

TODAY'S BENEFIT ADVISOR: A Vehicle, a Driver, or a Passenger?

Do Employers Need Advisors?



70% of all employers reported having an outside advisor

7 in 10 employers believe that it will be very **difficult** for their company to **obtain benefits without the help of an advisor**.

1 in 5 of these employers are likely to obtain medical as well as nonmedical benefits directly from carriers, given the opportunity.

What Do Employers Value in an Advisor?



3 in 5

believe that their broker is very valuable in addressing these issues:

- ✓ Controlling employee benefits costs
- ✓ Legal requirements and compliance needs
- ✓ Benefit communications and education
- ✓ Managing benefit enrollment process
- ✓ Matching employee benefits to company needs
- ✓ Managing benefits plans

Are benefit advisors the drivers, the passengers, or the vehicle for employee benefits?

The answer is all, depending on their primary functionality for an employer.

For some companies and industries, benefit advisors are the only trusted, secure, open-door vehicle into the benefits marketplace and benefits options. For those employers who heavily depend of advisors' consultative services, they are the steering wheel of the total benefit strategy. And for others, the advisors become the backseat passenger, someone they would gladly leave behind given the opportunity.



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