

**BROKER GUIDE:**



# Why the Surge in Supplemental Health Products Is Your Next Big Opportunity



**Renaissance**<sup>®</sup>  
DENTAL • VISION • LIFE • DISABILITY



**RenSecureHealth**  
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## INTRODUCTION



\$3.3 BILLION

8%

YOY NEW PREMIUM GROWTH<sup>1</sup>

## The Surge in Supplemental Health Insurance

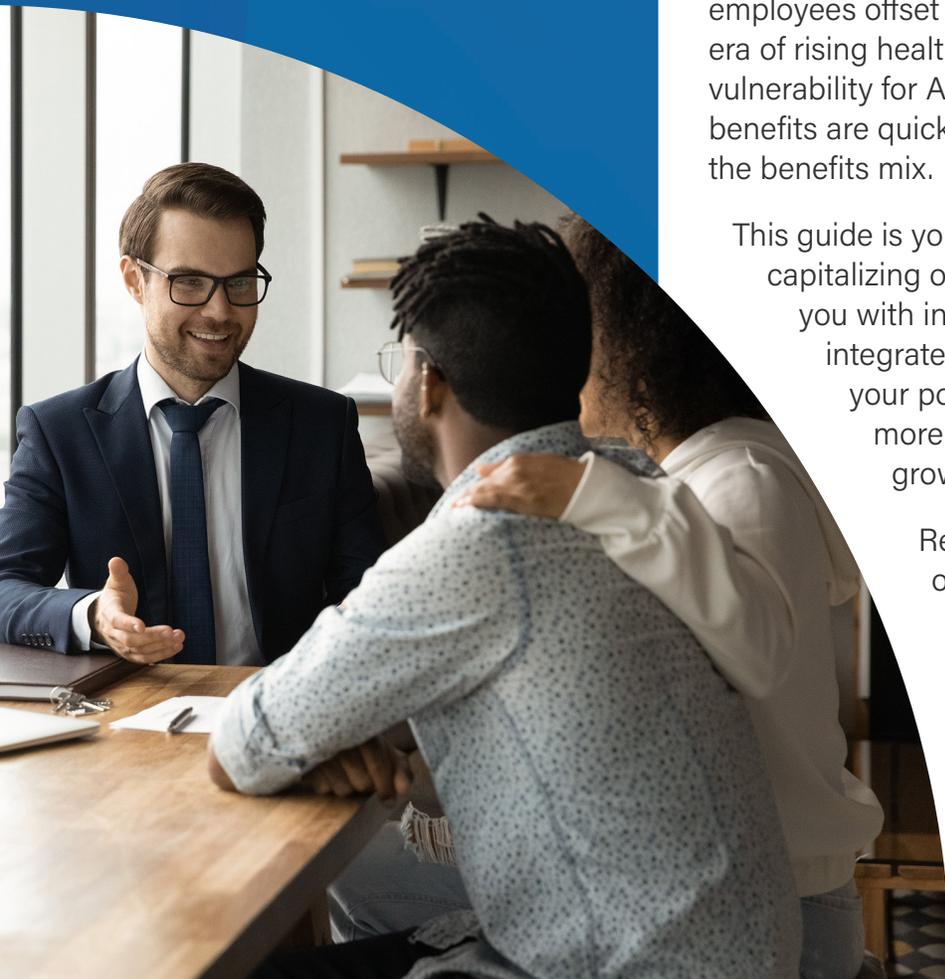
If you're not already selling supplemental health insurance, now may be a great time to add it to your portfolio.

Supplemental health product sales such as critical illness, accident, cancer and hospital indemnity are experiencing unprecedented growth, with new premium totaling \$3.3 billion in 2024, an 8% year-over-year increase.<sup>1</sup>

Designed to augment traditional medical coverage, supplemental health insurance is easy to use and helps employees offset the impact of health expenses. In an era of rising healthcare costs and substantial financial vulnerability for American families, supplemental health benefits are quickly becoming an essential piece of the benefits mix.

This guide is your roadmap to understanding and capitalizing on this dynamic market. It will equip you with insights and strategies to confidently integrate supplemental health benefits into your portfolio, helping you demonstrate more value to your clients and unlock growth potential for your business.

Ready to tap into this powerful opportunity? Let's get started.



## FINANCIAL STRESS:

# The Hidden Crisis Affecting Today's Workplaces



The popularity of high-deductible health plans (HDHPs) has increased significantly in recent years. The Bureau of Labor Statistics indicates the availability of HDHPs for private industry workers increased from 33% in 2014 to 51% in 2023.<sup>2</sup>

At the same time, healthcare inflation has far outpaced household income growth since 1995,<sup>3</sup> and many people simply cannot afford to get sick or face an unforeseen health issue: 59% of Americans would need to borrow to pay a \$1,000 unexpected expense such as an emergency room visit.<sup>4</sup>

This financial vulnerability has key implications for the workplace. Employees overwhelmed by money worries struggle with productivity, mental health and burnout. Studies have found that as many as 60% of employees link economic worries to reduced performance at the workplace, which could cost corporations as much as \$300 billion.<sup>5</sup>

Employers are recognizing the need to take action, but they're facing their own challenges. Many factors, including inflation, economic instability and increased healthcare utilization are driving up healthcare costs and forcing many organizations to re-evaluate their budgets.<sup>5</sup> Employers must find new ways to offer employees the benefits they want and need, while protecting their bottom line.

Supplemental health benefits (in addition to other ancillary benefits like dental, vision, life and disability insurance) are a simple and cost-effective way for employers to accomplish this.

Let's explore how supplemental health insurance complements core health plans to address the evolving needs of your clients.

60%

60% of employees link economic worries to reduced performance at the workplace, which could cost corporations as much as \$300 billion.<sup>5</sup>



# Addressing Client Needs with Supplemental Health Insurance

Even with traditional medical coverage, employees often face financial strain from high deductibles, copays and unexpected medical expenses. Supplemental insurance helps bridge these gaps, providing additional financial protection to cover out-of-pocket costs, lost income and other financial burdens associated with accidents, critical illnesses or hospital stays.

For your clients, integrating supplemental health insurance into their benefits package is a strategic investment in their workforce and their bottom line. Smart employers understand that a financially stressed workforce can impact productivity and retention. In fact, research shows that the cost of replacing just one employee can be substantial, ranging from 50% to 200% of the employee's annual salary.<sup>6</sup>

Fortunately, supplemental health insurance doesn't have to be an expensive investment. Just like other ancillary benefits, supplemental health insurance plans can be offered on a voluntary basis where employees pay some or all the premiums. This provides your clients with flexibility to offset some of their employees' health costs without shouldering the entire amount themselves.

The cost of replacing an individual employee can range from 50% to 200% of the employee's annual salary.<sup>6</sup>

**50%**  **200%**



## Tangible Benefits for Employees:

- » Provides crucial financial protection against unexpected medical expenses.
- » Helps reduce out-of-pocket costs associated with healthcare.
- » Fills gaps in health insurance coverage, offering broader protection.
- » Offers peace of mind and security for employees and their families.

## Key Advantages for Employers:

- » Offers a key point of differentiation in a tough labor market.
- » Enhances the overall benefits package, a critical factor in attracting and retaining top talent.
- » Demonstrates a tangible investment in employee health and financial security.
- » Potential for increased employee productivity and reduced absenteeism by alleviating financial stress.

# Strategic Advantages for Benefits Brokers

Expanding your portfolio with supplemental health insurance can deliver tangible benefits for your business as well; especially when it comes to boosting your bottom line and client relationships. Here's how.



## » Stand out and win more business

Offering more unique and innovative product options enables you to differentiate your services in a competitive market, helping you prospect more effectively.



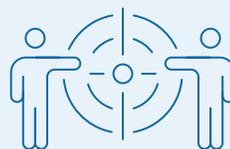
## » Provide essential protection alongside high-deductible health plans (HDHPs)

Retain clients by offering a solution that supplements HDHPs and increasing out-of-pocket costs.



## » Expand your reach and revenue potential

Supplemental health insurance can open doors to a broader client base, including specific industries, organizations with a wide range of employee demographics and smaller businesses seeking flexible benefits solutions.



## » Strengthen client loyalty with more comprehensive solutions

Integrating supplemental health with dental, vision, life and disability coverage allows you to provide holistic benefits solutions, which may help you increase client satisfaction and retention.

# Practical Strategies for Selling Supplemental Health Insurance

When making the case for supplemental health insurance, focus on these key strategies.

**Highlight comprehensive coverage and ease of use.** Emphasize how supplemental health plans work seamlessly with existing health coverage to provide a more complete safety net for employees.

- » Showcase the ease of understanding and use of these benefits for employees, minimizing the administrative burden for employers. Frame it as a simple yet powerful way to enhance their current benefits offering.



**Demonstrate how it works alongside other ancillary benefits for a complete coverage solution.** 61% of employers say their employees expect a wider variety of benefit options.<sup>7</sup> Examples of ancillary benefits that work together to address all aspects of employee well-being include:

- » Dental Insurance
- » Vision Insurance
- » Life Insurance
- » Short-Term and Long-Term Disability Insurance
- » Supplemental Health Insurance
- » Accident Insurance
- » Paid Family Medical Leave (PFML) and Absence Management Solutions

**Find the right carrier partner.** When selecting a carrier partner, look for a combination of strong services and valuable qualities that will support your business and enable you to best serve your clients. Examples include:

- » Comprehensive and competitive product portfolio to meet diverse client needs.
- » Multiple coverage options and flexibility to customize plan design for your clients.
- » Efficient and user-friendly technology, including online portals and seamless integration with a variety of platforms and benefit administration systems.
- » Forward-thinking approach to product development and technology.
- » Streamlined enrollment and administration, including rapid case setup and quick and efficient claims payment.
- » Dedicated sales and support teams focused on helping you grow your business.



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## Supplemental Health Insurance Reimagined for Today's Workforce

Renaissance's latest product, RenSecureHealth, is helping employers offer meaningful benefits that appeal to employees. RenSecureHealth is an innovative supplemental health insurance product that provides comprehensive coverage for a wide range of unexpected medical expenses in a single plan.

Unlike traditional supplemental health plans, RenSecureHealth provides direct cash benefits upon diagnosis of 13,000+ medical conditions – without experiencing an accident or hospital stay. Plus, Renaissance makes plan administration effortless for employers and employees.



### Key Benefits Of RenSecureHealth Supplemental Insurance Include:

<p><b>✓ Cash Payouts</b></p> <p>Direct cash benefits for covered diagnoses generally paid within 72 hours.</p>	<p><b>✓ Broad Coverage</b></p> <p>Protection for a vast range of more than 13,000 medical illnesses or injuries.</p>	<p><b>✓ Guaranteed Issue</b></p> <p>No medical underwriting required; no limitations or exclusions due to pre-existing conditions.</p>	<p><b>✓ Simplified Claims Experience</b></p> <p>File claims quickly on the mobile app and get paid in days, not weeks.</p>
<p><b>✓ Seamless Administration</b></p> <p>Same-day case implementation and dedicated support.</p>	<p><b>✓ Custom Benefit Amounts</b></p> <p>Employers and employees can tailor coverage based on individual needs.</p>	<p><b>✓ Flexible Funding Options</b></p> <p>Employer-funded (5+ enrolled lives) or voluntary options (10+ enrolled lives).</p>	<p><b>✓ Popular Among Employees</b></p> <p>High participation rates even on a purely voluntary basis.<sup>8</sup></p>



## Seize the Opportunity and Grow Your Business

Building cost-effective and impactful benefits programs for your clients is a rewarding challenge, and with the right strategy and tools, you are uniquely positioned to provide exceptional value.

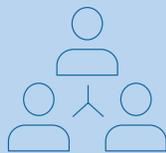
To recap, integrating supplemental health into your portfolio offers significant advantages for both your business and your clients. For you, it can mean differentiation, expanded revenue streams, stronger client relationships and the opportunity to solidify your role as a trusted advisor. For your clients, it can translate to more comprehensive protection for their employees, enhanced attraction and retention and potentially a more productive and financially secure workforce.

### Ready to take the next step?

Visit **RenaissanceforBrokers.com** for more information and resources, designed exclusively for benefits brokers like you. Explore product details, marketing materials and expert insights to help you confidently sell ancillary benefits and grow your business.

## About Renaissance

Renaissance provides innovative dental, vision, life, disability, supplemental health, accident, PFML and absence management solutions alongside exceptional customer service to groups of all sizes nationwide. Our goals include: providing customers with flexible plans that meet their needs, developing and maintaining lasting relationships, and ensuring customers receive strong value.



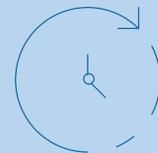
### Strong Networks

450,000+ participating dental provider access points nationwide;<sup>9</sup>  
120,000+ vision access points through VSP<sup>10</sup>



### Outstanding Service

Our responsive team anticipates needs and helps facilitate timely enrollments



### Phenomenal Claims Processing

99% of dental claims processed within 10 days<sup>9</sup>





# Renaissance<sup>®</sup>

## BENEFITS



# RenSecureHealth

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<sup>1</sup> LIMRA. "Workplace Life Insurance Posts Gains for Fourth Consecutive Year, Sets New Record in 2024," News Release, April 15, 2025. <https://www.limra.com/en/newsroom/news-releases/2025/limra-workplace-life-insurance-post-gains-for-fourth-consecutive-year-sets-new-record-in-2024/>. Accessed May 2025.

<sup>2</sup> U.S. Bureau of Labor Statistics. "Employee Benefits Fact Sheet: High deductible health plans and health saving accounts," [bls.gov/ebs/factsheets/high-deductible-health-plans-and-health-savings-accounts.htm](https://www.bls.gov/ebs/factsheets/high-deductible-health-plans-and-health-savings-accounts.htm). Accessed April 2025.

<sup>3</sup> Kaiser Family Foundation, September 2024 Employer Health Benefits Survey.

<sup>4</sup> Lane Gillespie, Tori Rubloff. "Bankrate's 2025 Annual Emergency Savings Report," March 26, 2025.

<sup>5</sup> Bunch, Will. "Financial Wellness: How HR can Step Up and 'Be Deliberate,'" Human Resource Executive, Feb. 2023. [hrexecutive.com/financial-wellness-how-hr-can-step-up-and-bedeliberate/](https://www.hrexecutive.com/financial-wellness-how-hr-can-step-up-and-bedeliberate/). Accessed April 2025.

<sup>6</sup> McFeely, Shane and Wigert, Ben. "This Fixable Problem Costs U.S. Businesses \$1 Trillion," Gallup, March 2019. [gallup.com/workplace/247391/fixable-problem-costsbusinesses-trillion.aspx](https://www.gallup.com/workplace/247391/fixable-problem-costsbusinesses-trillion.aspx). Accessed April 2025.

<sup>7</sup> LIMRA. "The World of Work — and Workplace Benefits — Is Changing." July 2024.

<sup>8</sup> Ansel Internal Data

<sup>9</sup> Renaissance Internal Data

<sup>10</sup> VSP Internal Data

This RenSecureHealth insurance product is a limited benefit policy; It is not a substitute for essential health benefits coverage as defined under federal law. This coverage is underwritten by Renaissance Life & Health Insurance Company of America, an Indiana domiciled insurer, P.O. Box 1596, Indianapolis, IN 46206 on policy form number GSCI-100A-2024-(state specific abbreviation, if applicable). This product has exclusions and limitations that may limit coverage. A complete description of the benefits, exclusions and limitations can be found in the policy, certificate of insurance and applicable riders. All coverage is subject to the terms and conditions in the master group policy. Products may not be available in all jurisdictions.

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