



Employee Benefits Roundtable

5 Trends That Actually Matter For 2020

Meet The Speakers



Meisha Bochicchio

Title: Content Marketing Manager

Fun Fact: Proud Hufflepuff

Furry Friends: Albus (Paw-sival Woof-rick Brian Dulbledox) and (The Great) Gatsby



Neil Mammele

Title: Direct of Demand Generation

(Not so) Fun Fact: Philadelphia Sports Fan

Furry Friends: The Mammele Mutts - Petey and Ollie

Want a Recap? We've Got You Covered!

Yep!

You will receive an email with the webinar recording and slides after today's presentation—hold tight!

We Heard We'd Get SHRM & HRCI Credits?

Yep!

You will receive the codes at the end of the webinar—stay tuned!



Ask Questions!

We'll have 4 interactive polls and a live Q&A session at the end

Quick Poll: What's your role?



Benefits Administrator

HR Swiss Army Knife

Benefits Broker/Adviser

Meisha or Neil's Moral Support

Other

Today's Agenda



Association Health Plans

The Gig Economy


Perks For Parents

Mental Health in the Workplace

Flexible Benefits

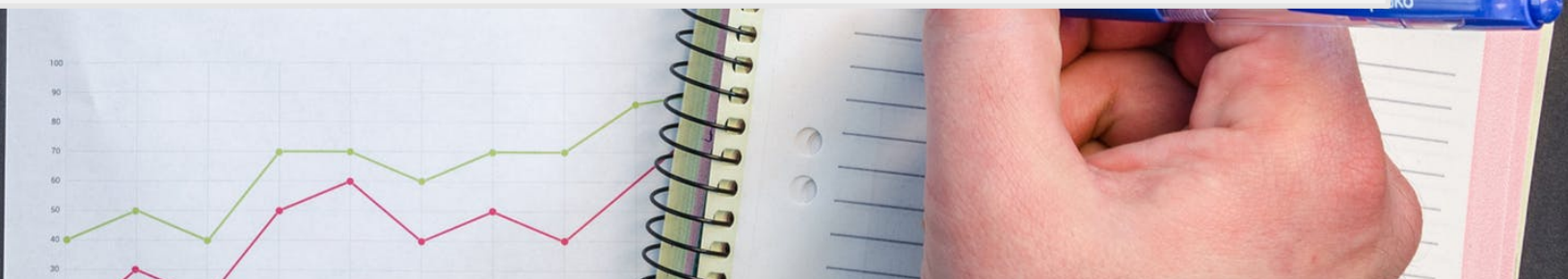


Association Health Plans



Association Health Plans work by allowing small businesses and consortiums, including self-employed workers, to **band together** by geography or industry to obtain healthcare coverage as if they were a single large employer.

Association Health Plans also **strengthen negotiating power** with health care providers from larger risk pools and greater economies of scale.



Legislative Changes

**June
21,
2018**

U.S. Department of Labor
expanded access to
Association Health Plans

New AHP Rules

- Serves at least one **substantial business purpose** other than providing health coverage
- Member employers are either in the **same trade or business** or in the **same geographic area**
- Employer members in some sense **control the AHP** and health plan

“By participating in AHPs, employees of small employers and working owners are able to obtain coverage that is not subject to regulatory complexity and, therefore, can enjoy flexibility with respect to benefit package design comparable to that enjoyed by large employers.”

- Alden Bianchi, Mintz

Expanding Access to Health Care

3+

Million

Estimated number of people that will be covered under an AHP under the new rule

Associations



Land O' Lakes Cooperative Farmer Health Plan



Stark County Schools' Council Consortium



Amazon Prime Logistics



Greater Las Vegas Association of REALTORS



National Automotive Dealers Association

Stark County Schools' Group Consortium

One-person HR team managing **50,000+** members and their dependents

Paper benefits enrollment and manual HR processes

Growing association with a need for a technology-driven benefits platform

----- **Supportive Features** — ACA, eligibility management, COBRA, cost calculations, billing and reconciliation, customizable reporting and EOI management

----- **Increased Growth** — With PlanSource, the association is able to quickly enroll employees and scale their growth

----- **Modern Experience** — Stark County can now offer a technology-driven benefits enrollment for a more personalized and engaging experience

Solution

What Does It Mean For HR?

- More opportunity for brokers, advisers and consultants to advise associations
- Newly formed associations will need flexible tools to manage requirements and compliance
- More negotiation power to drive value and expand access to benefits



The Gig Economy

Quick Poll: Do you currently employ any gig workers?



Yes

No

Not Yet!

Not sure?

Defining The Gig Economy

Gig economy /gig e·con·o·my/

noun:

1. a labor market characterized by the prevalence of short-term contracts or freelance work as opposed to permanent jobs.

"The gig economy is not new—people have always worked gigs...but today when most people refer to the 'gig economy,' they're talking about new technology-enabled kind of work."

- Molly Turner, Haas School of Business

State of the Gig Economy

\$1.28 Trillion

Freelance workers
contributed to the
American economy
in 2018

3-4 x Faster

The gig economy is
expanding 3-4x
faster than the U.S.
workforce as a
whole

80%

Large
U.S. companies
plan to switch to a
flexible workforce

The Gig Economy is Buzzing



35%

U.S. workers are now involved with
part-time “gigs”

However, with growth often comes growing pains. Until recently, there were very few—if any—regulations to protect or rein in use of gig workers.

Change on the Horizon?

On September 18, 2019, the state of California signed a sweeping new regulation that requires employers to provide full wages and benefits to gig workers.



The Cost of Changing Classification



Federal and State Tax Withholding
Anti-Discrimination Protections
Health Care
Pension
Worker's Compensation
Unemployment Insurance

Maybe Not?

The state of Massachusetts passed a similar law in 2004...

And little has changed since.





Has already come forward
stating that they **will not**
change the way they classify
contractors



Other cases (notably, FedEx) have proven that, at the end of the day, **the substance of the working relationship will trump labels**

Gig Economy Isn't Going Away Anytime Soon

84%

Freelancers report
living their
preferred lifestyle

78%

Gig workers say
they're happier
than those
working
traditional jobs

51%

Freelancers would
not go back to
traditional work for
any amount of
money

Evaluate Your HR Tech

Managing Gig Workers

Snag, Upwork, Etc.

Making gig management much easier

Paying Gig Workers

Earnin, FlexWage, Etc.

Offer immediate access to earned wages

Are You Ready?

Things for HR to Consider



If you were required to offer all your contract workers equal pay and benefits, could your company absorb this additional cost?



Is your human resources department prepared for the potential influx of additional human capital?



Do you have a platform in place that can help you efficiently manage employees, administer benefits and maintain compliance?



Perks For Parents

Quick Poll: What parental perks do you currently offer?



Paid maternity leave

Paid paternity leave

Childcare Assistance

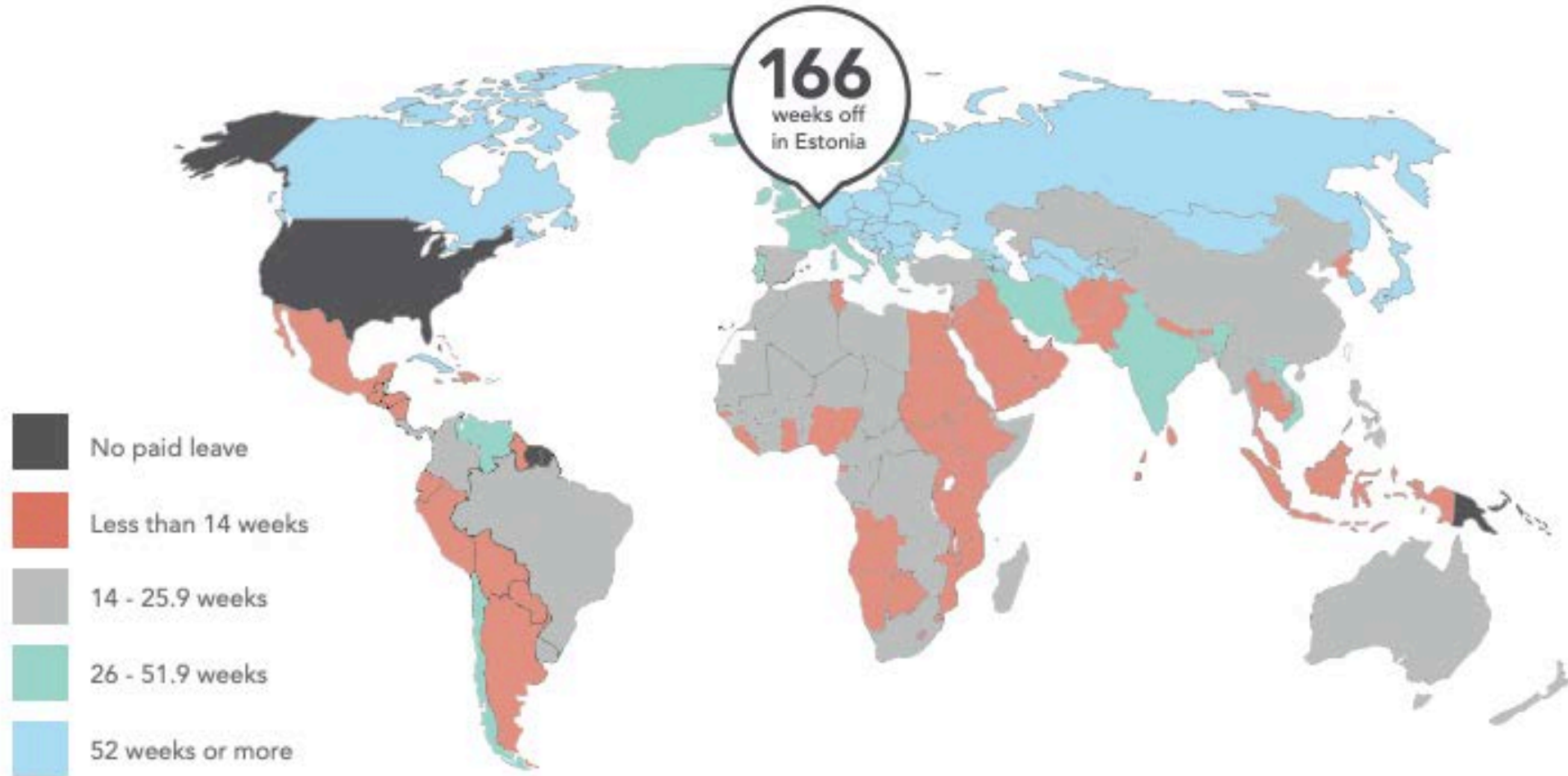
Adoption/Fertility Assistance

Private Nursing Room

Flexible Work Schedule

Current State of Paid Maternity Leave

The United States vs. the Rest of the World



FMLA:

- Does not require paid time off
 - Does not apply to fathers
 - Only protects job for 12 weeks
- Company must have more than 50 full time employees to apply
- Employee must meet minimum employment requirement

FMLA Has Limitations

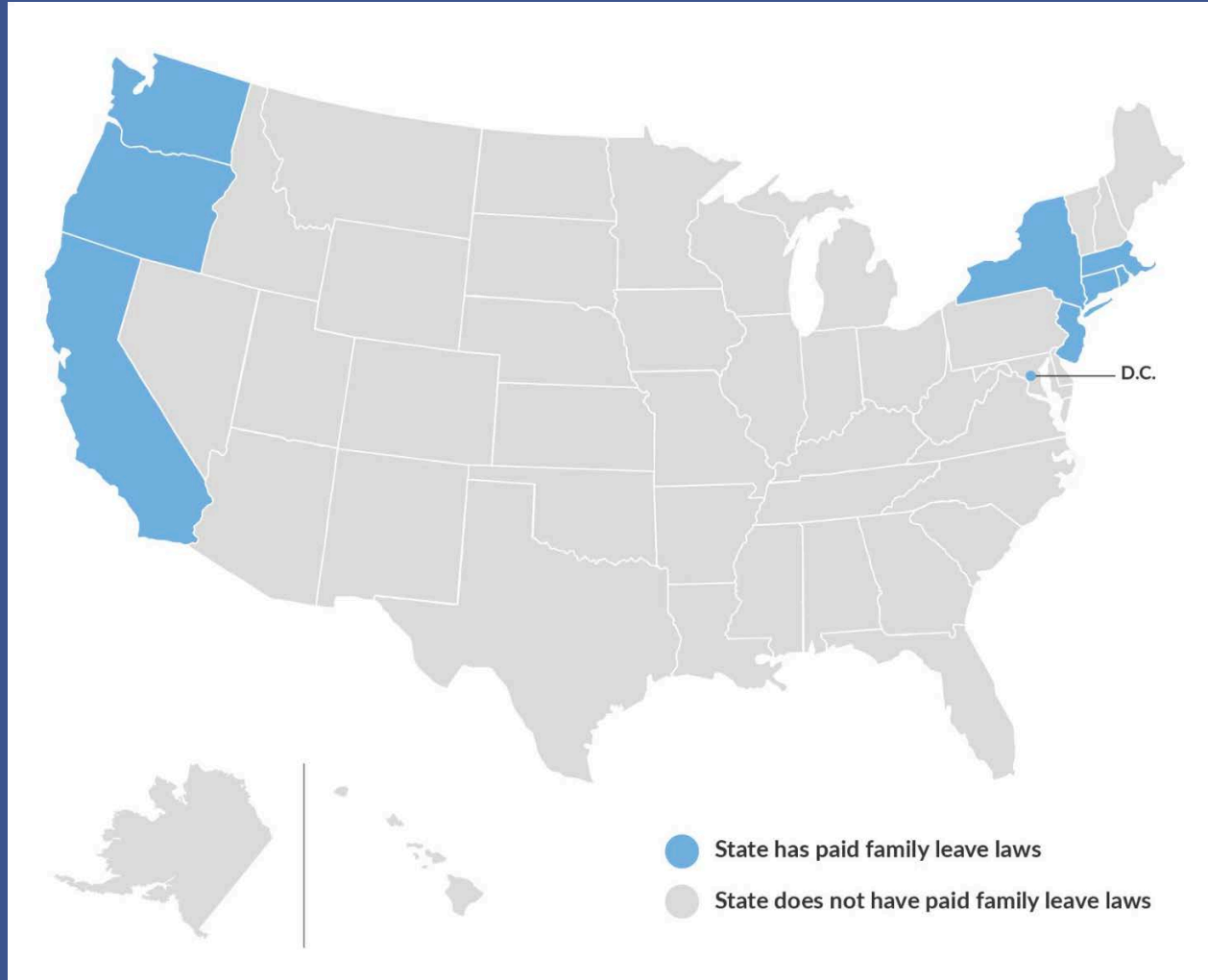


< 60%

Percentage of female workers that qualify for FMLA

States Making a Statement

State Mandate for Paid Maternity Leave



8 states and DC
have passed state-
level paid leave
legislation

The Data Supports Paid Parental Leave



Increased Productivity

Increased Retention

Improve Recruiting

Support Values

Parental Leave by the Numbers

Drive return on investment



80%

Increase in morale



70%

Increase in productivity



87%

No additional cost increases for company



50%

Decrease in turnover after maternity leave when increased from 12 – 18 weeks



93%

How much more likely women who take paid leave are to return to the workforce

Overcoming Obstacles

Coming Soon to a State Near You

Don't wait until mandates come knocking at your door; take these steps to get ahead of paid leave changes that are inevitably coming soon:

- Do your homework
- Start planning now
- Invest in tech



Other Perks For Parents



Private Nursing Space

Adoption or Fertility Assistance Stipend

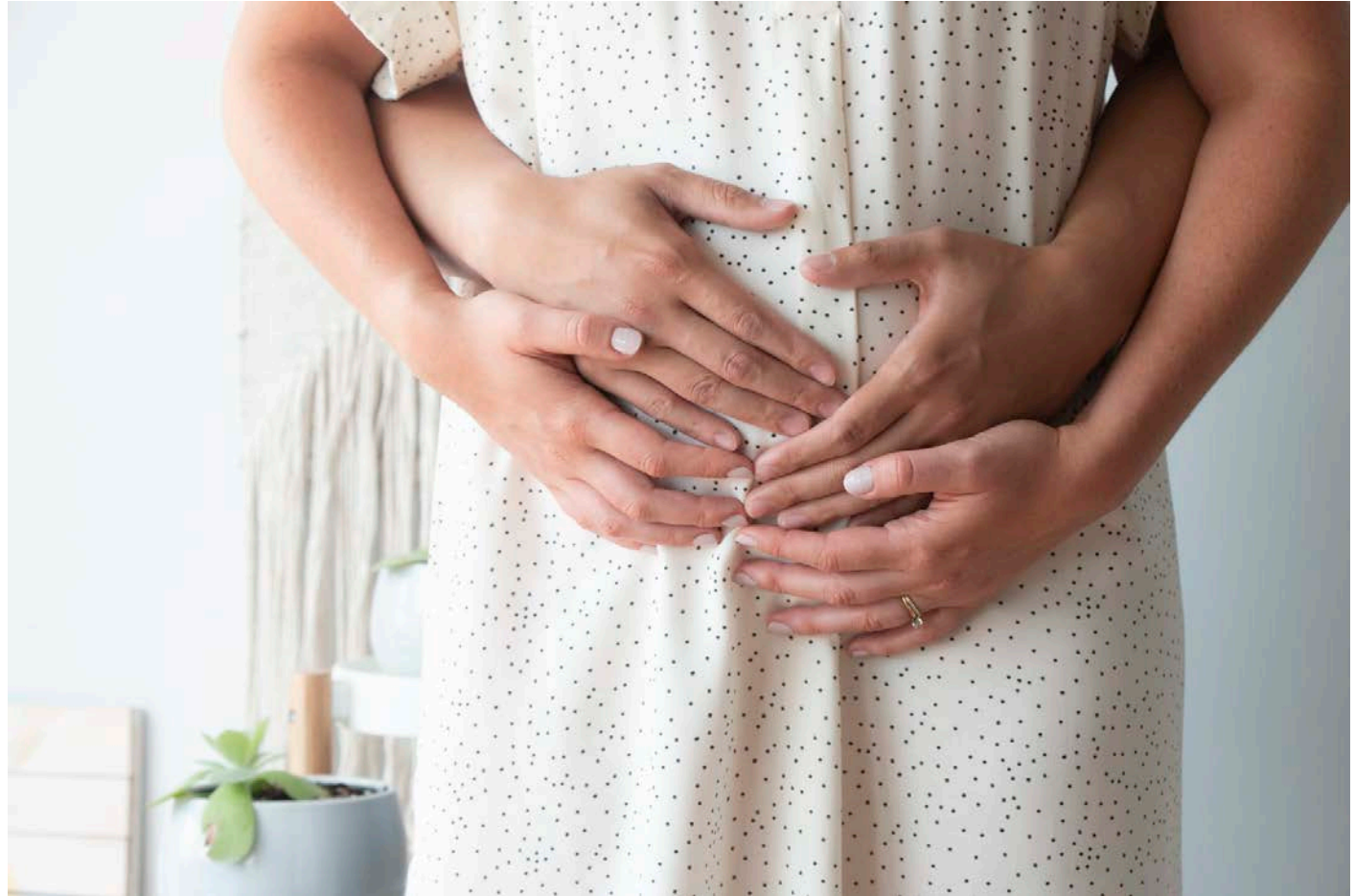
On-Site Childcare / Child Care Assistance

Flexible Schedule

Private Nursing Space



Adoption / Fertility Assistance



Child Care Stipend / Assistance



Flexible Work Schedule





Mental Health in the Workplace

Breaking The Silence

What was traditionally stigmatized as a topic kept far away from the workplace has evolved into a holistic movement that blurs the lines between work and personal life.



Mental Health by the Numbers

\$1 Trillion

How much depression and anxiety cost the global economy in lost productivity

1 in 5

Adults will experience a diagnosable mental illness in any given year

50%

Of those, half will go untreated

Common Mental Health Concerns



Depression

Anxiety

Stress

Addiction

Burnout

The ROI Supports Mental Health

400%

For every \$1 put into mental health treatment, companies see an average \$4 back in improved work and productivity.

The ROI Supports Mental Health

86%

Employees report improved work performance and lower rates of absenteeism after receiving treatment

Mental Health Coverage



Employee Assistance Programs



Mobile Apps



Telehealth Counseling



Addiction Treatment





Flexible Benefits

Quick Poll: Which of these perks do you offer?



Identity Theft Protection
Student Loan Debt Repayment
Pet Perks
Concierge Services
Flexible Stipends

The Modern Shopping Experience

Have you ever unexpectedly seen and purchased something on Amazon because it was just so timely and easy?



Consumer Spend

**\$125
Billion**

Amount consumers spent
over Cyber Weekend 2018

Industries Transformed by Technology

Retail



Travel



Music



Transportation

Uber

...Human Resources?

What if your employee benefits mimicked this easy, convenient and personalized experience that we've all come to know and love?

Katelin Holloway

VP of People
and Culture,
Reddit

"By asking people what they wanted, it affirmed my thesis that people want choices. Because of that, our utilization rates have gone way up."

Identity Theft Protection

```
(), window.confirm(vp.themes.confirmUpdate({
  title: "Update Themes",
  message: "Are you sure you want to update themes?"
})).fadeOut(350, function() {
  // Update themes
  // ...
  e.trigger("themes:update");
  // ...
  // Check for updates
  checkUpdate: function(a) {
    // ...
    // Close full overlay
    $(".close-full-overlay").click(function() {
      // ...
      // Preview
      preview: function() {
        // ...
        // Navigate
        router.navigate(c.router.baseUrl + "/themes/preview/" + themeId);
        // ...
        // Add class
        $(".iframe-ready").addClass("loading");
        // ...
        // Remove class
        $(".iframe-ready").removeClass("loading");
        // ...
        // Trigger preview close
        trigger("preview:close");
        // ...
        // Toggle class
        this.$el.toggleClass("col-lg-12");
        // ...
        // Toggle preview device
        togglePreviewDevice(c);
        // ...
        // Toggle aria-pressed
        $(".aria-pressed").attr("aria-pressed", !this.$el.hasClass("col-lg-12"));
        // ...
        // Toggle disabled
        $(".disabled").attr("disabled", !this.$el.hasClass("col-lg-12"));
        // ...
      }
    }
  }
})), c.view.Themes.updateThemes({
  currentTheme: this.$el.hasClass("col-lg-12") ? "col-lg-12" : "col-lg-12"
});
```

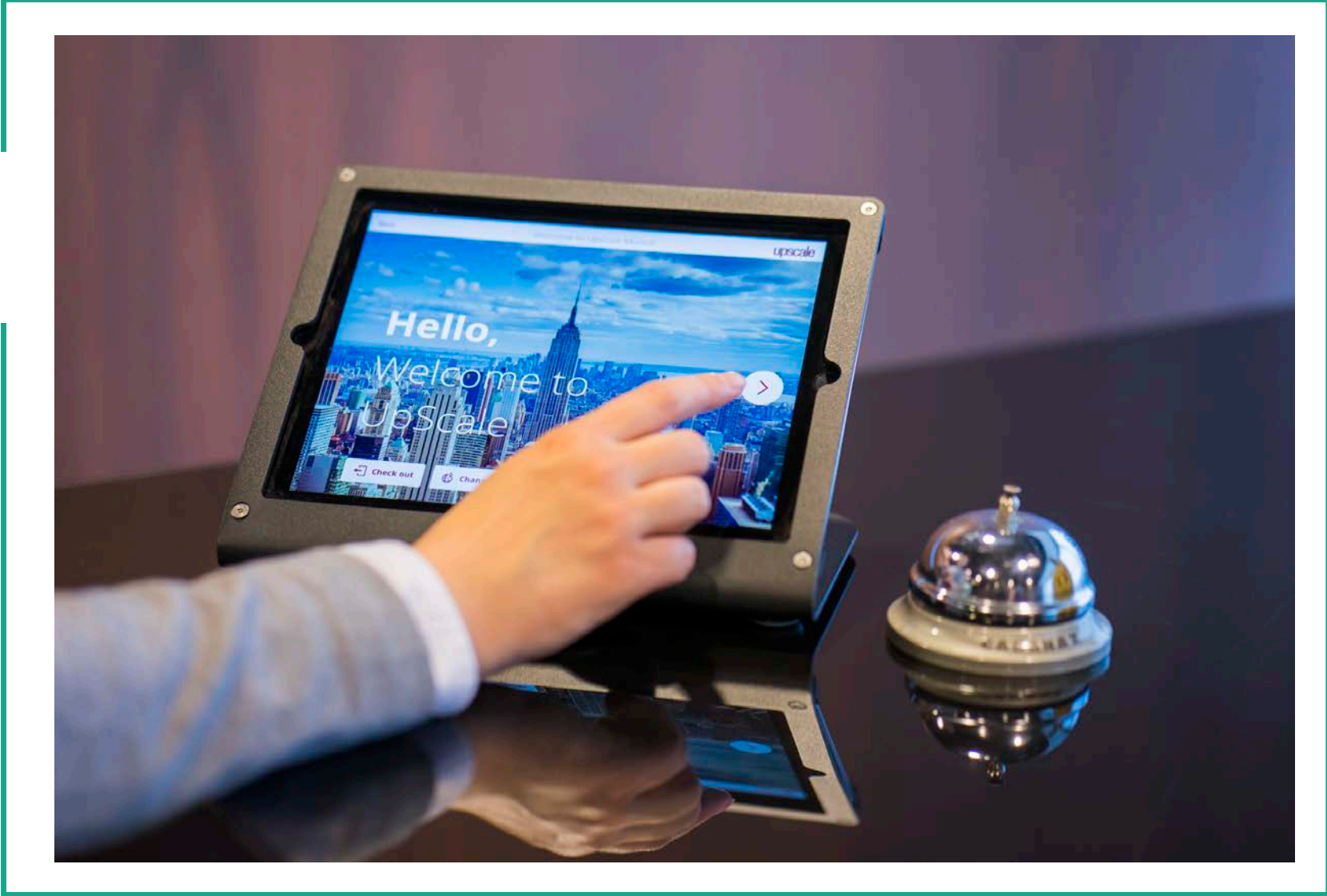

Student Loan Repayment Assistance



Pet Perks



Concierge Service



Flexible Stipends



Final Food For Thought

How do your benefits plans compare?

How can you work towards making benefits more personalized and customizable for each individual employee?

How can better technology help you get there?

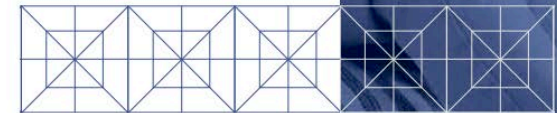
Thank You!

Enjoy our free benefits trends guide—this will be sent in a follow-up email shortly.

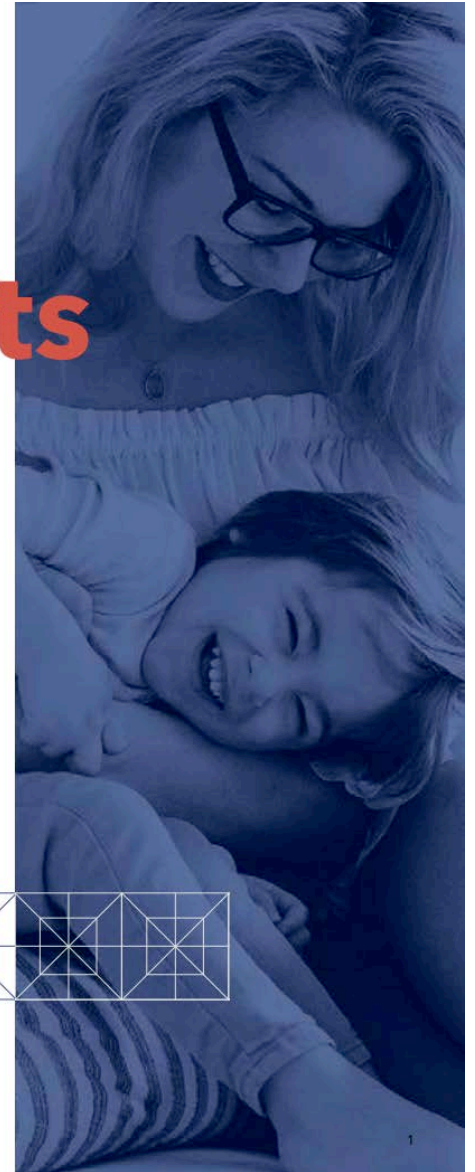
5 Benefits Trends

That actually matter in 2020

Upcoming trends in employee benefits, benefits cost control and benefits technology.



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May 5th – 7th, 2020

Laguna Niguel, California

Visit eclipse.plansource.com to register





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Q&A



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