

Everyone wins when employees are sent shopping (for benefits)

Evidence from Willis Towers Watson online benefits marketplaces¹

After moving to a benefits marketplace to shop for their benefits, employees report that they appreciate the unique features offered to them.

Specifically, they like:

The array of choice

96% like the expanded product offering²

To see true cost

97% find exposure to the true price of benefits important²

To be in the driver's seat

96% prefer to choose their own benefits²

Decision support

96% find the education and decision support tools important²

And employees become savvier benefits consumers as a result

85% of employees are **more aware** of the cost of medical care.²

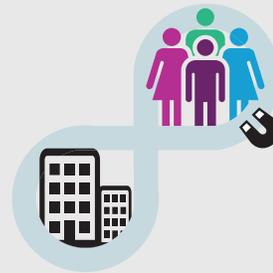
83% of employees **better understand** what their health insurance and other benefits cover.²

85% of employees are **more engaged** in their health care decisions.²

82% of employees are **more confident** in their health care decisions.²

Employers love what the marketplace has done for their company atmosphere

89% say the marketplace has positively impacted their company culture³



Employees take notice, too

75% say they're more likely to stay with their employer because of their benefits program²

Breathing a sigh of relief

For employees:

While only **16%** of employees were originally excited about using a marketplace... **79%** are now glad their employer made the switch²

For employers:

90% say their company's benefits administration has been simplified³ **86%** think the marketplace has helped them control benefits costs³ **95%** are glad they switched to the marketplace³

Satisfaction all around

97% of employers³, and

94% of employees are **satisfied with the marketplace experience**²

1 year later – **92%** of employees are satisfied with the benefits they purchased²

