

# Do your employees really understand their benefits?

ADDRESSING GAPS IN BENEFIT AWARENESS AND UTILIZATION TO BETTER SUPPORT YOUR WORKFORCE

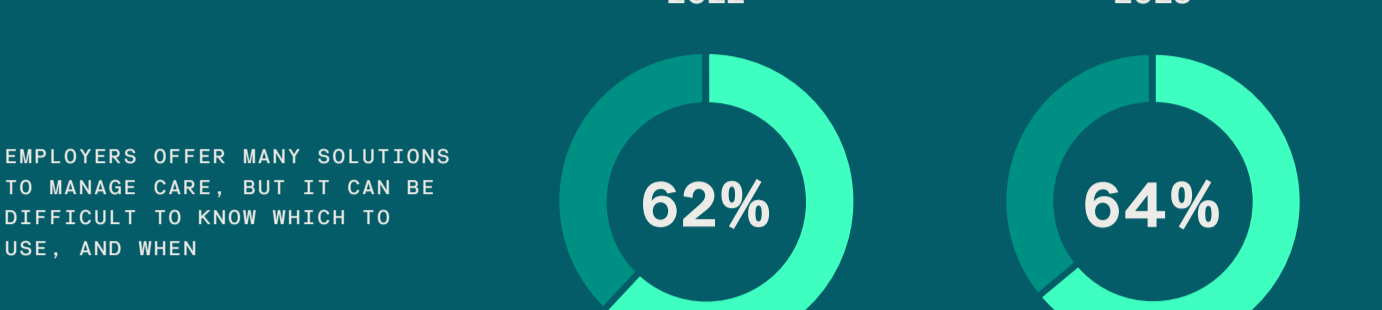


## Confusion is common

Many employees struggle to understand their available benefits and how to make the best use of them, negatively impacting benefits engagement, quality of care, and overall population health.

Nearly two-thirds (64%) of consumers agree it's difficult to know when to use which benefit or solution, and 60% need more help knowing what's covered.<sup>1</sup>

### Confusion continues to rise among consumers



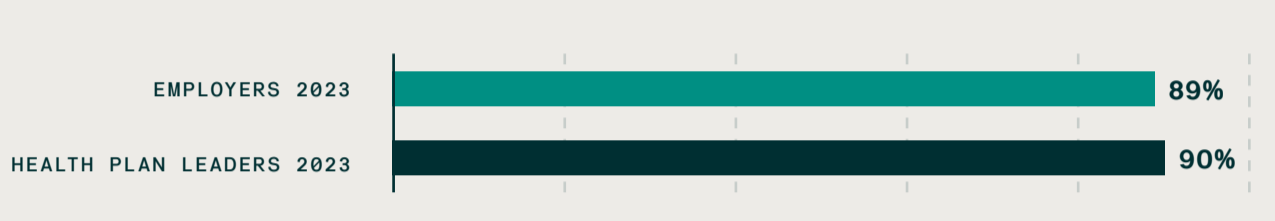
## Benefits knowledge: Perception vs. reality

The majority of employers and health plan leaders believe that members are knowledgeable about not only their health coverage in general, but the specific vendor solutions and services available to them.

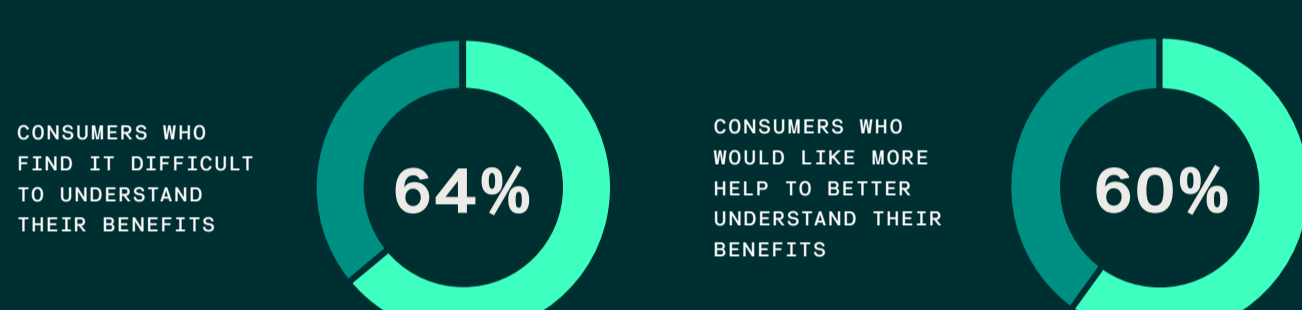
In our study, this included the belief that members understood how to navigate procedures, network providers, and how costs are determined.



### A high percentage of employers and health plans believe their members know which benefits/vendor solutions to access for a specific health issue



### Yet, nearly two-thirds of consumers find it difficult to understand their benefits and would like more help doing so



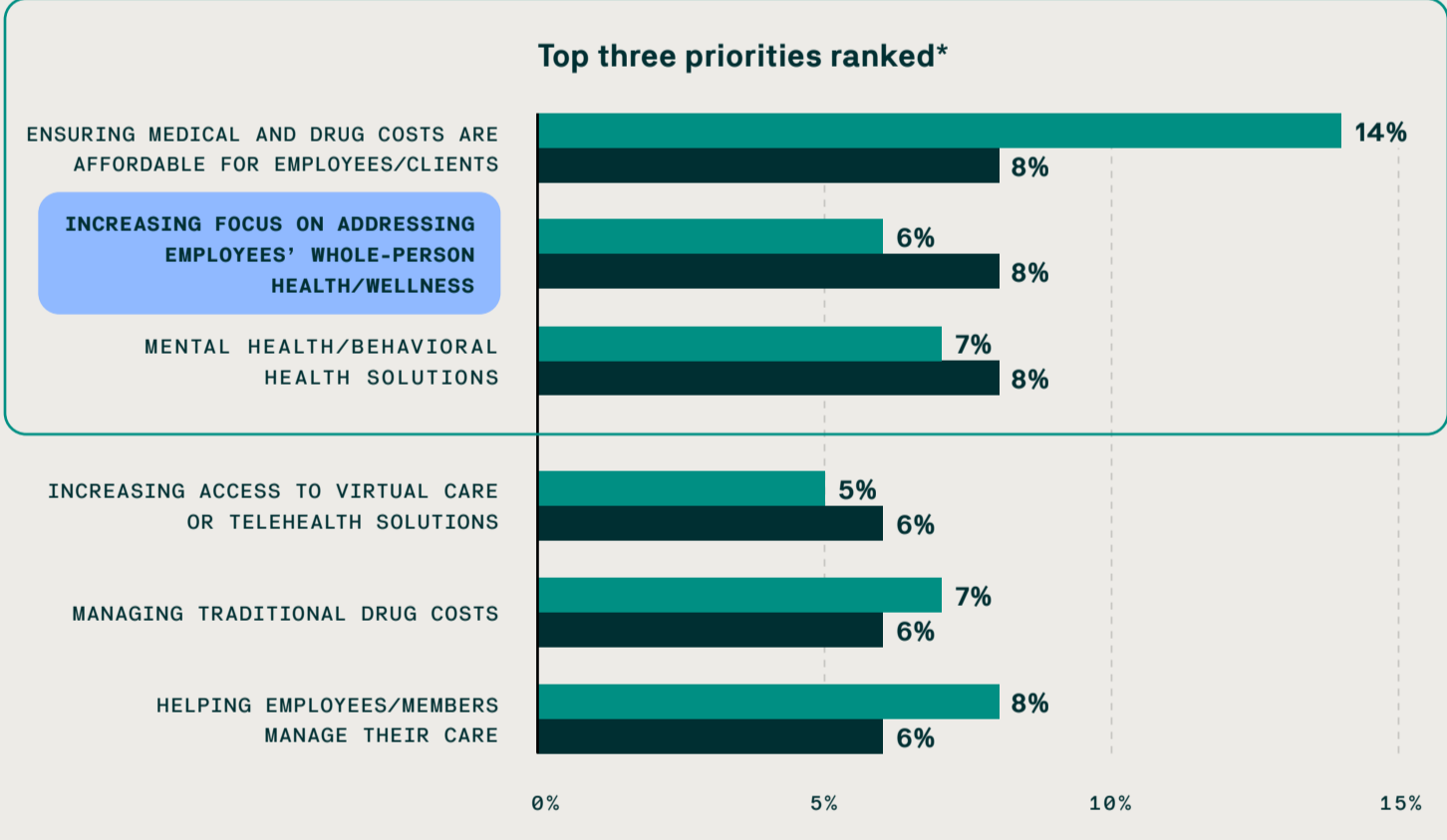
### Did you know?

High health insurance literacy—defined as confidence in understanding health insurance benefits and how to use them—is linked to stronger vitality and more satisfaction with benefits.<sup>2</sup>

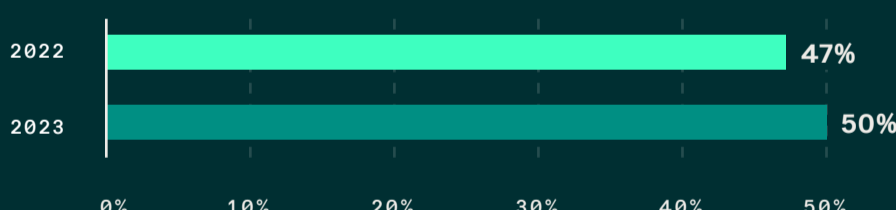
## Addressing consumer concern about health and wellness benefits

The disparity between plan sponsors' focus on health and wellness benefits and consumers' concern about a reduction in these benefits is profound. For example, up to 50% are concerned about a decrease in health and wellness benefits—even when it's a top area of focus in employer benefits strategies. This indicates that employers have an opportunity to be more vocal about the benefits they're investing in, making sure employees are aware of and able to utilize valued health and wellness options.

### Future benefit investment strategy: The top priority for plans and employers



### Consumers' concern that employers will reduce health and wellness benefits in the future

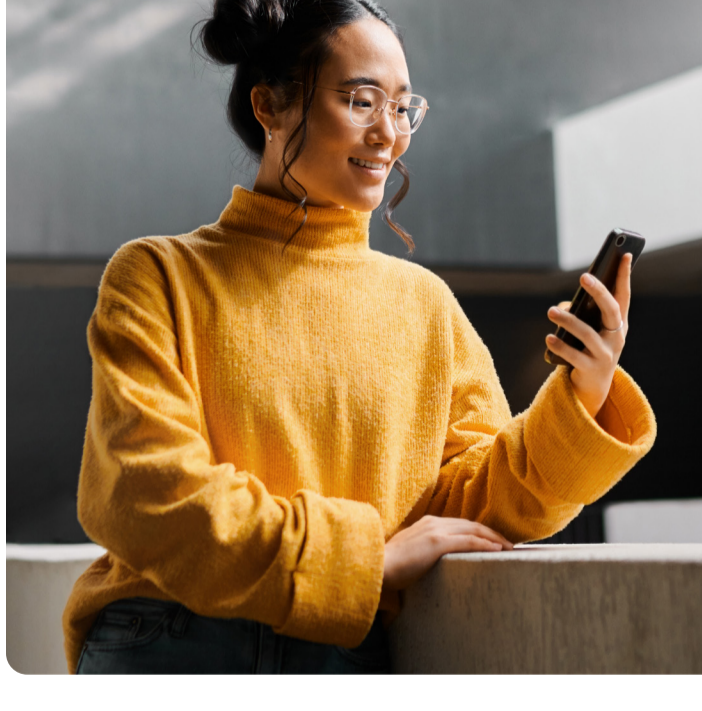


### Did you know?

Health insurance literacy has a meaningful impact on health care experiences—with higher literacy being associated with stronger vitality and better benefit utilization. What's more, is that 75% of people with high health literacy are satisfied with their job benefits; and 94% are satisfied with their insurer.<sup>2</sup>

## How you can close the gap and improve benefit utilization

Personalized and consistent communications are critical to improving employees' knowledge of and engagement with their benefits. The right navigation solution can help improve benefits experiences and bring care to members, while also curbing medical trend and administrative hassles.



Evernorth CareNav+<sup>SM</sup> is a vendor-agnostic solution that makes your benefits ecosystem easier to navigate while reducing benefits and vendor management fatigue. With CareNav+, you can deliver more hyper-personalized experiences, as well as better data integration and vendor performance management.

- Works across multiple health plans and your existing vendor relationships in one platform
- Provides actionable reporting across your benefits and vendor relationships
- Creates motivating and hyper-personalized member experiences
- Directs your members to high-quality care

To explore more insights, access our 2024 Health Care in Focus report.

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