



Designing the Benefits of the Future: Aligning With the Workforce of Tomorrow

Benefits Are the Cornerstone of Attracting and Retaining Talent

Holistic solutions, curated benefits programs, and AI tools for hyper-personalization will win the future.



Changes in product design and eligibility and a purpose-built marketplace can unlock new possibilities as freelance talent becomes more critical to employers in the future.

61% of employers stated they will be likely to offer benefits to attract and retain the growing segment of freelance workers in the next five years.



A Holistic Approach: Providing Comprehensive Benefits to Meet Diverse Employee Needs

- ▶ Companies need to reevaluate benefits most valued by the next generation of workers and how to engage with them most effectively.
- ▶ Generational bundles and connected experiences are key to unlocking value and satisfying workers with diverse needs.

Brokers Remain Essential but the Landscape Is Evolving

While carriers see brokers as their primary distribution channel, market forces are reimagining that relationship, while other players in the ecosystem exert strength and authority.



Broker capacity is at a critical tipping point and consolidation has unintended consequences.



Brokers are moving to a more consultative relationship with their clients, changing what they value most from carriers.

General agents are likely to gain more traction, particularly in the underserved down market.

Exponential Growth of Leave Management Needs and Services

Absence and leave management are rapidly expanding due to changing worker needs and new regulations, creating significant opportunity for reliable, scalable, plug-and-play solutions.

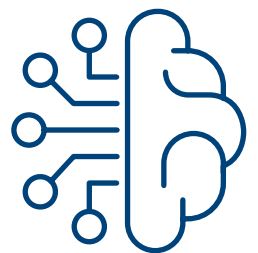
62% of employers currently offer 3 – 7 different types of surveyed leaves, with 5 being the average.

There is opportunity to simplify and provide outsourced solutions to meet this demand.

Digitize or Be Disrupted



- ▶ **Claims journeys** are the priority for further digitization, with AI very much still in “exploratory mode.” Carriers that embrace digital transformation will lead the pack.
- ▶ **4 of the top 5** unmet employer benefits technology needs were regarding claims capabilities, with same-day claims decisions in the top spot.



The Future of Work: Capitalizing on Opportunities to Support a Changing Workforce

As workforce expectations evolve, employers are embracing a more strategic, inclusive, and tech-forward approach to benefits, balancing cost concerns with the need for personalization and flexibility. The integration of digital tools, AI, and broker expertise will enable organizations to better meet the diverse needs of both traditional and freelance talent. Ultimately, those who adapt quickly and holistically will be best positioned to reach this dynamic and evolving market.

To learn more, download the full report, *Harnessing Growth in Workforce Benefits: The Next Horizon*, LIMRA and EY, 2025.