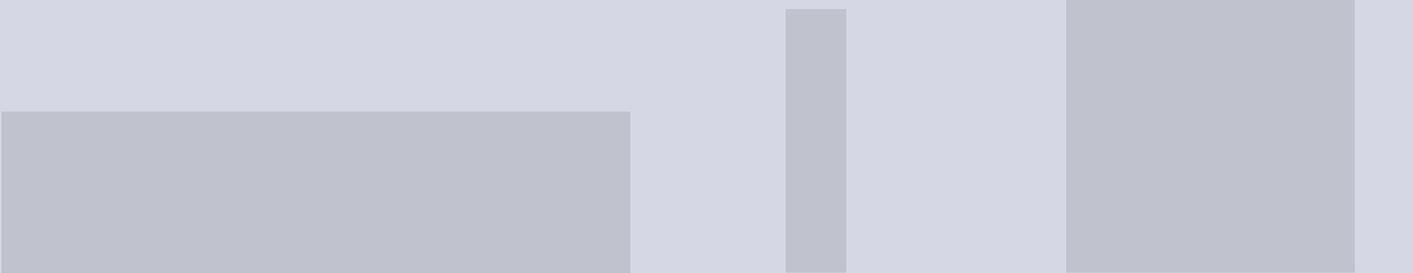


Employer Satisfaction with Benefits Marketplaces

May 2017

What do employers who have made the switch to our benefits marketplace think about their experience?

Results of Willis Towers Watson's 2017 survey of employer satisfaction with benefits marketplaces



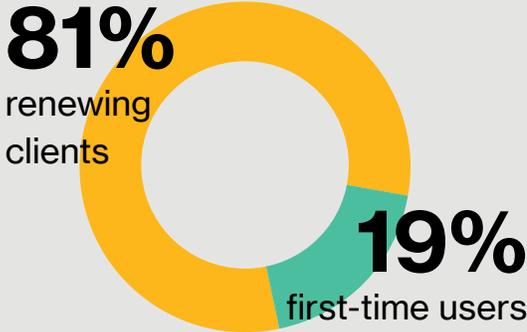
Employer Satisfaction with Benefits Marketplaces

About our study*

Over the past year, we conducted a survey of employers who use our benefits marketplaces to offer health and other benefits to their employees, to learn about their experience. This survey targeted employers with benefits effective dates between April 2016 – March 2017.



202 total responses



What we learned

The data show that overwhelmingly, employers are satisfied with their marketplace experience and that it has impacted their employees, and their company, in a positive way.

Additionally, the data show that employers can use the marketplace to improve company culture and retain employees.

* Data representative of Liazon partners and clients only.
* Based on data from employers offering benefits through Liazon marketplaces.

What employers told us about their marketplace experience:

The results are in and employers believe that moving to our benefits marketplace has:

Been a positive experience

97%

of employers are satisfied with the marketplace.

Year two is even better

98%

of renewing employers are satisfied.

Improved their company atmosphere

89%

say moving to the marketplace has positively impacted their company culture,

and **75%** of **employees** say they're more likely to stay with their employer because of their benefits program.*

Allowed more predictability around cost

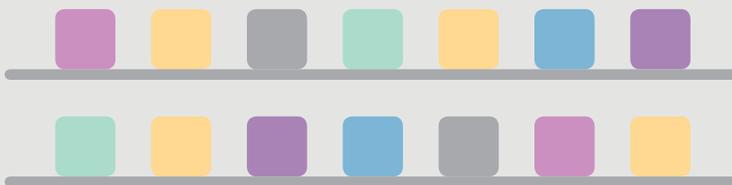
86%

think the marketplace has helped them control benefits costs.

Made their jobs easier

90%

say their company's benefits administration has been simplified



even while drastically increasing the number of benefits offered to their employees.

14

= average number of products offered on a marketplace in 2015**

* WTW 2017 Employee Survey Report

** PERC White Paper, "Understanding Product Choices on a Private Exchange", October 2016.

And... their employees are becoming more confident and savvy health care consumers as a result. Compared to their pre-Exchange experience:



85%

of employees are **more aware** of the cost of medical care.*



83%

of employees **better understand** what their health insurance and other benefits cover.*



85%

of employees are **more engaged** in their health care decisions.*



82%

of employees are **more confident** in their health care decisions.*

Switching is believing

Looking back on the overall experience, employers believe they made the right choice:



95% are glad they switched to an online benefits marketplace.

And employees are glad they made the switch too:

While only **16%** of employees were originally excited about using a marketplace to choose their benefits...

79%

are now glad their employer made the switch.*

After using the marketplace,

94%

were satisfied with their experience.*



Only **5%** said they **wouldn't** want their future employer to offer a benefits marketplace.*

We asked employers what the best part of their experience working with the marketplace has been.

Their top three responses:

1 Streamlined
administration

2 Increased
employee choice

3 Intuitive/Easy
to use

**But don't take our
word for it...take
theirs!***

"Employees have the power of choice in which plans are right for them. They no longer need to be under-insured or over-insured."

"I really like the group bill that we get, saves me so much time not having to process multiple bills. I also really like that all the information is in one place and is quick and easy to access."

"Ease of Open Enrollment. Less time spent on my end. Life Event Changes are extremely efficient. Record keeping for tracking ACA offers has been very helpful."

"Your customer support line. Every time I call they are very courteous and professional and answer all my questions or solve my problem(s)."

* Actual quotes from employers using the marketplace.



To learn more

about how benefits marketplaces can help your company achieve positive results, visit www.willistowerswatson.com or **contact us** today.