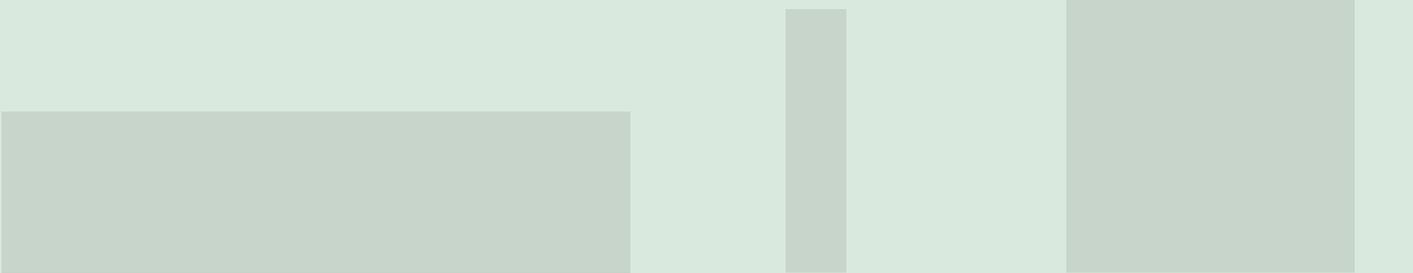




# Health Care Consumerism in a Marketplace Environment

March 2017

Willis Towers Watson's latest survey results\* underscores the effects a benefits marketplace can have on creating more informed benefits consumers and how empowering employees leads to better value for everyone.



\* Based on data from employees enrolling through Liazon marketplaces in 2016.

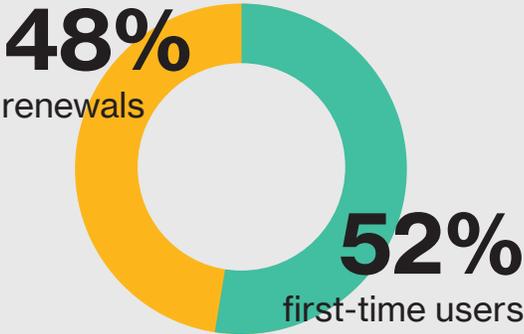
# Health Care Consumerism in a Marketplace Environment

## About the study\*

Each year, we survey thousands of employees about their experiences using an online marketplace to choose their benefits. This survey targeted employees using our benefits marketplaces for 2016 Open Enrollment.



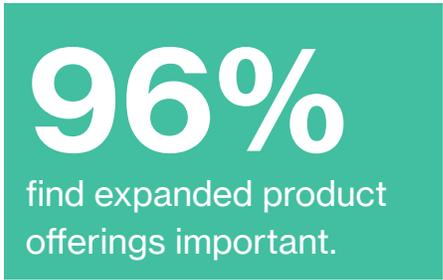
**21,855**  
responses



### What we learned

The data show that after moving to a benefits marketplace, employees became savvier, more satisfied benefits consumers. Transparency into benefits costs, combined with education and decision support tools, engage and empower employees to take ownership of their benefits selection and overall financial health.

*Employees really value the features they are offered in a marketplace environment...*



**98%**  
find the ability to choose their own benefits (rather than have their employer choose for them) important.

\* Data representative of Liazon partners and clients only.

...and become more confident and savvy health care consumers as a result.

Despite any initial concern about using a benefits marketplace, employees are glad their employers made the move.



**85%**

of employees are **more aware** of the cost of medical care than they were prior to the marketplace.



**83%**

of employees **better understand** what their health insurance and other benefits cover than they did prior to the marketplace.



**85%**

of employees are **more engaged** in their health care decisions than they were prior to the marketplace.



**82%**

of employees are **more confident** in their health care decisions than they were prior to the marketplace.

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,

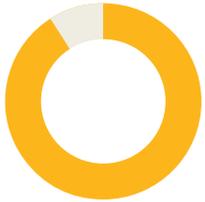
**94%**

were satisfied with their experience.



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

*Employees don't just appreciate the experience, they are also making good selections for themselves and their families!*



One year later,  
**92%** of employees were satisfied with the benefits they selected in the marketplace.

*And they are thoughtful about the decisions and choices they're making.*



**58%** said they chose the benefits they did because the benefits provided the right level of coverage.



Only **28%** chose based on cost.

*By empowering employees and engaging them in the selection process, employers are putting the power back in the hands of the consumer. And both employees and employers are seeing enhanced value as a result.*

**72%** of employees feel like they got better value from their benefits dollars than prior to the marketplace.



**77%** of employees appreciate their benefits more than they did prior to the marketplace.



**83%** of employees value their company's contribution more than they did prior to the marketplace.



**75%** are more likely to stay with their employer because of their benefits program.

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

“The best part of the marketplace to me was the ability to choose from many options and tailor a plan that meets my family's needs, as well as the ability to control the cost of that coverage.”

“I liked being able to read the descriptions of each health plan offered - all in one place. No pages to flip through. It was right there, no matter where I logged on from - home or work.”

“I love how the Marketplace lets you compare plans and gives you a visualization of the employee/employer contributions.”

“I love that I can pick and choose what benefits I want, and that I am not stuck with only one option.”

“I liked that I could sit down at home online and review all of the choices with my spouse so that we could correctly choose what we could afford and need together. It also gave us time to go back and make changes if needed.”

\* Actual quotes from employees who chose benefits through a Liazon marketplace in 2016.