



5 SIMPLE STRATEGIES FOR SELLING WELLBEING BENEFITS

Grow revenue and make yourself more vital to your clients



Employee wellbeing matters to your clients.

Workplace wellness has always been a hot topic, but more employers are expanding their approach to prioritize holistic wellbeing and create more supportive workplaces.¹ When done right, improving employee wellbeing can help your clients manage long-term costs, attract and retain top talent, boost productivity and improve workplace culture.²

Use these five strategies to help you insert workplace wellbeing into your sales discussions, deliver innovative solutions and deepen your client relationships.



1 Emphasize the far-reaching impacts

When employees are thriving, they're **32%** less likely to be looking or actively seeking another job.² Taking steps to improve workplace wellbeing is a smart strategy for any organization, regardless of size or long-term business goals. It can help:

- » **Make an impact without a significant financial investment**
- » **Improve recruitment and retention**
- » **Create a culture that is aligned with employee values and needs**
- » **Highlight their company's investment in employee health and satisfaction**
- » **Foster employee engagement and productivity**



2 Do more than quote

Only **21%** of U.S. employees strongly agree that their organization cares about their overall wellbeing, which means there's significant opportunity for employers to do better.² Start by educating your clients on the importance of wellbeing and how it differs from physical health and wellness. Holistic wellbeing solutions should address:³

- » **Physical wellbeing**
- » **Financial wellbeing**
- » **Mental, social and emotional wellbeing**



*Employees who are thriving are **32%** less likely to seek another job.²*



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3

Use ancillary benefits to deliver holistic wellbeing solutions

Ancillary benefits, such as dental, vision, life, disability, supplemental health and accident insurance allow employers to provide a wide range of customizable wellbeing benefits without adding significant work or cost for the business.

- » **Dental and vision products offer preventive care solutions and help people lead healthier, happier and more productive lives.**
- » **60% of employees link economic worries to reduced performance at work, which could cost corporations as much as \$300 billion.³**
- » **Accident, disability, supplemental health and life insurance can help alleviate financial stresses, so employees know their incomes and families' wellbeing are protected.**



60% of employees link economic worries to reduced work performance.³

4

Include mental health resources and support

Employee mental health needs have skyrocketed in recent years, and **36%** of employers say expanding access to mental health services is a top healthcare initiative.⁴

- » **An Employee Assistance Program (EAP) offers behavioral health support for employees struggling with work and life concerns.**
- » **Programs such as Life Assist Services can help employees handle stresses related to travel, identity theft and the loss of a loved one.**
- » **Other strategies include offering employees more flexibility through hybrid work, reduced schedules, and paid or partially paid leaves of absence.**



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5

Help clients see the long-term cost-savings

Providing employees and their families with the support to stay well may help decrease future healthcare costs.

- » **1 in 3 employees report not being in good health or being in fair health, and 1 in 5 has a chronic health condition.⁵**
- » **Preventive eye and dental exams can help detect early signs of certain chronic conditions like heart disease and diabetes, which may drive high-cost medical claims.^{6,7}**



1 in 5 employees has a chronic health condition.⁵

How Renaissance Can Help You Stand Out

Renaissance dental, vision, life, disability, supplemental health and accident insurance solutions help support employee mental health and wellbeing. Together, we can help your clients attract and retain employees in a competitive job market.

Visit RenaissanceForBrokers.com to discover more about our products and services.

¹ Pritchard, Kate. "What is 'wellbeing washing,' and is your org guilty of it?" Human Resource Executive, Dec. 2023. hrxexecutive.com/what-is-wellbeing-washing-and-is-your-org-guilty-of-it/. Accessed July 2024.

² Gallup, "What is Employee Wellbeing? And Why Does It Matter?" gallup.com/workplace/404105/importance-of-employee-wellbeing.aspx.aspx. Accessed July 2024.

³ Bunch, Will. "Financial wellness: How HR can step up and 'be deliberate,'" Human Resource Executive, Feb. 2023. hrxexecutive.com/financial-wellness-how-hr-can-step-up-and-be-deliberate/. Accessed July 2024.

⁴ Kawamoto, Dawn, "As employees call for more wellbeing support, how HR can help." Human Resource Executive, March 2024. hrxexecutive.com/as-employees-call-for-morewellbeing-support-how-hr-can-help/. Accessed April 2024.

⁵ Mercer Marsh Benefits. "This Is Health | Point of View Series. Balancing cost and empathy in employee benefits," 2020. marshmclennan.com/content/dam/mmc-web/insights/publications/2020/september/gl-2020-this-is-health-balancing-cost-and-empathy-in-employee-benefits-pov.pdf. Accessed July 2023.

⁶ Mayo Clinic. "Oral health: A window to your overall health." March 2024. mayoclinic.org/healthy-lifestyle/adult-health/in-depth/dental/art-20047475. Accessed July 2024.

⁷ Klunk, Elizabeth. "Comprehensive managed vision care is more than mere 'medical management.'" MedCity News, Sept. 2019. medcitynews.com/2019/09/comprehensive-managed-vision-care-is-more-than-mere-medical-management/. Accessed July 2024.

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