



# Priorities for HR and Benefits

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The last 18 months or so shifted priorities in nearly all aspects of business but have hit HR and Benefits professionals likely to an even greater degree. While some are a direct result of COVID, others are a result of changing expectations and situational needs that have arisen.

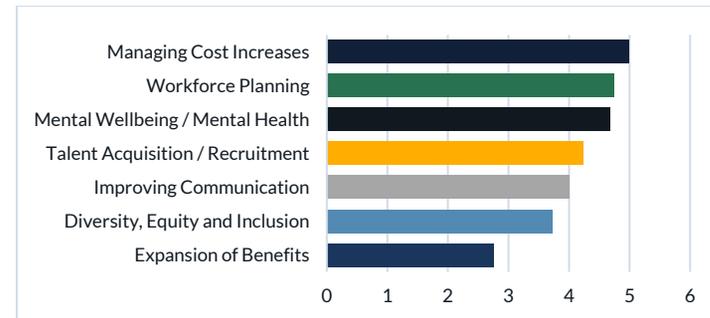
## SURVEY METHODOLOGY & RESULTS

BRI conducted a national survey and engaged in small group discussions with HR professionals across the country in August 2021. The results were analyzed to learn about the pain points and challenges of the past year to create the best path forward.

### CHALLENGES TO SUCCESS

<p>Nearly 60% indicated internal resources are strained with 1 in 3 strongly agreeing</p>	<p>1 out of 2 indicate communication to employees is getting lost / overlooked.</p>
<p>Over 40% report employee's needs have changed; but there are too many needs to do it all</p>	<p>1 in 3 have difficulty validating the ROI to executive team regarding additional investment in benefits</p>

### PRIORITIES FOR HR AND BENEFITS



### HOW EMPLOYERS WILL COMMUNICATE DURING OPEN ENROLLMENT

- 3.5 communication channels expected during open enrollment, up from 2.5 in 2021 OE
- 80% using 3 or more channels, up from 50% in 2021; 22% using 5 or more methods
- 7% using just one channel, down from 22% in 2021

Nearly 9 of 10 will use email  
*(up from 8 of 10 in 2021)*

Nearly 6 of 10 using video/phone conferencing  
*(up from 5 of 10 in 2021)*

75% using web pages and portals  
*(up from 63% in 2021)*

Nearly 3 in 10 using a decision support / benefit selection tool  
*(up 700% in 2021)*

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## MANAGING COST INCREASES

COMPANY / RESOURCE	DESCRIPTION
Decision Support Tool	<ul style="list-style-type: none"> <li>✓ A decision support or benefits selection tool will help employees get into the best benefits program for their needs through proactive communication programs, interactive benefits selection, and robust contribution planning.</li> </ul>
Offer HDHPs with Savings Accounts	<ul style="list-style-type: none"> <li>✓ Look into account-based programs that pair with HDHPs. The most common options are Health Savings Accounts (HSAs) and Health Reimbursement Accounts (HRAs).</li> </ul>
MyMedicalShopper by Talon Health Tech	<ul style="list-style-type: none"> <li>✓ Combines price transparency with direct-to-consumer rewards to fuel savings.</li> <li>✓ Configured with an organization's health plans.</li> <li>✓ Employees are directed to use the platform to research over 500+ of the most common procedures and find price, quality, and confidence ratings for options.</li> <li>✓ Rewards options can be configured to incentivize employees to choose options that are below the mid-point.</li> </ul>
2ndMD	<ul style="list-style-type: none"> <li>✓ Connect individuals with board-certified, leading doctors from across the country to offer expert second opinions via video or phone within 3-5 days.</li> </ul>

## WORKFORCE PLANNING

COMPANY / RESOURCE	DESCRIPTION
Wellness and vaccine incentive program	<ul style="list-style-type: none"> <li>✓ Ability to provide a wellness incentive to employees for completed identified wellness initiatives, such as: receiving a vaccine.</li> </ul>
Specialty Accounts	<ul style="list-style-type: none"> <li>✓ Customizable benefit program to meet the unique needs of employees. Employers decide what's eligible, who can participate, how the account is funded, and more.</li> </ul>
Kinside - Coordination of Child Care Services	<ul style="list-style-type: none"> <li>✓ Kinside helps parents find open childcare spaces and save up to 40% on their annual tuition costs.</li> <li>✓ Easy-to-use platform enables parents to enter their specific childcare needs, from when they'll need care, to their budget and location.</li> <li>✓ Shows current and future openings at partnered providers and pre-negotiated rates at over 20,000 daycares, preschools, camps and after school programs.</li> <li>✓ Enables parents to pay for their care using their pre-tax debit card, eliminating friction and reducing the need for claims and reimbursement submissions.</li> <li>✓ Key benefits: find childcare, streamline payment, integrate with dependent care accounts, potential for discounts on childcare services.</li> </ul>
Office Hoteling Apps	<ul style="list-style-type: none"> <li>✓ An office hoteling app allows employers and employees to manage available workspace in return to work / intermittent work.</li> </ul>

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## MENTAL WELLBEING / MENTAL HEALTH

COMPANY / RESOURCE	DESCRIPTION
Mental Health First Aid Certification	Mental Health First Aid is a course that teaches you how to identify, understand and respond to signs of mental illnesses and substance use disorders. The training gives you the skills you need to reach out and provide initial help and support to someone who may be developing a mental health or substance use problem or experiencing a crisis.
Meditation / Stress-reduction Apps	Apps designed to improve mindfulness and reduce stress.
Better Help	<p>Provides comprehensive mental health programs for organizations through online experiences, including:</p> <ul style="list-style-type: none"> <li>✓ connecting individuals to licensed therapists</li> <li>✓ live sessions</li> <li>✓ interactive group sessions and more</li> </ul> <p>Two simple pricing models – usage based and fixed price per member.</p>

## TALENT ACQUISITION / DIVERSITY, EQUITY AND INCLUSION

COMPANY / RESOURCE	DESCRIPTION
Talking Talent	<p>It helps you create actively inclusive workplaces.</p> <ul style="list-style-type: none"> <li>✓ Coaching-led: Deep behavioral change experts support lasting change.</li> <li>✓ Committed to ROI: Measuring the impact and the 'softer benefits.'</li> <li>✓ Coaching the system, not just the individual</li> <li>✓ A 'whole person' belief: Recognizing how individual identities outside of work fit</li> <li>✓ Business psychology: Highly accredited coaches with backgrounds and solutions grounded in clinical research.</li> <li>✓ Global delivery with deep local expertise.</li> <li>✓ Digitally blended to enable coaching can be a scalable and cost-effective way.</li> </ul>
Bravely	Bravely helps companies provide underrepresented employees with access to confidential coaching.
Association for Talent Development	Membership association of over 27,000 members and 100+ local chapters with a mission to empower professionals to develop talent in the workplace.
Social Talent	Enable organizations to find, engage, hire, and onboard great talent through their training platform
Identifying qualified contract work	Sites geared towards helping you identify freelance and contract work to meet your specific needs, budget and timeline. Options include Fiverr, Freelancer.com, UpWork, and TopTal.

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## IMPROVING COMMUNICATION

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Decision Support Tool	A decision support or benefits selection tool will help employees get into the best benefits program for their needs through proactive communication programs, interactive benefits selection, and robust contribution planning.
Communication Calendar and Resources	BRI provides communication templates and resources such as flyers, videos, calculator tools, and more in the Resource Center at BenefitResource.com.
Gamification Resources	Popular gaming / survey platforms to incorporate gamification to drive employee engagement. Platform ideas: Kahoot, Aha Slides, Quizizz, and Survey Monkey.

## EXPANSION OF BENEFITS

COMPANY / RESOURCE	DESCRIPTION
MilkStork	A family benefit to support and retain working moms. Providing solutions related to breast milk delivery, pumping and lactation, childcare and learning pods, health & wellness.
Pre-tax Benefits	<ul style="list-style-type: none"> <li>✓ Flexible Spending Account (FSA): FSAs, governed by Internal Revenue Code (IRC) Section 125, allow you to have pre-tax payroll deductions for certain medical and dependent care expenses.</li> <li>✓ Health Savings Account (HSA): is a tax-free account used to pay for out-of-pocket medical expenses.</li> <li>✓ Health Reimbursement Account (HRA): Employer funds a Health Reimbursement Account (HRA) on employees' behalf that employees can use to pay for certain medical expenses.</li> <li>✓ Commuter Benefits: A Commuter Benefit Plan allows you to conveniently pay for qualified mass transit and parking expenses with tax-free dollars</li> </ul>
Specialty Accounts	Customizable benefit program to meet the unique needs of employees. Employers decide what's eligible, who can participate, how the account is funded, and more.

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