

3 TIPS TO BETTER VOLUNTARY ENGAGEMENT

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A STEEP CHALLENGE

- ▶ Employees lack time to explore their voluntary options
- ▶ They aren't aware of the protections these benefits provide
- ▶ They don't appreciate the price-to-value equation

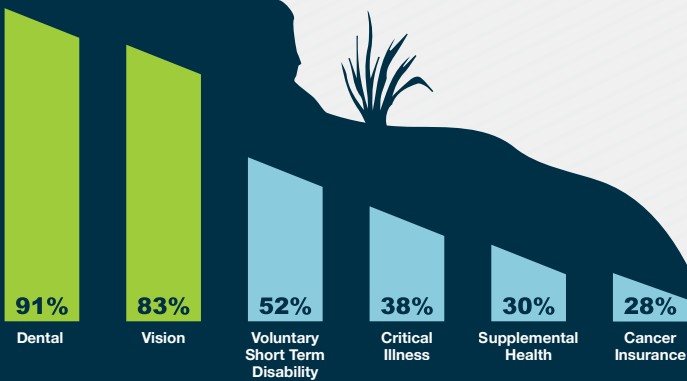
3 WAYS TO THE TOP

- 1 Make voluntary education a year-round thing; consider off-cycle enrollment
- 2 Target voluntary promotions to employee based on demographics
- 3 Use data to spotlight each benefit's high value versus its low cost

KEY FACT

Vision is a top voluntary benefit offered by employers

Employer participation

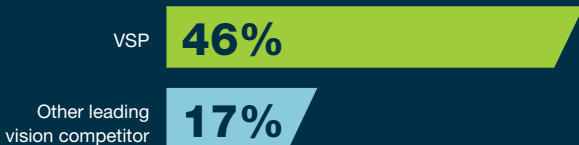


(Percent of employers offering each voluntary benefit)

Source: SourceMedia *Employee Benefit News* study, February 2015

CONSIDER THE LEADER

Which vision plans do employers offer?



Source: SourceMedia *Employee Benefit News* study, July 2015

To learn how vision care can play a key role in your wellness journey, visit: www.vspresources.com



Research studies were commissioned by VSP and conducted by SourceMedia Research of *Employee Benefit News* and *Employee Benefit Adviser*. Studies were conducted among more than 300 benefit decision-makers at employers with more than 50 employees.

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