

2020 ED EX

5 Ways to Show You Care: Helping your employees understand the value of their benefits

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Agenda



Employee attitudes towards benefits (pre-COVID)



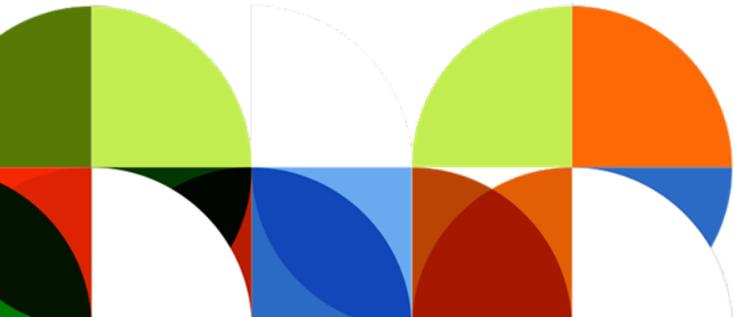
Employee attitudes towards benefits (current)



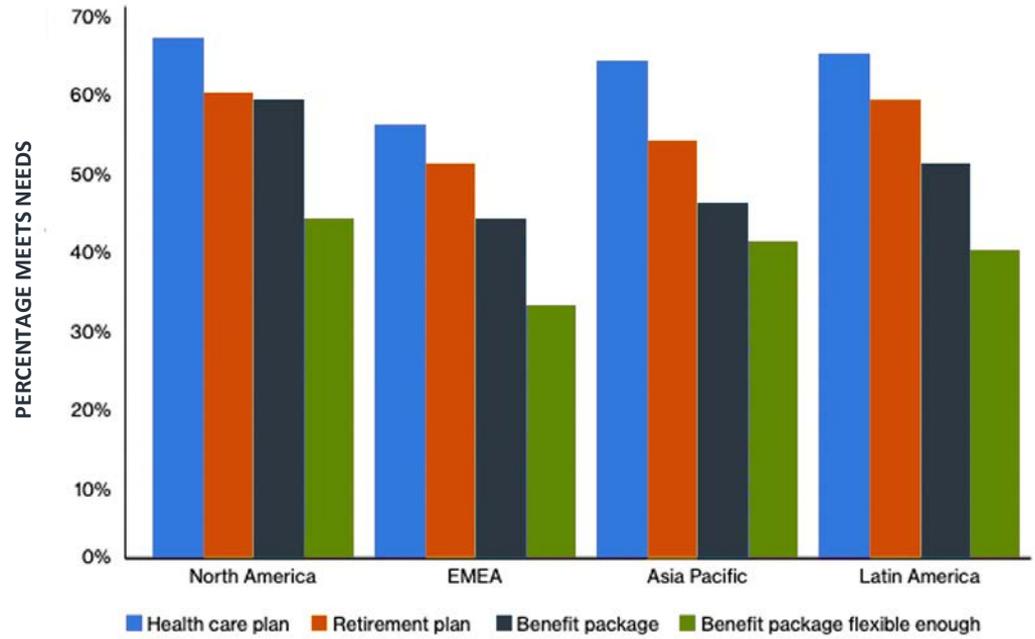
Five ways to show you care



Employee attitudes towards benefits (pre-COVID)



Employees appreciate core benefits, but would like more flexibility and choice



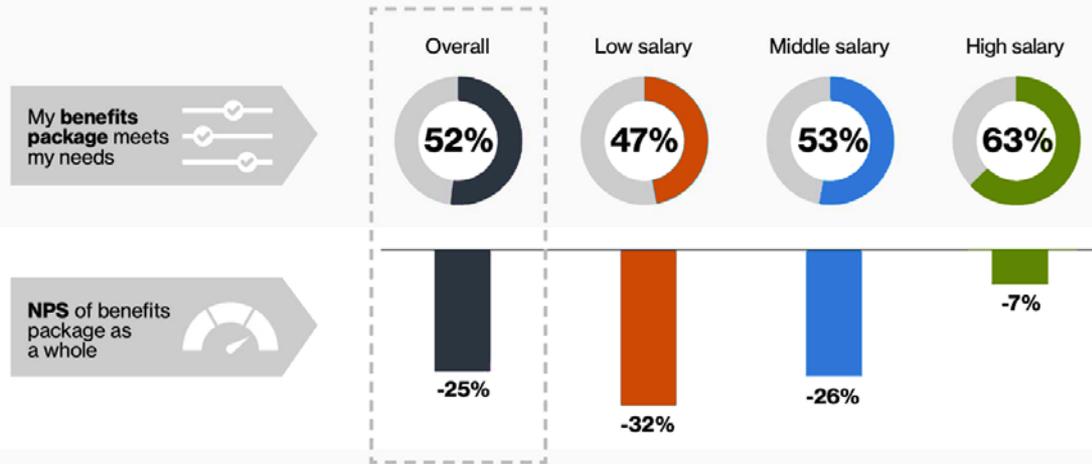
Source: Willis Towers Watson 2017 Global Benefits Attitudes Survey



Employee attitudes towards benefits (pre-COVID)



Employee views on their benefit deals



Sample: All employees. Except U.S. and Canada, full-time employees only.



Employee attitudes towards benefits (current)

75%

of adults agree that due to the pandemic, they feel that access to benefits through an employer is more important than ever before.

72%

agree that a strong benefits package (including life insurance, disability insurance and other non-health benefits) is a big part of why they stay at their job.

52%

agree if better benefits were offered, they'd be willing to take a chance on a new job.



Employees are even more focused on benefits

One year ago, $\frac{2}{3}$ of employees felt that benefits were an important part of their compensation, but this has jumped 10 percentage points in 2020. They are now significantly more likely (+14%) to say that benefits would keep them at a job.

77%

Employer-sponsored benefits are a key part of one's overall compensation

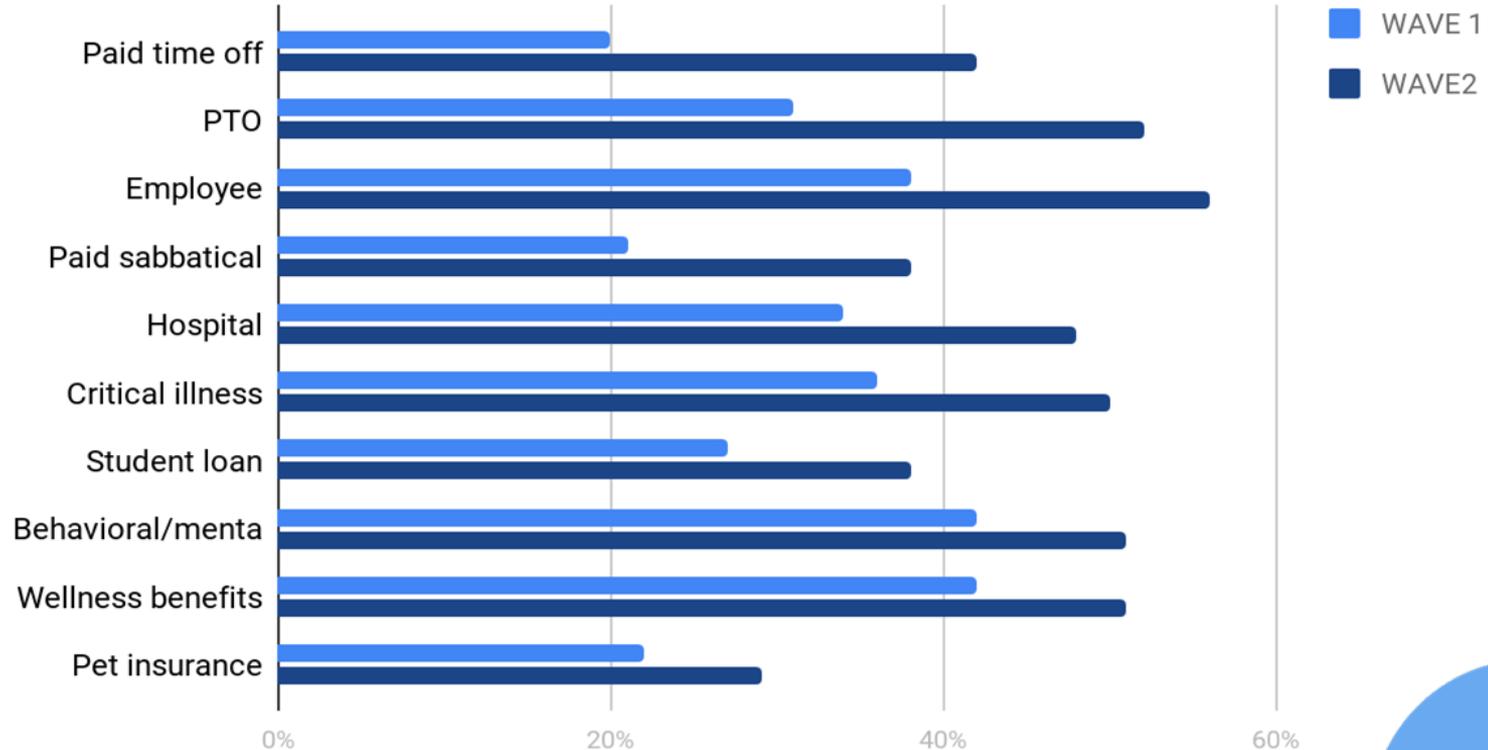
70%

A person should be able to rely on their employer for more than just a paycheck, including to help take care of other financial, physical and mental needs

51%

They feel a lot of pressure to make the right benefits choices this year

Employers increased interest *(from wave one to wave two of the study)*



Source: The Hartford's Future of Benefits Study



69% of employers say they are
either mostly or fully responsible for
making sure employees understand
the benefits offered



Employee understanding



65%

Benefits communication is a high priority for most organizations.

19%
of organizations believe that their employees have a high level of understanding their benefits.

\$\$\$ 2/5

organizations have budgets specifically devoted to benefits communication.

Of those organizations, **25%** will likely increase their budgets next year.

The top challenges with benefits communication are:



participants do not open/read materials



participants do not understand materials



participants do not perceive value in their benefits

The communication strategies with the highest success rates are:

81%
Communicating by life stage

75%
Leveraging word of mouth

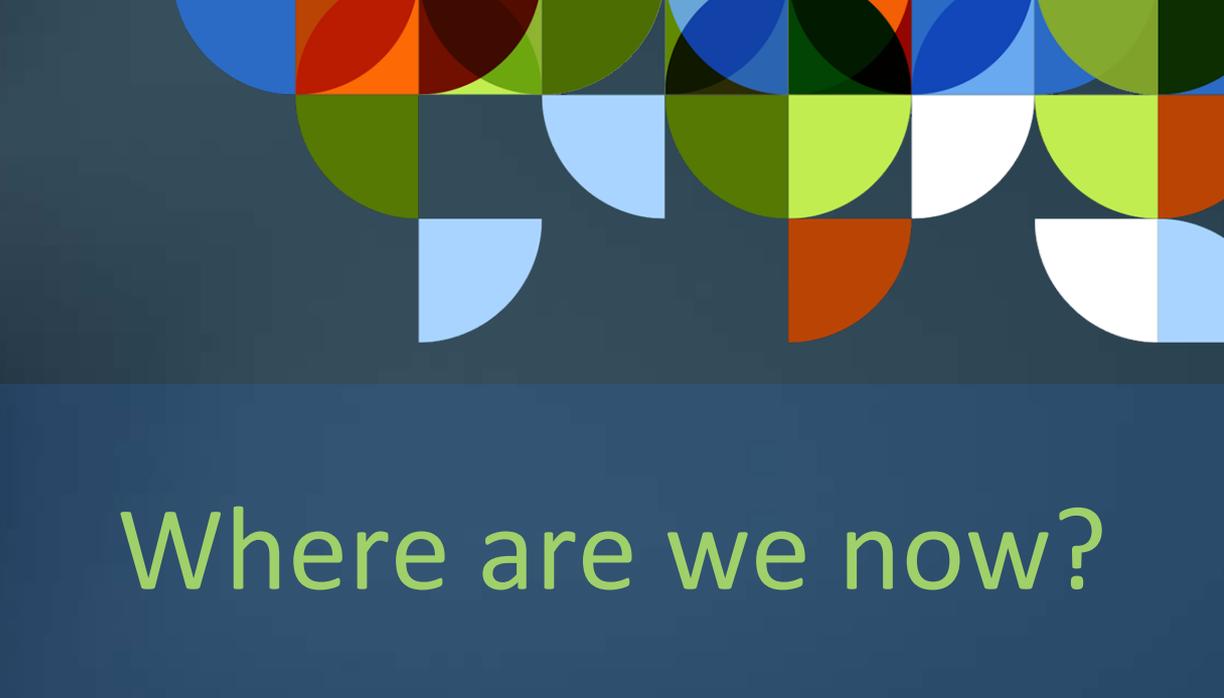
73%
Customized communication for multiple generations

79%
Year-round communication

74%
Communicating in multiple languages

72%
Simplifying complicated benefits content



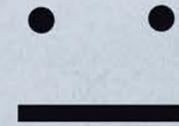


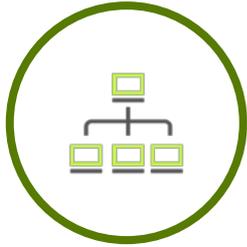
Where are we now?



1

Survey Regularly





CATEGORY

Health, wellness, and work-life benefits surveyed



INSURANCE

Health plan, dental, vision, health navigator, EAP, online health decision tool, life insurance, supplemental life insurance, retiree medical, long-term care insurance, short-term disability, long-term disability, supplemental long-term disability, accidental death and dismemberment, critical illness and injury



WELL-BEING

Wellness program, fitness (on-site or reimbursement), cafeteria (on-site or paid), meditation, online health coach, mental health support, telemedicine, chronic illness program, health center



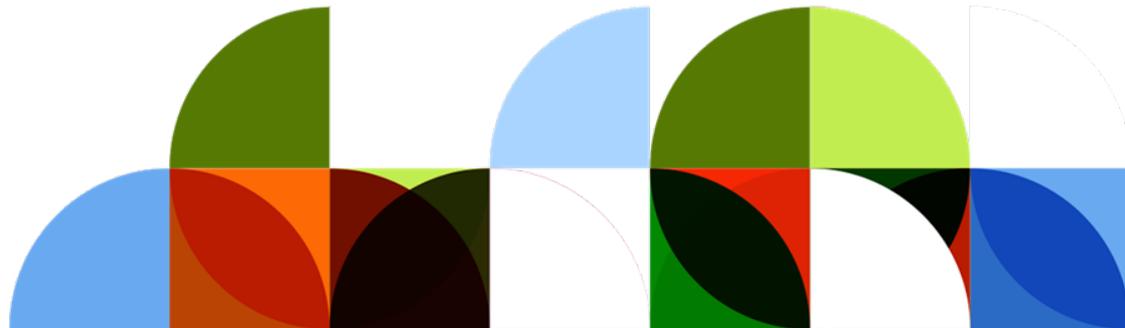
FAMILY & FINANCE

Parental leave, HSA, HSA funding, HCFSAs, FSA, daycare (on-site or reimbursement), dependent care/elder care



TIME AWAY

Leave of absence, flextime, remote work, vacation/PTO





2

Leverage Technology

Save Money with the Flexible Spending Accounts

Sentinel Benefits

CONTACT OR TALK WITH SENTINEL



Save Money with the Flexible Spending Account

Odds are that you will have health care expenses during the year. The Health Care Flexible Spending Account (FSA) gives you a chance to set aside funds before you pay taxes to be used for health care costs. This lowers your taxable income, so you end up keeping more money in your pocket.



3

Provide A Holistic
Picture

TOTAL Compensation 2019 Statement

Sample Person
Address 1, Address 2
City, State, Zip



MY TOTAL COMPENSATION & BENEFITS

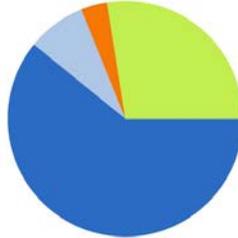
\$75,322

My Pay
\$59,978



■ Salary/Wages ■ Bonus ■ Commissions

What My Employer Contributes
\$15,344



■ Healthcare ■ Retirement Savings ■ Protection
■ Social Security/Medicare

Your Benefits	Your Contributions	Company Contributions	Total Contribution:
▶ Health Insurance	\$4,500.00	\$9,000.00	\$13,500.00
▶ Retirement Savings	\$2,500.00	\$1,250.00	\$3,750.00
▶ Dental Insurance	\$262.00	\$236.00	\$498.00
▶ Vision Insurance	\$100.00	\$100.00	\$200.00
▶ Health FSA	\$2,500.00	\$0.00	\$2,500.00
▶ Dependent FSA	\$5,000.00	\$0.00	\$5,000.00
▶ Life and AD&D Insurance	\$125.00	\$500.00	\$625.00
▶ Short-Term Disability Insurance	\$0.00	\$18.00	\$18.00
▶ Long-Term Disability Insurance	\$0.00	\$32.00	\$32.00
▶ Social Security & Medicare	\$4,207.50	\$4,207.50	\$8,415.00

Your Future Financial Security



Congratulations! Saving 10% of your pay allowed you to maximize your matching contribution from ABC, Inc.. As you consider other areas to build your financial health and confidence, we wanted to make you aware of additional tools to help you navigate your "next best decision".

DO YOU HAVE FINANCIAL QUESTIONS?

- ▶ "What's the best way to tackle my debt?"
- ▶ "Why is improving my credit score important and how do I do it?"
- ▶ "How much should I save for emergencies?"

YOU'RE NOT ALONE. WE CAN HELP!

1 Personal Coaching

Are you curious what other strategies you should consider, but don't know where to begin? Schedule an appointment to speak with your dedicated Financial Planner!

Planner Name
first.last@sentinelgroup.com

2 Digital Coaching

FINANCIAL FINESSE is a user-friendly online platform that helps you identify your financial goals and helps you stay on track with friendly reminders.

Start your assessment:
secure.financialfinesse.com/flc/sample



4

Event-Based Messaging

Qualifying Event Checklist

Employee Name

Job Title

	Change in Legal Marriage Status	Date of Change	Required Documentation
<input type="checkbox"/>	Marriage		Marriage certificate
<input type="checkbox"/>	Divorce/Annulment		Divorce decree/Court ruling verifying annulment
<input type="checkbox"/>	Legal separation		Court order verifying legal separation
<input type="checkbox"/>	Death of spouse		Long form death certificate
<input type="checkbox"/>	Domestic partnership		Domestic partner certificate

	Change in Dependents	Date of Change	Required Documentation
<input type="checkbox"/>	Birth		Birth certificate
<input type="checkbox"/>	Death		Long form death certificate
<input type="checkbox"/>	Adoption		Court order for adoption/placement for adoption

	Gain or Loss of Other Group Coverage	Effective Date	Required Documentation
<input type="checkbox"/>	Medical		Carrier verification of new group policy with effective date
<input type="checkbox"/>	Dental		Carrier verification of new group policy with effective date
<input type="checkbox"/>	Vision		Carrier verification of new group policy with effective date

	Change in Employment Status of Employee or Spouse	Effective Date	Required Documentation
<input type="checkbox"/>	Loss of employment		Termination documentation or unemployment application
<input type="checkbox"/>	Termination/Rehire within 30 days		Employee change/Termination form
<input type="checkbox"/>	Change in part-time or full-time status		Employer documentation stating changes in time-status and benefit eligibility
<input type="checkbox"/>	Leave of absence		Employer documentation stating employee has commenced or returned from leave
<input type="checkbox"/>	Military leave that qualifies under the Uniformed Services Employment & Reemployment Act of 1994 (employee or spouse)		Copy of the order or other notification indicating call to duty for uniformed services

LIFE

DCAP

EAP





5

Share
Successes

ROGER & SUSAN COLLINS

Ages 35 & 36, two children, ages 2 & 4



Healthcare Related Expenses

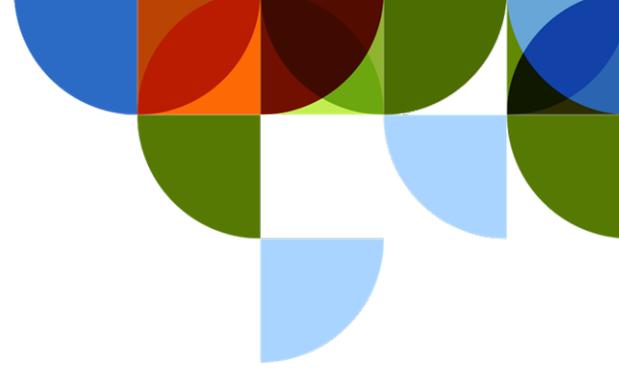
Well Baby Visit Co-Pays	\$50
Children Sick Visit Co-Pays	\$75
Roger's Prescription	\$100
Susan's Contact Lenses	\$350
Roger's Extensive Dental Work	\$225
Family Prescriptions	\$235
Total Eligible Expenses	\$1,035

Tax Savings with an FSA

Healthcare FSA	\$1,035
Dependent Care FSA	\$5,000
Total Expenses	\$6,035
Marginal Tax Rate	33%
Estimated Tax Savings	\$1,991.50



Key Takeaways



Employees need you more now than ever, but still lack understanding on this topic.



The traditional benefit communication methods simply won't cut it anymore—especially in 2020.



Find new ways to be creative in getting employee benefit information in front of your employees. Doing so will help them understand the true value of what you're providing them.

THANK YOU!



Questions?

Please use the Slido panel to ask questions or participate in polling during the sessions.

This Program, ID No. 534681, has been approved for 5.00 HR (General) recertification credit hours toward aPHR™, aPHRi™, PHR®, PHRca®, SPHR®, GPHR®, PHRi™ and SPHRi™ recertification through HR Certification Institute® (HRCI®).

