



The benefits and talent report

Health Benefits Can Provide a Competitive Edge for Recruiting Efforts

As the world emerges from the COVID-19 crisis, employee hiring has woken from its slumber with a vengeance. Whether in Arizona or elsewhere in the country, matching applicants and jobs is proving increasingly difficult, more so in some sectors than others.

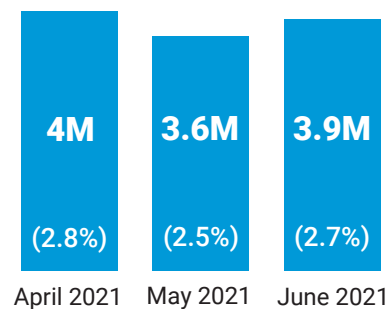
In this environment where job openings outnumber qualified applicants, candidates rule. Bean bag chairs and free coffee aren't going to make your ideal candidate choose or stay with your company over your competitors'. A competitive benefits package, not a ping pong table, will help attract top talent and retain existing employees, and healthcare is typically the centerpiece of such a package.

Recovering from the "Great Resignation"

Many workers during the pandemic found themselves working remotely, which presented an opportunity to reflect on their careers, families and goals. Many of them enjoy the flexibility of working from home and have no desire to give it up, even if it means looking for another job. As so many are leaving their current positions, this phenomenon has been referred to as the "Great Resignation."

The U.S. Bureau of Labor Statistics reported in April 2021 that 4 million Americans voluntarily quit their jobs. This equates to the highest number ever reported in the 21 years that such data has been collected. This trend is not limited to the U.S. According to a world-wide survey of 31,092 workers conducted by Microsoft, roughly 41% of them were considering quitting their job over the next year.

The Bureau of Labor Statistics data shows the following 3- month trend:



According to John Coverdale, President of the Center for Workplace Solutions, a HR management consulting firm, increasingly workers "want an employer who is concerned about their wellness mentally and physically." "In a competitive hiring situation, a robust employee benefits package can bring employees to your door — not your competitors — for a job," he adds. "And **surveys show that health insurance is the number one benefit on employees' minds.**"

“ Regardless of why individuals are quitting, it is favoring the job seekers. Individual companies need to do what they can to appeal to existing employees and prospective talent. This may mean preemptively implementing incentives like flexible work options, sign-on bonuses to improved health benefits – and prioritizing what is important to employees. ”

Michael Groeger, Vice President,
Group Commercial & Specialty Sales
at Blue Cross® Blue Shield® of Arizona

Understanding Employees' Needs

What do your employees want?

There's every likelihood that your current staff can tell you what they want if you ask, either formally or informally, and future employees will likely share the same concerns. Nationally, it's clear both current and future employees value their employee benefits, and health coverage ranks at or near the top.

How Important a Role Can Health Benefits Play in Retaining Employees?

17% workers with employer-based health insurance say they are staying in jobs they might leave if not for the insurance that comes with it according to a survey by Gallup and West Health. Workers making less than \$48,000 a year were nearly 3 times more likely to stay in a job for the health benefits compared to workers earning at least \$120,000 per year, the study said.

56% of employees say healthcare coverage is a key factor in their choice to stay at their current job, according to an industry survey from **America's Health Insurance Plan (AHIP)**

44% of professionals said benefits like health coverage will likely keep them at their current company for 5+ years, according to a **LinkedIn survey**

And there's further support to show the increasing role health benefits play:

Online job site [Glassdoor](#) cites [medical, dental, and vision insurance](#) as the number two want of prospective new hires (after flex hours). The survey also found that about 8 in 10 employees would choose additional benefits over a pay raise.

However, you won't find yoga or free snacks in any of our surveys. Results show employees are looking for benefits with health and well-being at the top of their list.

Summary

Companies that provide benefits their employees want will differentiate themselves from employers that don't, offering value that can separate them from others in their industries.

The right benefits package featuring health coverage as the centerpiece will help you to better acquire and retain talent.