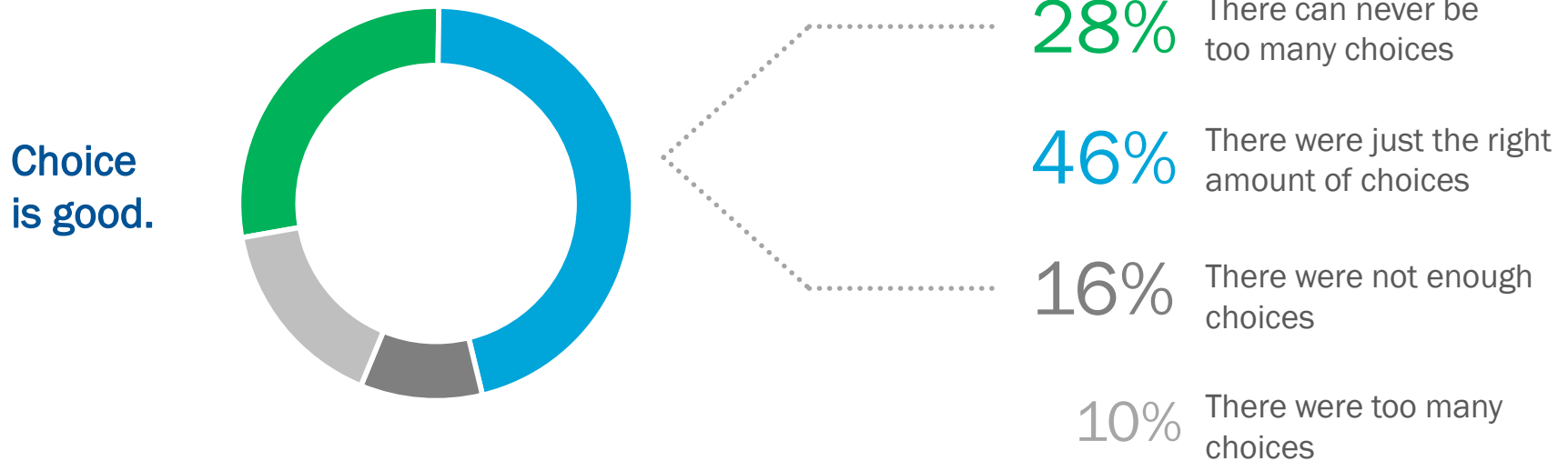
# 95%

of employees are satisfied with the benefits they purchased.



# Employees Embrace Choice...With an Assist

Employees like choice...a lot. **90% of employees felt they had the right amount of choices or wanted even more.** And employees used Liazon's decision support to help them navigate those choices.



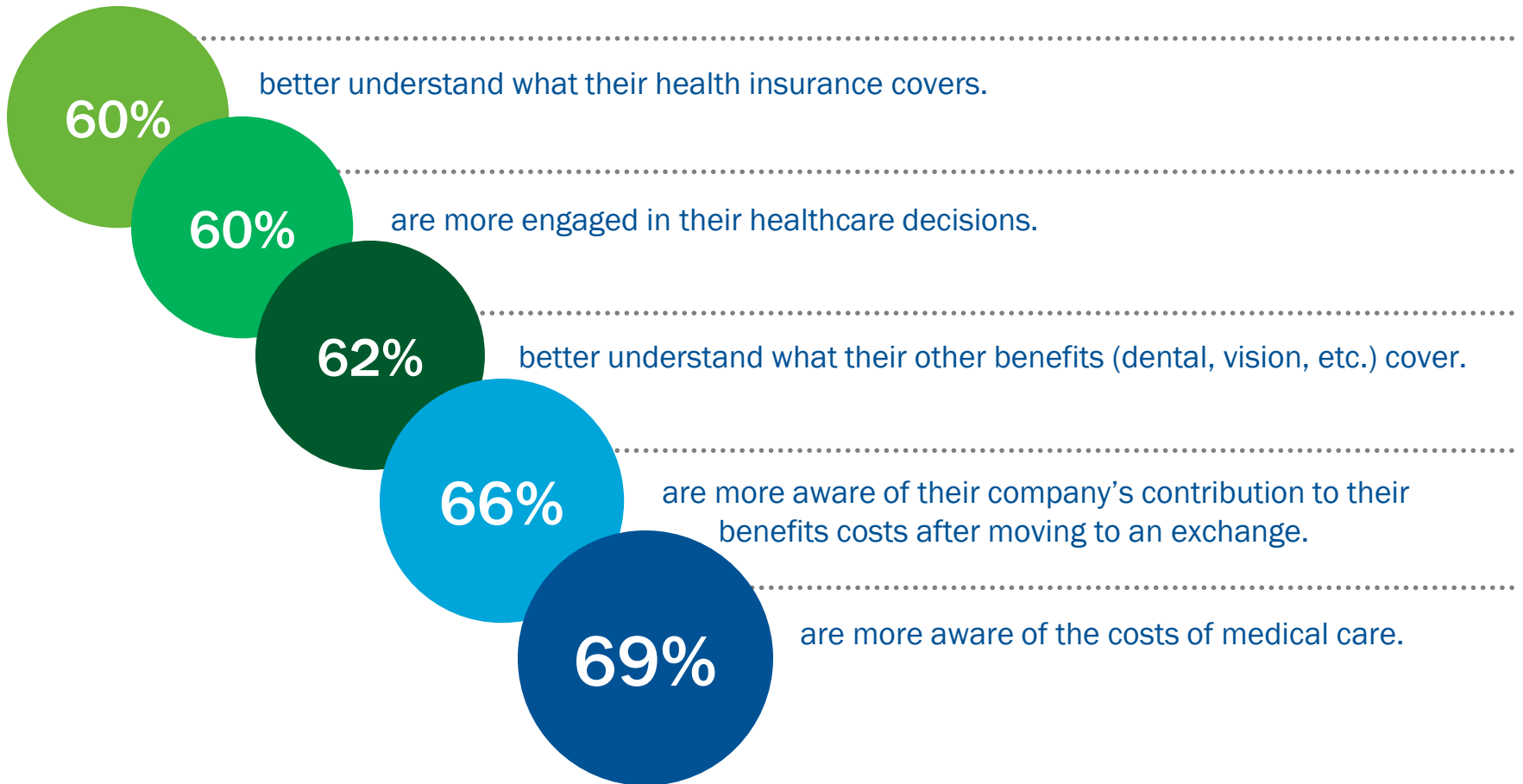
Decision support goes a long way.



**9 out of 10 employees** found the recommendation engine to be helpful

# Only Time Will Tell...And It Does!

The survey reveals an evolution of how people choose, and engage with, their benefits after moving to a private exchange. We asked employees what's changed for them from the previous year and:





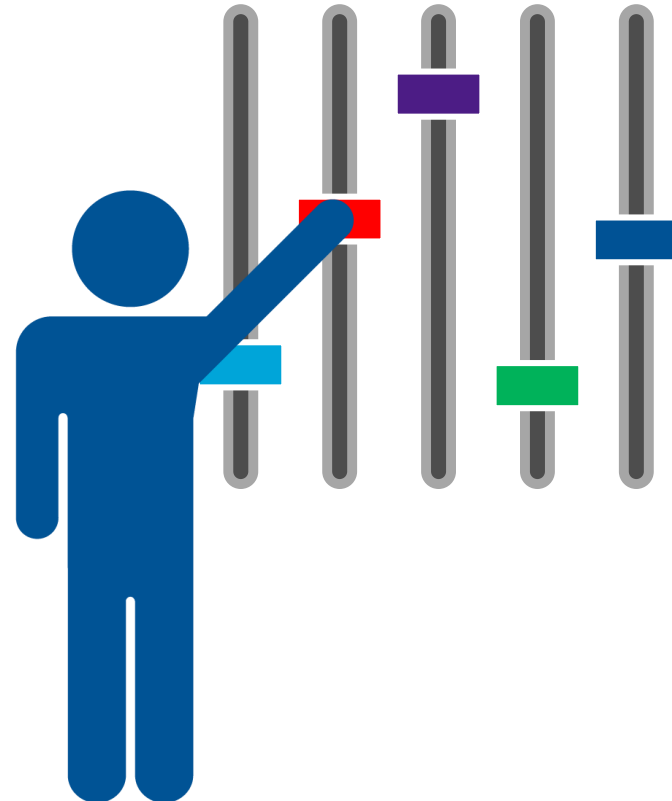
# Employees Stay Engaged Year After Year

Employee engagement doesn't stop after the 1<sup>st</sup> year on an exchange. As plans, employees' personal situations, and prices change from year to year, they are modifying their portfolios appropriately.

# 81%

of employees  
modified their  
portfolio from the  
previous year

(73% made slight  
modifications)



# Enough About The Numbers...How Do People Really Feel?

---

*The employees are happier due to more benefits being offered and enrollment is easy and more streamlined now, which makes my life easier.*

*I was skeptical to use this format at first, but once I was in, was very pleased with the ease of use and outcome.*

*Streamlined our enrollment process. Really love it!*

*My experience was great and I've been through several enrollments and this was by far the easiest!*

*I find [the Exchange] to be extremely helpful to our company and a great addition to our benefits package.*

*I really appreciate being able to select coverage for my specific family needs.*

# Methodology & Responses

---



Online surveys were administered to groups enrolling June 2014-May 2015

- Distributed on a rolling basis to ensure respondents commented within 4 months of enrollment



Employer Survey

- 159 employer responses
- 58% new/42% year 2+
- Distributed size representation
  - 33% with <50 employees
  - 29% with 51-100 employees
  - 29% with 101-499 employees
  - 5% with >500 employees



Employee Survey

- 696 employee responses
- 79% new/21% renewals