



BROKER GUIDE:

HOW TO REDUCE HR WORKLOAD AND EMPLOYEE STRESS

6 Tips for Building Strong Partnerships, Adding Value and Improving the Employee Experience



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Introduction

The past several years have been especially challenging for HR professionals. Faced with intense pressure and strained resources, it's no surprise they are feeling overwhelmed and undervalued. In fact, a recent study found as many as 98 percent of HR professionals are burned out, largely due to workplace transformations and the Great Resignation.¹

At the same time, benefits are becoming harder for employees to understand due to the growing complexity of offerings, changing regulations and dynamics of remote and hybrid work. Limited understanding and subpar communication from employers only makes the problem worse.²

This creates a valuable opportunity for benefits brokers. Follow the tips outlined in this guide to help lessen your clients' workload and stress, add important value to your client relationships, and ultimately improve the employee experience.



1



Support Your Clients with Innovative Wellbeing Solutions

Employers who care for employee health and wellbeing see numerous measurable benefits. These include higher customer engagement, productivity and profitability, and at the same time, lower turnover and fewer safety incidents.³ Help your clients design a benefits offering that has the coverage and support their workforce needs to stay healthy and happy.

Take Action

- » Offering a variety of ancillary benefits, such as dental, vision, life, disability, accident and supplemental health insurance allows employers to support employee health, wellness and financial security.
- » Dental and vision products offer preventive care solutions and early detection of serious illnesses to help people lead healthier, happier and more productive lives.
- » Accident, life and disability insurance products provide employees with income protection that may help alleviate financial stress and improve retention.⁴
- » Supplemental health plans typically pay cash upon diagnosis and help ease the financial burden of health hardships.
- » Some life insurance plans also offer an Employee Assistance Program (EAP) and other programs to provide behavioral health support for employees.
- » In short, employee wellbeing and mental health are top of mind for your clients. Make sure you have the knowledge, experience and resources to deliver solutions.

2

Create an Exceptional Benefits Experience for Employers and Employees

Benefits should enhance employees' lives and be easy for employers to administer.

Take Action

- » Provide benefits communications materials that can help employers educate employees about benefits year-round.
- » Look for a carrier partner that offers personalized administrative support and innovative technology to make it easy for you and your clients and members to get information and help when they need it.

3

Be a Resource for Employee Support

Today's employers expect brokers to not only provide cost-effective solutions, but also explain benefits to their employees.

Take Action

- » Enable direct access to benefits information and solutions for employees to help streamline processes and lighten the load on HR.
- » Collaborate with employers to employ digital and in-person communication tactics, such as dedicated benefit sites, one-on-one meetings or calls with benefits experts, virtual benefits fairs and texts, emails and social media posts.
- » Employee communication should do more than provide descriptions of benefit plans and changes from the previous year. Instead, craft messaging that helps educate employees and their families about basic healthcare terms and concepts, how to choose and use a benefits plan and how to shop for healthcare services.⁶



In a recent survey, more brokers reported high demand for benefits communications support from their current and prospective clients (57%, up from 49% in 2023).⁵

57%



4



Deliver Cost-Savings Opportunities on a Regular Basis

Your clients are likely struggling with meeting employee needs and expectations within the constraints of a tight budget. Continuously seek out and implement cost-saving strategies that benefit both organizations and employees.

Take Action

- » Provide regular market trend analysis to anticipate cost impacts for your clients.
- » Offer creative solutions to help offset increasing health insurance costs and higher deductibles such as supplemental health insurance.
- » Recommend ancillary benefits, which may be partially or 100 percent employee-paid, to help clients design an attractive benefits package while maintaining their budget.
- » Help clients understand how preventive health benefits can help them manage long-term healthcare costs. Preventive eye and dental exams, for example, can help detect early signs of certain chronic conditions like heart disease and diabetes, which may drive high-cost medical claims.^{7,8}
- » Negotiate contracts on HR's behalf to increase efficiency and reduce the cost of their current solutions.

5

Leverage Technology to Save Time and Stress



The right technology can help you deliver smarter solutions and make benefits easier for all involved.

Take Action

- » Use data to customize plans for your clients, better meet their needs and enhance the employee experience.
- » Partner with a carrier whose digital capabilities create a streamlined experience for administrators and employees. Both employers and employees can save time and stress by using an online portal to manage their benefits.

6

Challenge the Status Quo

On a regular basis, help your clients review and adjust their benefits strategy to ensure they stay competitive and aligned with the evolving needs of their workforce.

Take Action

- » Bring the bigger picture to clients by keeping them informed of developing industry trends, changing employee demographics, the latest technology and more.
- » Analyze utilization data, employee feedback and survey responses and any other relevant data to help your clients make informed decisions.

Dive Deeper with More Helpful Resources

Help your clients design an effective workplace wellbeing strategy. Download and share our new guide.



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GUIDE**



Take a closer look at how you can help your clients support employee wellbeing and mental health.



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To Stand Out as a Benefits Broker, Go Beyond the Basics

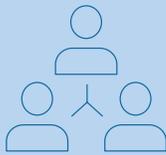
Any broker can pull information and provide quotes. To stand out, it's important to serve as a strategic consultant. Advise your clients on how to contain healthcare costs, design smarter benefits plans and remain competitive in a tight labor market. Help take the burden off their HR teams to reduce stress and improve both the employer and employee benefits experience. By following these tips, you can help add important value and continue to grow your business.

How Renaissance Can Help You Stand Out

Renaissance helps brokers Stand Out by putting clients at the heart of everything we do. Whether you're serving individuals or groups of 2 or over 200, Renaissance will help you create a customized ancillary benefits package to meet the unique needs of each client.



Visit RenaissanceForBrokers.com to discover more about our products and services.



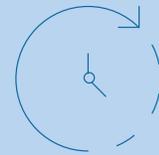
Strong Networks

450,000+ participating dental provider access points nationwide⁹; 120,000+ vision access points through VSP¹⁰



Outstanding Service

Our U.S.-based team anticipates needs and helps facilitate timely enrollments



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¹ Kelly, Jack. "98% Of HR Professionals Are Burned Out, Study Shows," Forbes, April 2022. forbes.com/sites/jackkelly/2022/04/14/98-of-human-resources-professionals-are-burned-out-study-shows/. Accessed July 2024.

² Spagnuolo, Ralph. "How benefits advisors can reduce HR workload and employee stress," BenefitsPRO, June 2024. benefitspro.com/2024/06/18/how-benefits-advisors-can-reduce-hr-workload-and-employee-stress/. Accessed July 2024.

³ Gallup. "What is Employee Wellbeing? And Why Does It Matter?" gallup.com/workplace/404105/importance-of-employee-wellbeing.aspx.aspx. Accessed July 2024.

⁴ Buckley, Kim. "How voluntary benefits help attract—and retain—employees in a hot job market." BenefitsPRO, July 2021, benefitspro.com/2021/07/07/how-voluntary-benefits-help-attract-and-retain-employees-in-a-hot-job-market/. Accessed July 2024.

⁵ Goforth, Alan. "As compliance become more complex, employers turn to brokers for guidance, survey finds." BenefitsPRO, April 2024. benefitspro.com/2024/04/09/as-compliance-become-more-complex-employers-turn-to-brokers-for-guidance-survey-finds/. Accessed July 2024.

⁶ Buckley, Kim. "How the role of the broker has evolved." BenefitsPRO, July 2023. benefitspro.com/2023/07/18/how-the-role-of-the-broker-has-evolved/. Accessed July 2024.

⁷ Mayo Clinic. "Oral health: A window to your overall health." March 2024. mayoclinic.org/healthy-lifestyle/adult-health/in-depth/dental/art-20047475. Accessed July 2024.

⁸ Klunk, Elizabeth. "Comprehensive managed vision care is more than mere 'medical management.'" MedCity News, Sept. 2019, medcitynews.com/2019/09/comprehensive-managed-vision-care-is-more-than-mere-medical-management/. Accessed July 2024.

⁹ Renaissance Internal Data

¹⁰ VSP Internal Data