

Help Protect Our Families



Nov. 19, 2021

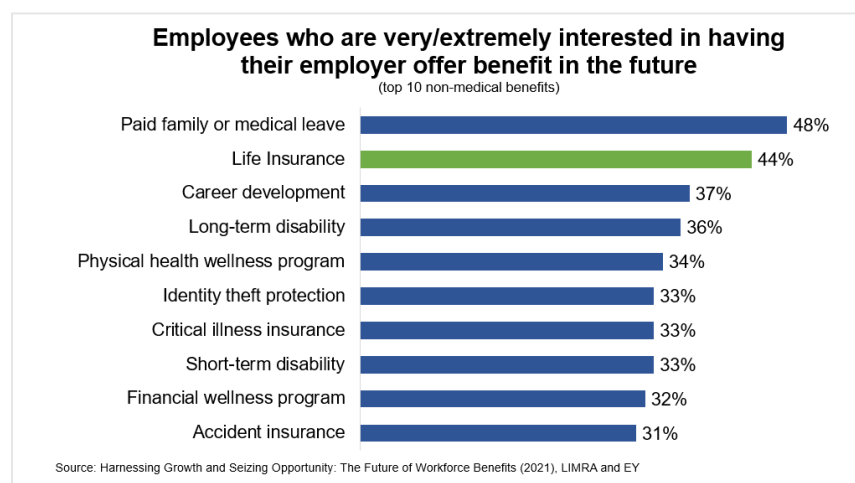
Happy Thanksgiving and thanks for supporting the Help Protect Our Families campaign!

Week 43: This week we share findings from a new workplace benefits study and a new *Executive Insights* video about how workplace life insurance can help address the life insurance coverage gap in the U.S. As always, there are resources to help you continue to raise awareness about the value of life insurance with your colleagues, your sales teams, and consumers.

Reminder: The Help Protect Our Families toolkit will not be published next week to accommodate the Thanksgiving holiday, we will post and distribute the next toolkit on Friday, Dec. 3.

New Workplace Benefits Study Finds Life Insurance Benefit a Priority for U.S. Workers

A new study by LIMRA and EY reveals life insurance is one of the top non-medical benefits valued by workers. In total, 44% of workers say — whether or not they currently have life insurance coverage offered by their employer — they would be very or extremely interested in their employers offering life insurance as a benefit in the future. This is the second most popular non-medical benefit, just below paid family or medical leave (48%).



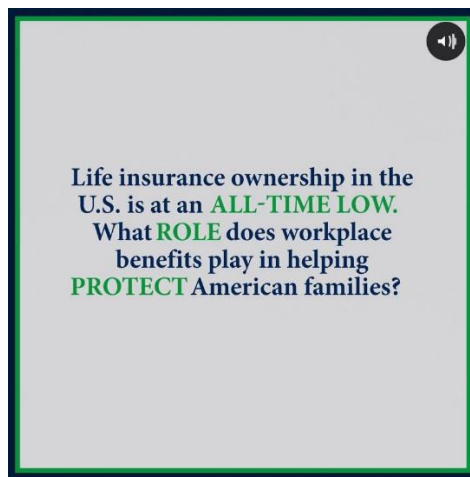
Similarly, a majority of employers (53%) said their employee will be very or extremely interested in life insurance in the future. This is the top non-medical benefit of interest cited by small and midsize employers and among the top four benefits cited by large employers. The study shows employers with more educated and higher-paid workers and those whose businesses are actively growing expected their employees to be more interested in life insurance.

The study shows employers need help educating their employees about their benefits. Only about half of workers say they understand their life insurance benefit very well and just 41% of workers think their employers communicate the life insurance benefit effectively. This lack of understanding often prevents workers from signing up for one or more of their benefits. If insurance benefits providers play a greater role in educating workers about their life insurance benefit, it could help empower workers to choose to get the life insurance coverage they need to protect their loved ones and reduce the existing coverage gap in the U.S.

To learn more about the findings, visit: [Harnessing Growth and Seizing Opportunity: The Future of Workforce Benefits.](#)

New Video: Workplace Life Insurance Benefits Offer an Easy and Affordable Way for Americans to Protect Their Loved Ones

According to recent LIMRA research, almost half of Americans (48%) are uninsured and many more are underinsured. In this week's video, three workplace benefits leaders talk about the important role workplace life insurance can play in protecting families' financial security.



Click on image or visit: [Workplace Life Insurance Benefits Offer an Easy and Affordable Way for Americans to Protect Their Loved Ones](#)

Thanks to the following executives for taking the time to share their insight and expertise:

- David Healy, senior vice president, Group Benefits, Sun Life U.S.
- Todd Katz, executive vice president, Group Benefits, MetLife
- Jamie Ohl, executive vice president, president, Workplace Solutions, head of operations and brand, Lincoln Financial Group

We encourage you to download and share this video on social media using #HelpProtectOurFamilies.

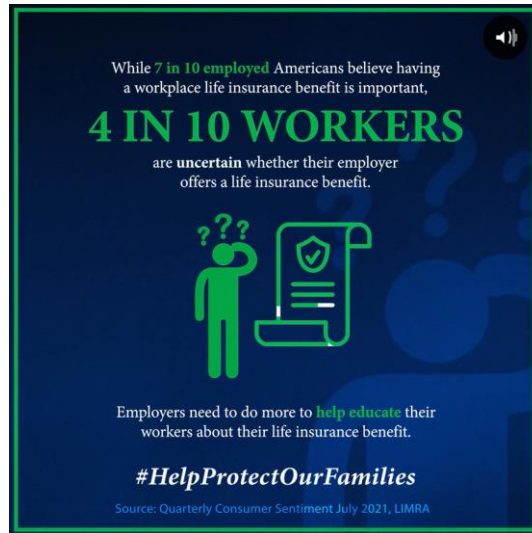
Visit the [Help Protect Our Families page](#) for new articles and resources. Please share this information with your colleagues and clients and use [#HelpProtectOurFamilies](#) in your social media posts so we can continue to track how the message is being magnified throughout the industry!

1. A [Crump Insights podcast](#) David Levenson spoke to podcast host Brian Bushlach about the U.S. life insurance coverage gap and what our industry is doing to help close it, highlighting the industry's pivot to more digital solutions during the pandemic and providing insights on certain underserved markets. *Please share with your colleagues so they can better understand the underserved markets that need our help getting the coverage to protect their families' financial security.*
2. An [MDRT article](#) discussing why couples should have life insurance coverage for both partners – even if one spouse/partner doesn't work. According to LIMRA research, half of Americans believe spouses/partners should have the same amount of coverage. *Please share with your sales teams to remind them why it is important to ensure both spouses/partners are adequately covered to protect the family.*
3. On Demand event:

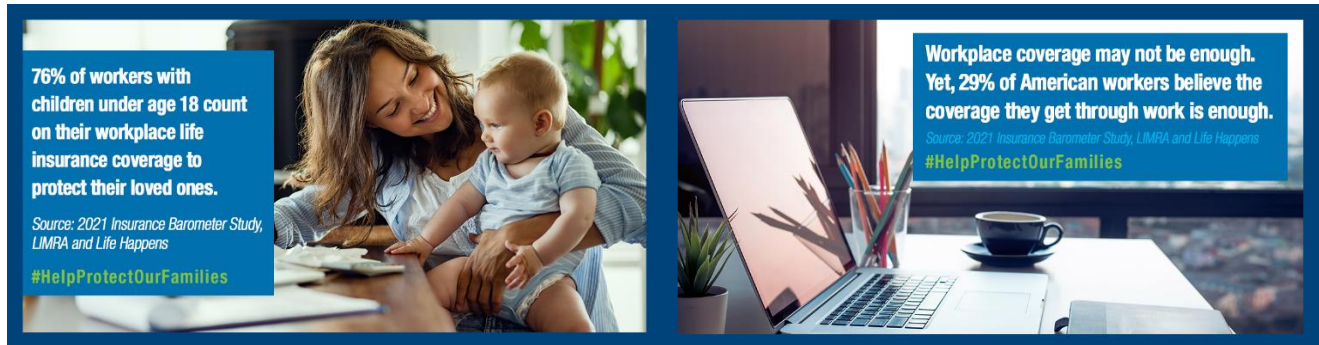
LIMRA Webinar: [5 in 15: The Five Things You Need to Know About Workplace Life Insurance in 15 Minutes](#). In case you missed it, watch Pat Leary, corporate vice president, LIMRA Workplace Benefits Research, discuss the five things you need to know about the changing landscape of workplace life insurance benefits in 15 minutes.

4. Finally, three items to post on social media.

We recommend you post these on your intranet, your corporate social media accounts, and/or ask your leaders to share them on their own accounts. Remember to use the hashtag [#HelpProtectOurFamilies](#) in your social media messages.



[Click](#) for animated social media post



People who wish to subscribe to receive the toolkit can do so by visiting www.limra.com/helpprotectourfamilies and clicking on the 'Subscribe for Updates' button.