

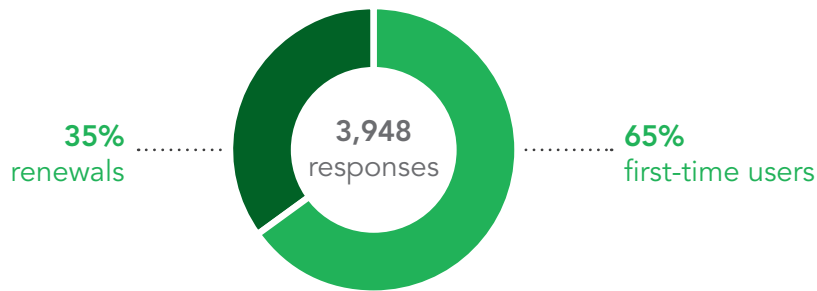
Employee Engagement on Private Exchanges

Liazon's recent survey underscores the significant effect private exchanges have on employee happiness and engagement.

Employee engagement on private exchanges

About our study

Starting in 2013, Liazon has surveyed thousands of employees about their experiences using Liazon Exchanges. Our latest survey targeted employees with 2015 Open Enrollment dates.



What we learned

Price transparency, when combined with comprehensive education and decision support, makes employees better, more informed shoppers. By giving them money and letting them buy what's right for them, they are decidedly more engaged in their health care decisions and more aware of the overall value of their benefits.



Satisfaction

92%

of employees were satisfied with the marketplace.



Engagement

83%

of employees became more engaged in their health care decisions.



Employee Retention

72%

of employees are more likely to stay with their employer.

Perception is not always reality

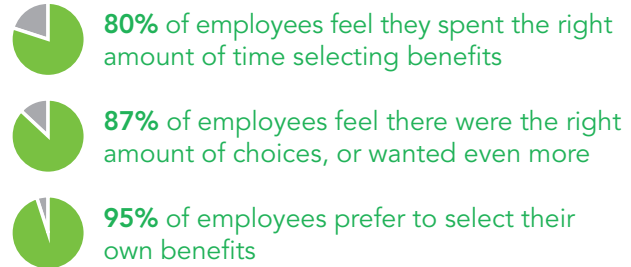


Employer Concerns

- ⚠ Employees will be burdened by the time investment
- ⚠ Employees will be overwhelmed by choice
- ⚠ Employees would rather have their employer choose their benefits for them



Employee Truths



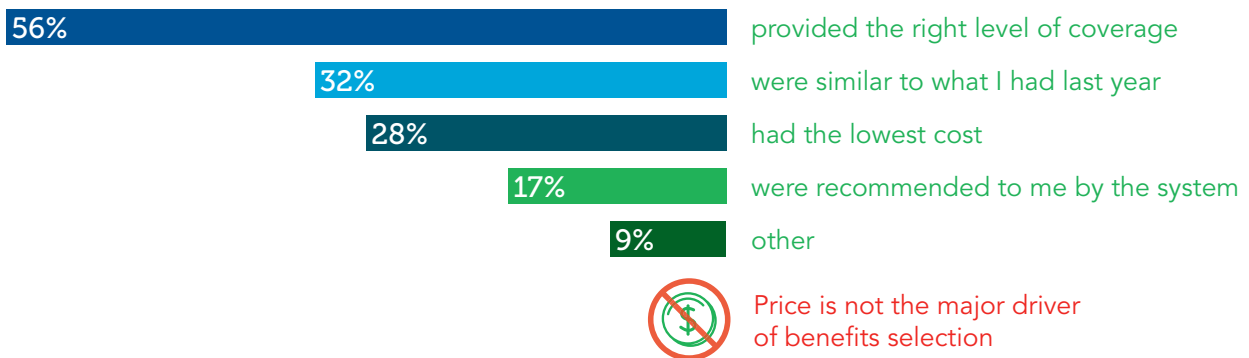
Employees are thoughtful about their selections on an Exchange

Employees are leveraging the education and comparison tools they're being offered to make the best selections.

- **83%** found the recommendation engine to be helpful
- **84%** of those who used the educational tools found them to be helpful

And they're being thoughtful about the choices they're making.

Employees were asked why they chose the benefits they did:



Most importantly, employees are satisfied with the choices they're making.

One year later, **9** out of **10** employees are satisfied with the benefits they selected on the Exchange.

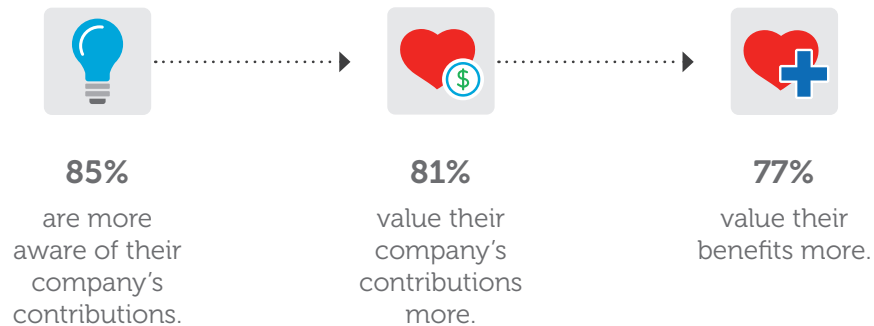


Employees are becoming better, more engaged benefits consumers.

The survey reveals an evolution of how people choose, and engage with, their benefits after moving to a Private Exchange. It turns out that they gain a much better understanding of their benefits and what they entail.

- **83%** are more aware of their medical costs
- **79%** better understand what their health insurance covers
- **81%** better understand what their other benefits cover

Educated employees value their benefits more



But don't take our word for it...take theirs!



I liked that I had an option to choose a coverage plan that suited my personal needs, rather than being lumped together with others in different situations.

It was great to see the direct impact various choices made to my overall costs.

I loved being able to choose everything on my own.

The suggestions made it easy to pick the right coverage for me and my family.

Much better than completing paperwork.

I liked having the ability to select products based on my needs this year. Individualized and flexible.

The explanations were simple enough for me to make an informed choice.

