



“BENEFITS” for a Multi-Generational Workforce

Dan Grelecki

EPIC

Tammy Betancourt

Danville Area Community College

EPICBROKERS.COM

INTRODUCTION TO THE SPEAKERS



Tammy Betancourt

VP of Finance and Chief Financial Officer, DACC

BA in Accounting and Psychology

M.A. in Pastoral Ministry

Former Manager – McGladrey & Pullen (RSM)

Former Controller Southwestern Illinois College

Dan Grelecki

Sales and Strategic Growth Leader – EPIC, Midwest Region

Former Midwest Employee Benefits Practice Leader, EPIC

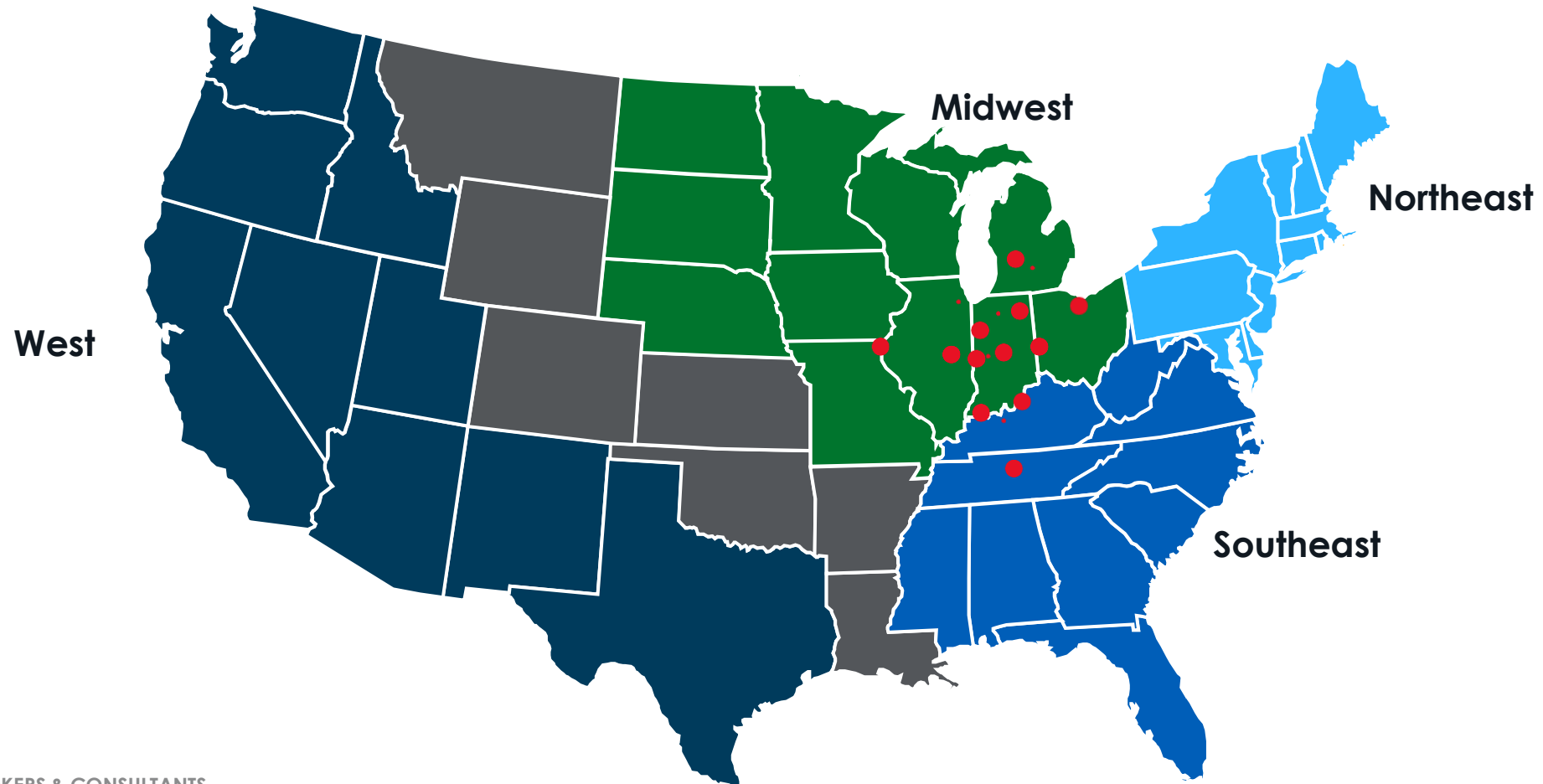
Bio-Medical Electrical Engineering & Computer Hardware Design Major

Served as PPACA advisor to U.S. Senators and Congressional staff

Industry disruptor / Hates health insurance

Midwest Offices

While we have a National and coastal reach, our Midwest Region allows our clients unique and boutique level access to professional teams where **THEY** do business.



“BENEFITS”

#1 – Health Insurance

“Benefits” by Definition

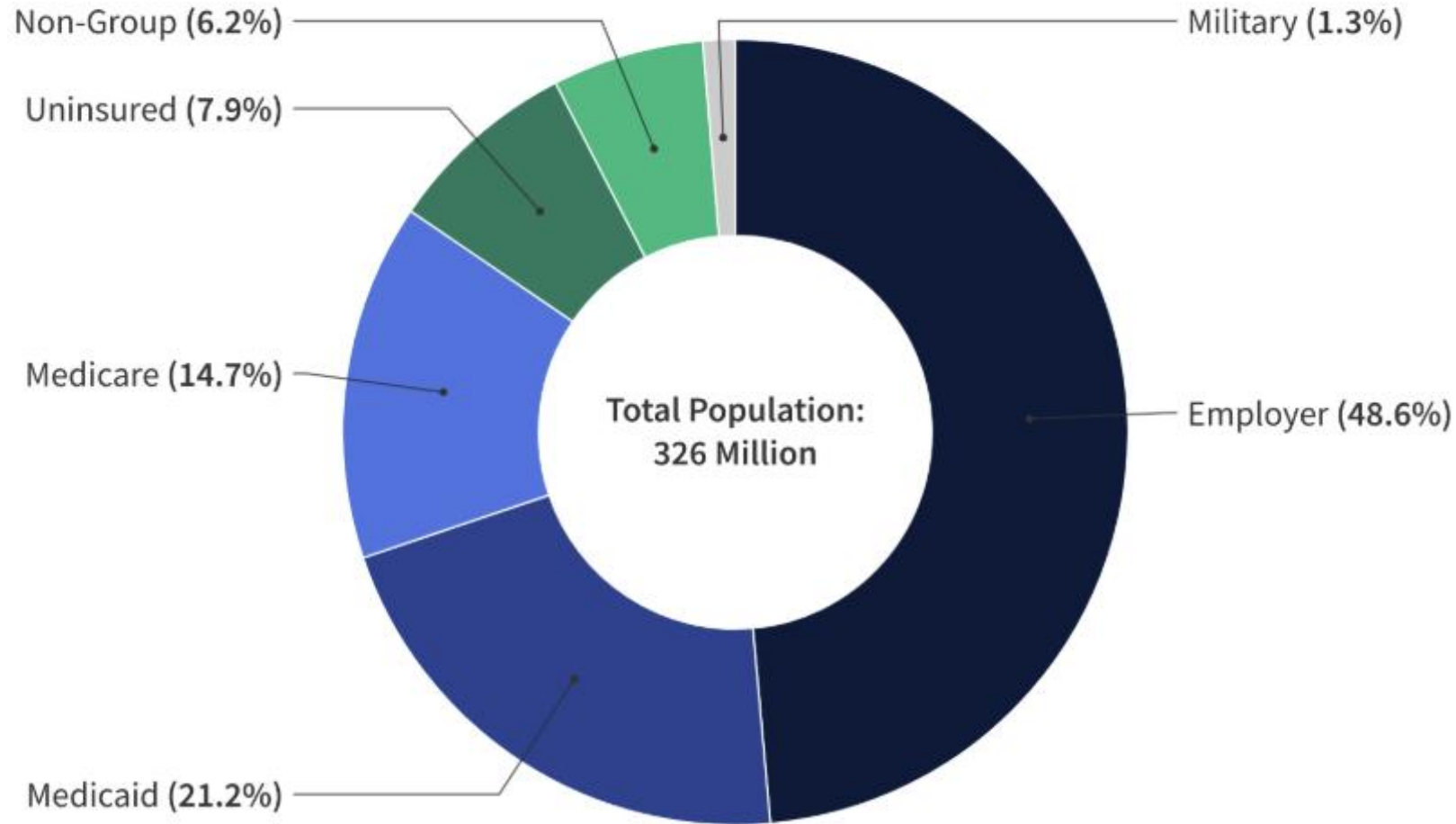
*“Something that
produces good
or helpful results”*



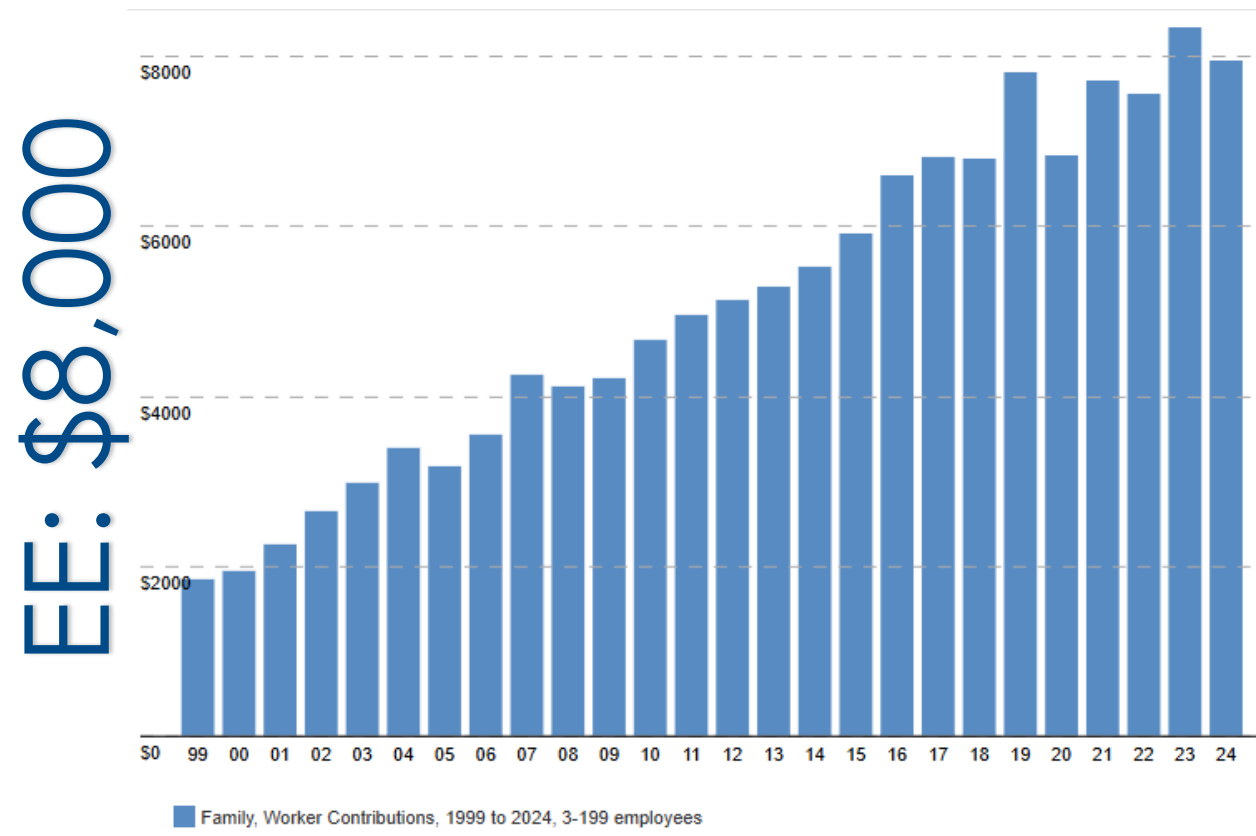
Advantage
Profit
Welfare
Asset
Aid
Support
Blessing
Gain
Help
Improvement

Access to Health Insurance – 94% Of Employers (50) Offer

Health Insurance Coverage of the Total Population, 2023



Cost of Health Insurance - Family



Employer: \$18,417

Your Number 1 Benefit!

- Despite over 90% of Americans having health insurance, medical debt remains a significant issue
- Medical debt is responsible for approximately 66.5% of all personal bankruptcies
 - This impacts almost 500,000 families every year
- The median savings account balance in 2024 was \$7,914 compared to the average out of pocket maximum of nearly \$7,000 (single) and \$11,000 (family)
- Approximately 60% of people who file for medical bankruptcy have attended college
- 94% of Americans believe that prescription drugs are costlier than they should be, and 84% believe their cost will increase over the next year.

If you DIDN'T offer coverage??

Utica, IL
My family: 50,47,13,13
Income: \$50,000 per year

**Estimated financial
help:**

\$2,352

per month (\$28,225 per year) as a premium tax credit. This covers 99% of the monthly costs.

**Your cost for a silver
plan:**

\$17

per month (\$205 per year) in premiums (which equals 0.41% of your household income).

**The most you have to
pay for a silver plan:**

0.41%

of income for the second-lowest cost silver plan

**Without financial
help, your silver plan
would cost:**

\$2,369

per month (\$28,430 per year)

If you DIDN'T offer coverage??

Utica, IL

My family: 50,47,13,13

Income: \$110,000 per year

**Estimated financial
help:**

\$1,699

per month (\$20,389 per year) as a premium tax credit. This covers 72% of the monthly costs.

**Your cost for a silver
plan:**

\$670

per month (\$8,041 per year) in premiums (which equals 7.31% of your household income).

**The most you have to
pay for a silver plan:**

7.31%

of income for the second-lowest cost silver plan

**Without financial
help, your silver plan
would cost:**

\$2,369

per month (\$28,430 per year)

GENERATIONS

Do your benefits match your employees?

Generational Traits: *Baby Boomers – 1946-1964 – 15%*



- Continual learners, many of whom want to keep working for the intellectual stimulation
- Resist any concept of them as “old”—watch your language!
- More tech-savvy and into social media than given credit for
- Like in-person contact
- Still eager to change the world and optimistic

FEARS:

- Being displaced by younger managers and new ways of doing things
- Reduction in productivity if they permit more flexibility and new, as yet unproven to them, methods
- Loss of professional identity
- Losing relevance

Generational Traits: *Generation X– 1965-1980 – 31%*



- Self-reliant and want their own piece of the action
- Time is currency, like money
- Family and friends come before a boomer-type, work-centric focus
- Slacker reputation evolved to hard-working
- Don't trust large institutions

FEARS:

- Losing clients
- Reduced profitability
- Losing millennial employees (turnover) in support roles
- Not being adequately prepared for major leadership roles
- Lack of support from boomers and millennials
- Not having time for family/ personal life

Generational Traits: *Generation Y / Millennials – 1981-1996 – 36%*



- Internet as No. 1 resource
- willing to trade privacy for information and convenience
- Expect a lot of guidance and free information
- Short attention span, uncomfortable with ambiguity
- Demand transparency
- Must see career opportunities or become impatient and move on

FEARS:

- Not understanding perspectives and expectations of older colleagues
- Not doing everything right
- Disapproval; not appearing “smart”
- Not having a voice
- Restriction of their self-expression

Generational Traits: *Generation Z – 1997-2012 – 18%*



- Hard-working problem solvers
- Concerned with privacy and cybersecurity
- Value-conscious
- Very devoted to and personally involved in social causes
- Want prompt and frequent feedback

FEARS:

- Loss of privacy
- Cyber warfare
- Environmental harm (climate change)
- Global economic instability
- Global terror/safety concerns

Profile of an Illinois-based Community College

Average Age: 47.12 ↑

14 Employees over Medicare Age

15 Employees within 2 years of Medicare Age

Female: 61.5%

Male: 38.5%

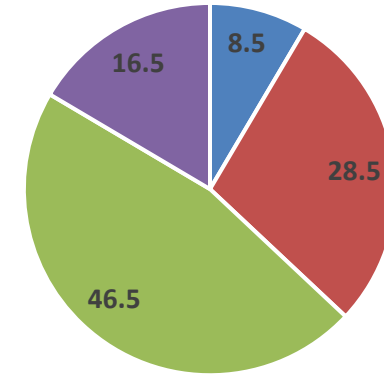
Baby Boomer: 16.5%

Gen X: 46.5%

Millennial: 28.5%

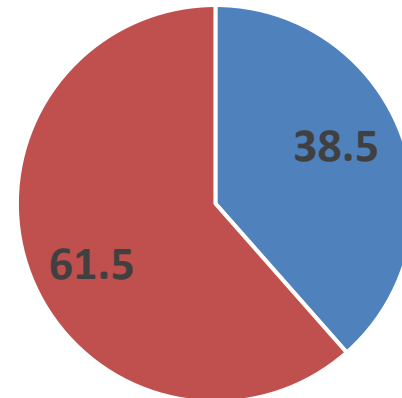
Gen Z: 8.5%

Sample Community College - 200 Staff



■ Generation Z ■ Millennial
■ Generation X ■ Baby Boomer

Sample Community College - 200 Staff



■ Male ■ Female

“BENEFITS”

Conclusion? ...Health Insurance - highly diminished



Traditional Benefits

Benefits almost every employer offers

“The Standards” – Most employers offer



Health

Government Mandated
Regulated
All companies within certain
parameters



Dental

Majority offer some
contributory form of Dental



Vision

Voluntary is the norm



Life

Group Term Life
Voluntary Life Insurance



Short Term Disability

22% of employers pay for it



Long Term Disability

29% of employers pay for it

Retirement – 401k/403b/SURS



Retirement

Most employers have an established retirement vehicle in place, but newest trends are:

- Auto enrollment
- Auto increases to contributions
- Target Based Funds
- More restrictive loan terms –
Employer plans have more 60+ employees than ever

Avoid the “if you’d like our retirement plan match, just complete this application within the folder of 50 pages worth of stuff” delivery

How can an employer know
what benefits their people
want?

...just ask

...but then you need to act

- The typical corporate engagement survey strategy is quite lengthy
- Tell them how long it will take at the beginning
- Push it directly to them with technology through their mobile device
- Have leadership engaged and already agreed to act on at least one item from feedback on the survey
- Be prepared to communicate results and show employees that you heard their message and implemented change from it.



WE WANT
You!

Non-Traditional Benefits

All Shapes and Sizes

How to help employees wanting higher education?

Not only are there a number of employee benefits geared toward employers assisting employees in paying for student loans and tuition, there has been legislation in Washington being consistently proposed.

1. College Tuition Rewards Programs tied to other benefits – The Guardian, etc. Earn up to one year of college tuition at participating private schools (SAGE) - <https://www.tuitionrewards.com>

2. Tuition reimbursement and/or tuition waiver



College Tuition

What if employees have debt FROM higher education?

Some of your team members have spent significant resources on further education, and in the process created debt and financial distress.

1. **Candidly/Gradifi** is a company that can assist in administering such benefits. 75% of workers say student loan tools increase their commitment to the employer. Furthermore, 86% would commit to a company for 5+ years if they received student loan benefits. (Repayment match calculators)

2. **PSLF** – Still Intact. Employee Full Time by a qualifying employer and make 120 monthly payments. Third-Party Advocacy.



Student Debt

How to assist paycheck to paycheck?

What happens if your employee needs a \$1,200 car repair, and doesn't have the money? (retirement?)

If your target position to fill is at a lower income level, how likely are they to miss work or quit if they have a “financial hardship”?

Employee hardship loans made easy. Companies like BMG/LoansAtWork allow an online application, not forms to mail in, and funds are deposited directly into an employee bank account. Repayment comes through payroll deductions. (BMG handles loans directly with terminated employees) – www.bmgmoney.com/loansatwork



Hardship Loans

What about fur-babies?

What if your employees aren't thinking about retirement, or college debt?

Millennials were forged in the crucible of economic recession and tempered by student debt. They've delayed getting married more than any generation in history. 45% of millennials consider pet-ownership as practice for starting a family.

1. If you have been to the vet lately, you realize just how expensive care for your furry friends can be. Pets are living longer, healthier lives, but sometimes the care is a significant investment. www.metflife.com
2. PawTernity leave. Yes, it's exactly what it sounds like.



Pet Insurance

Lifestyle Spending Accounts?

Looking for the best in flexibility?

Employees can choose meaningful benefits (*at the employers' direction and contribution level*). Family Planning, Fitness, Financial Planning, Petcare, Travel, Meal Planning, Nutrition, etc.

You only pay for what employees use. The 2024 AON Matrix study showed that the perceived value of an LSA was 50% greater than “traditional” benefits. www.joinforma.com



Lifestyle Benefits

Help Employees do what they don't want to do?

How many of you have a will, living will, estate plan?

Nobody wants to talk about the worst situations in life, but it needs to be done to properly plan for your future. Estate planning attorneys aren't knocking on your employee's door.

1. Will Preparation
2. Legal Assistance
3. Estate Planning

www.benefithub.com

www.legalshield.com

Carrier partners have pre-paid legal and will prep included in certain voluntary benefits



Life has risk and challenges

Medicare – Integration or Birthday Parties?

How many pages is the “Medicare and You” book?

Not only is the workforce aging and not prepared for retirement, but they're staying on group health plans longer than ever.

1. Medicare becomes an option for those at age 65*
2. With a Medicare supplement, the out-of-pocket costs of care become very low (or even zero)
3. We find that if an employer offers “benchmark” coverage at “benchmark” pricing, an employee can use Medicare and a supplement to recreate a better benefit at around the same cost

www.medicarechoiceworkgroup.com



Happy Birthday,
now read this!

Cyber Protection and Credit Monitoring?

Afraid of cyber threats? You probably should be...

Cyber and credit protection plans offered by employers, such as those provided by apps like Aura, are designed to safeguard employees against identity theft, data breaches, and other cyber threats. These plans typically include features like proactive monitoring of personal information, alerts for suspicious activity, and assistance with identity restoration if a breach occurs.

MetLife/Aura



Happy Birthday,
now read this!

Financial Literacy

Make a “workplace wellness” program so that it makes people WELL.

Teaching employees how to improve their finances can be just as rewarding for their health!

1. Give employees a financial self assessment (online quizzes, etc.)
2. Offer Classes or other materials
3. Provide Budgeting Tools
4. Hire a financial counselor
 1. Check out local banks, etc.



Don't stress about money!

Recharge Rooms

The modern “smoke break” – If you have a room, there is a way.

More than a breakroom, this is a space for just a few minutes of “me” time. The idea is to unwind, get away from the stress and “recharge” the batteries.

Ideas:

Meditation/Yoga Room

Nap Rooms

Incorporate Plants

No electronic devices

Light Music

Set Limits (time limit, etc.)



Work Vacation

Other listed “benefits” or new changes available?

- *Integration to plan design for critical illness and accident*
- *Genetic testing*
- *Extra Mental-Health benefits / State Grants*
- *Care.com (elder care, etc.)*

How do you pay for this?

Use voluntary benefits and insurance program vendors!

Your advisor can help, if they can't...fire them and get a new one

Don't over insure:

- Example: 75 Employees
- \$1,500/\$3,000 Medical Deductible and copays
- Increase to \$1,500/\$4,500 and copays \$5 higher with an increase to OOPM from \$4,000 to \$6,000
- That plan would save (actuarially) \$22,400 and impact the OOP of 3 people that used the most healthcare
- That employer on average spends \$900,000 for health insurance...you don't think you can find \$15,000?

** Not advice, but just showing the impact of changes that gain advantage for all, and negatively impact few*

How do you administer these?

- Hire an enrollment team to meet one on one with your employees. “If you had 7 minutes to sit in front of every one of your employees, what would you say?”
- Develop videos, cartoons, or “commercials”
- Send employees to “self service” for these benefits
- Embrace technology – give your advisor access to payroll and communication systems
- Make benefits “walk away” benefits that don’t live through an employee’s separation from your company

Thank You!

Dan.Grelecki@epicbrokers.com and t.betancourt@dacc.edu