2022 EMPLOYEE WELLNESS INDUSTRY TRENDS REPORT

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Wellable LABS

EXECUTIVE SUMMARY

OVERVIEW

Following on the heels of one of the most trying years for personal and organizational well-being, 2021 was characterized by glimpses of hope alongside revelations that many of the pandemic's effects will linger for the foreseeable future.

On December 11, 2020, Pfizer's COVID-19 vaccine was authorized for emergency use, and the world breathed a collective sigh of relief. By May 2021, the U.S. had administered more than 200 million vaccinations, and case numbers began to drop dramatically. With that, a return to "normal" appeared to be just around the corner.

The pandemic's effects on mental health were not so quick to diminish. After over a year of shifting workplace policies and increased workloads, many employees felt stressed, depressed, and burnt out. As a result, record numbers of employees resigned as they searched for organizations ready to support their wellness goals. By August, around 65% of workers said they were looking for a new job, and 88% of executives said their company was experiencing higher turnover than usual.

On top of the Great Resignation, increasingly infectious COVID-19 variants began to appear, leading many organizations to delay their return-to-work timelines. These forces have made it increasingly clear that although the world will get through this challenging time, there is much progress to be made, and the future will not look like the past. Whether it will be more digital offerings or comprehensive mental health resources, the pandemic continues to push employers to expand employee well-being solutions. As a result, these programs will increase in popularity as organizations adapt to the current environment.

This report aims to quantify and contextualize the wellness strategies that organizations are implementing in 2022. Employers and brokers can use this information to make better benefits decisions and ensure they are creating competitive

OVERVIEW

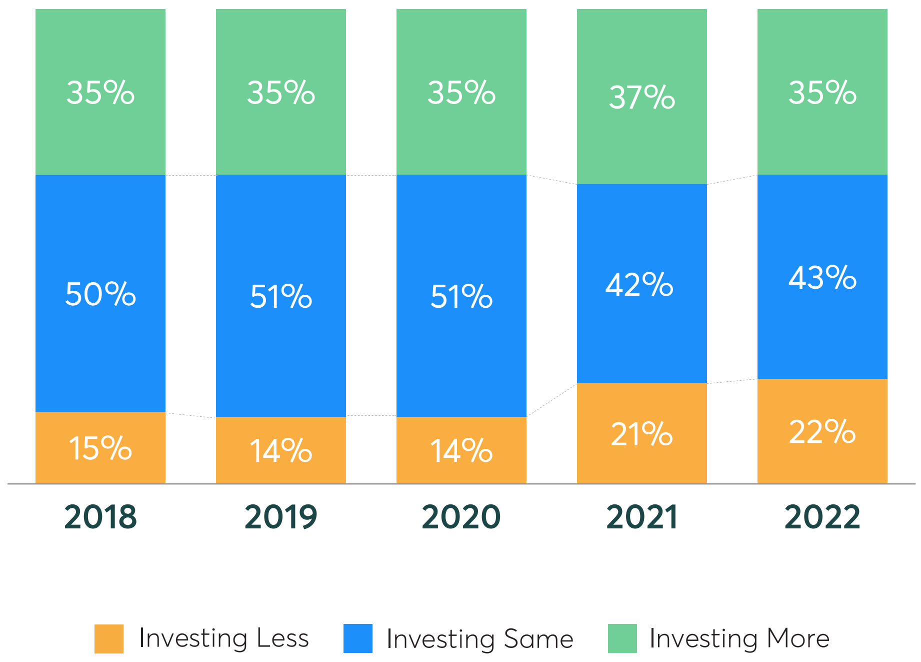
wellness plans that address the needs of current and prospective employees. To provide a broader perspective, survey respondents included consultants and wellness directors at health insurance brokers across the country. These professionals have insights on the thoughts and strategies of the numerous employers they advise. As part of the research, the survey explored three key areas: (i) investment trends, (ii) decision influencers, and (iii) vendor criteria. This year, the report also includes special sections dedicated to burnout, mental health, financial wellness, and caregiving.

For more details on the participant profile and to take a deeper dive into the survey results, please refer to the sections later in the report.

INVESTMENT TRENDS

The survey identified 25 specific wellness solutions and strategies that employers may be considering investing in during the coming year. Respondents were asked whether they expect their employer clients to invest less, the same, or more in the associated programs. Across all benefits included in this survey, an average of 35% plan to spend more in the coming year, 43% plan to invest the same, and 22% plan to invest less. These numbers have remained highly consistent over the past five years, with the average amount investing more per benefit varying only by 2%. As more companies recognize the advantages of employee wellness programs and the labor market pushes them to expand benefits to compete for talent, many wellness offerings will continue to see more investment.

Average Amount Investing More, The Same, Less Per Across All Benefits



INVESTMENT TRENDS

Throughout 2021, employers were given reasons for both hope and continued uncertainty. At the beginning of the year, the rollout of vaccines helped companies feel confident that the opportunity to return to normal was just around the corner. However, as time went on, the path back to pre-pandemic normalcy became murkier. Vaccine hesitancy, requirements for boosters, and the rise of variants led many employers to delay or question their return-to-work plans. Additionally, rising burnout and the ensuing Great Resignation made it clear that before companies could return to business as usual, they must first focus heavily on supporting the mental well-being of their employees.

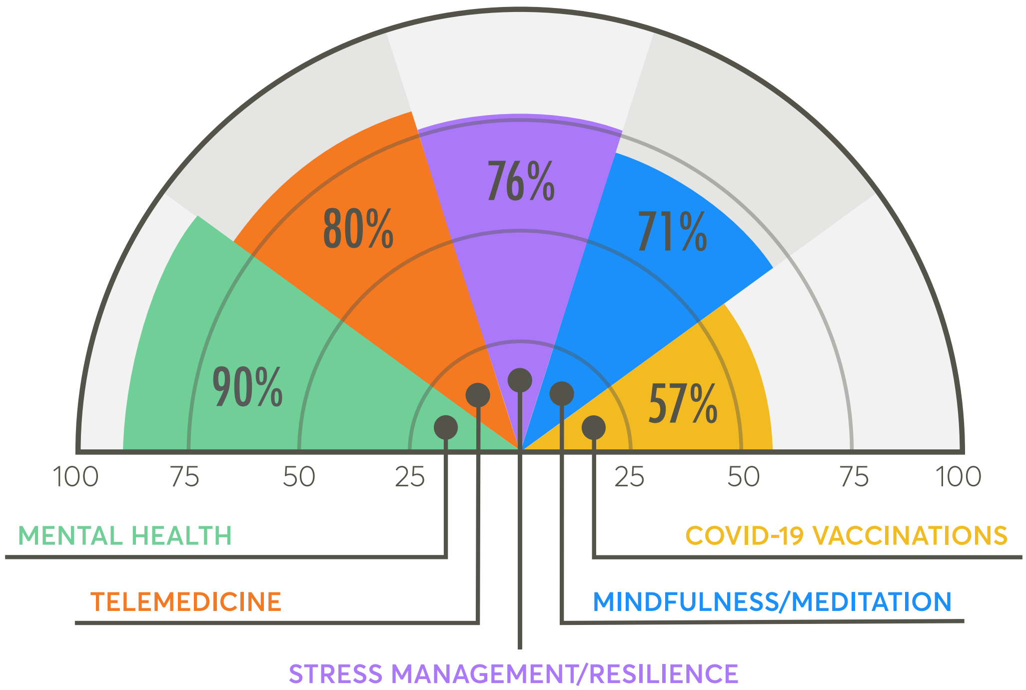
The past year also gave employers and employees the chance to become comfortable with the digital alternatives they had to adopt at the pandemic's onset. Though employees and employers alike were initially overwhelmed by the need to abruptly shift to several technological solutions unexpectedly, they have come to appreciate the advantages associated with their digital replacements, as evidenced by many employers embracing fully remote and hybrid workforces long-term.

Collectively, these factors caused organizations to double down on mental health resources, invest more heavily in digital solutions, and dedicate fewer wellness dollars to benefits that rely on in-person interactions if more cost-effective and accessible technological alternatives are available.

INVESTMENT TRENDS

RISING STARS

Percentage Of Employers Investing More



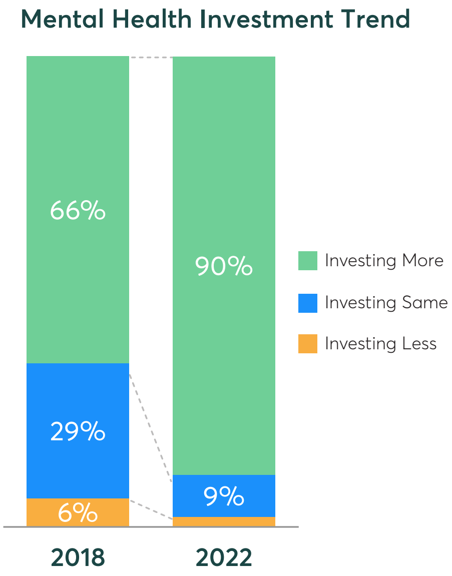
For 2022, the benefits that will attract larger investments from the greatest proportion of employers include mental health (90%), telemedicine (80%), stress management and resilience (76%), mindfulness and meditation (71%), and COVID-19 vaccinations (57%). With three out of five rising stars closely linked to mental health, companies are clearly focusing on supporting employees in this area.

In addition to focusing on employee mental health, companies are also investing in telemedicine to increase access to affordable health care as well as continue to respond to COVID-19 and address regulatory requirements (e.g., vaccine mandates). As such, employers are planning to invest heavily in COVID-19 vaccine programs and complement them with other COVID-19 risk reduction strategies.

INVESTMENT TRENDS

RISING STARS

Mental Health



Pandemic-related stressors have dramatically increased the need for mental health care solutions. Studies indicate that the percentage of U.S. adults experiencing an increase depressive symptoms jumped from 8.5% pre-pandemic to 27.8% in the early months of social distancing. Over a year later, that number has increased to one-third (32.8%) of Americans. Stress and anxiety are up as well, especially among workers. One study found that between December 2020 and July 2021, employees reported a 21% increase in burnout and a 17% increase in physical symptoms of stress.

Additionally, the stigma associated with mental health care has lost its bite, especially among younger generations entering the workforce for the first time. Researchers have found that these groups are more open to talking about their mental health and are demanding that their employers provide better coverage and stronger mental health benefits.

Collectively, these factors have shed light on the universal importance of mental well-being. As a result, employers have accepted responsibility for providing employees with adequate options to support mental health. Ninety percent of employers plan on investing more in this benefit in 2022.

INVESTMENT TRENDS

RISING STARS

76%

planning to invest more in stress management and resilience solutions

Stress Management/Resilience

In an effort to support employees' mental health, companies plan to dedicate more of their wellness dollars to stress management and resilience solutions. Seventy-six percent of employers expect to invest more in this benefit in 2022. Scalable, app-based versions of stress management solutions have made this benefit particularly popular among medium to large companies. While 47% of companies with 250 or fewer employees plan to invest more in stress management and resilience, 81% of medium-sized companies and 85% large ones believe they will spend more next year.

Several reasons may be motivating companies to zero in on this specific domain. Most importantly, employers are concerned with the rising rates of burnout and resignations. After experiencing a sustained series of personal and workplace stressors, employees have drained their mental reserves. By investing more in stress management and resilience, employers hope to help workers cope with prolonged periods of heightened stress levels and bounce back when new obstacles come their way.

Mindfulness/Meditation

71%

planning to invest more in mindfulness and meditation benefits

Consistent with last year's survey results, mindfulness and meditation benefits remain a popular investment, with well over two-thirds (71%) of employers planning to spend more on these solutions. In addition, only 6% of employers intend to reserve less of their wellness dollars

INVESTMENT TRENDS

RISING STARS

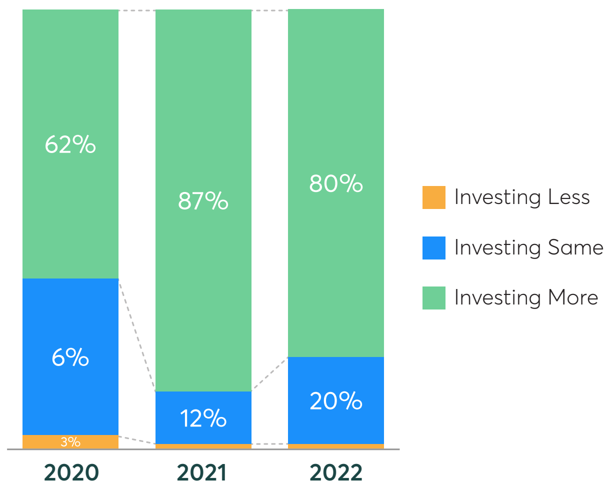
for mindfulness and meditation next year.

As with stress management and resilience, this benefit finds particular favor with medium and large employers. The proportion of brokers who expect organizations to spend more on mindfulness and meditation is 21 and 24 percentage points higher at medium and large companies, respectively, than small ones.

Telemedicine

The adoption of telemedicine accelerated rapidly in 2020 as regulations for telehealth technology were relaxed and patients became increasingly concerned with the perceived risks of sitting in a doctor's office amid a pandemic. Since then, employees and employers alike have come to appreciate telemedicine's ability to offer flexible, on-demand, and cost-effective solutions. As a result, companies now view this benefit as indispensable. Eighty percent expect to invest more in this benefit, and only 1% plan to spend less.

Telemedicine Investment Trend



INVESTMENT TRENDS

RISING STARS

COVID-19 Vaccinations

57%

planning to invest more in COVID-19 vaccine benefits

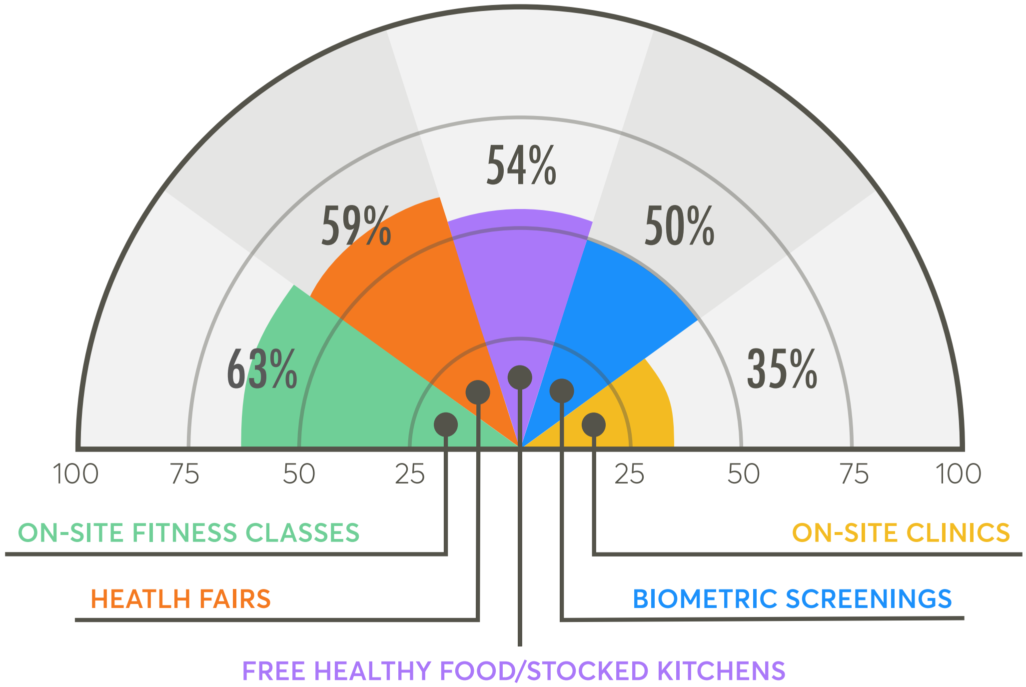
Making its debut in the Employee Wellness Industry Trends Report, this benefit has shown itself to be highly desirable among employers who are eager to return to the office and regain a sense of normalcy. Though many employees have already received their vaccinations, the majority (57%) of employers plan to spend more on this benefit in the coming year as variants emerge and health officials emphasize the importance of boosters.

This benefit is particularly popular among medium and large companies, as they were preparing to respond to vaccine mandates when this survey was distributed. However, as the mandate continues to be challenged in the judicial system, employers may become less confident in it being implemented.

INVESTMENT TRENDS

FALLING GIANTS

Percentage Of Employers Investing Less



On-site fitness classes (63%), health fairs (59%), free healthy food/stocked kitchens (54%), biometric screenings (50%), and on-site clinics (35%) all ranked the highest in terms of the percentage of employers expecting to invest less.

In general, employers appear to be moving away from benefits that depend on in-person interactions, even with COVID-19 prevention measures in place. This is largely due to the availability of alternative solutions that satisfy the same wellness goals. For instance, in the case of health fairs and on-site fitness classes, employers can often achieve the same wellness goals through more affordable and scalable options, such as informational office hours with benefits providers, webinars, targeted marketing, and newsletters. They can also make these events virtual, which require less investment.

INVESTMENT TRENDS

FALLING GIANTS

Other trends continue to be guided by expert advice and the best available scientific evidence. For example, employers have been decreasing their investments in biometric screenings as research questions their efficacy. As organizations seek to develop more scientifically informed and experimentally backed wellness solutions, these offerings are predicted to become less and less popular.

On-Site Fitness Classes

63%

planning to invest less on on-site fitness classes

Sixty-three percent of employers plan to spend less on this benefit in 2022 (up by 14 percentage points from the previous year). Throughout the pandemic, employers shifted dollars away from this benefit due to lack of access. Employees also seem to be satisfied with digital alternatives, as they provide greater flexibility and safety. This shift is evidenced by 50% of medium-sized companies and 58% of large employers planning to spend more on on-demand fitness classes as the desirability and feasibility of on-site classes declines.

Health Fairs

59%

planning to invest less on health fairs

Closely mirroring last year's results, 59% of employers expect to spend less on this benefit going forward. These organizations have likely found more cost-effective alternatives that reduce the need for health fairs. Additionally, companies may have grown more concerned with the safety of health fairs, which are typically conducted on-site for large crowds. As more employers shift

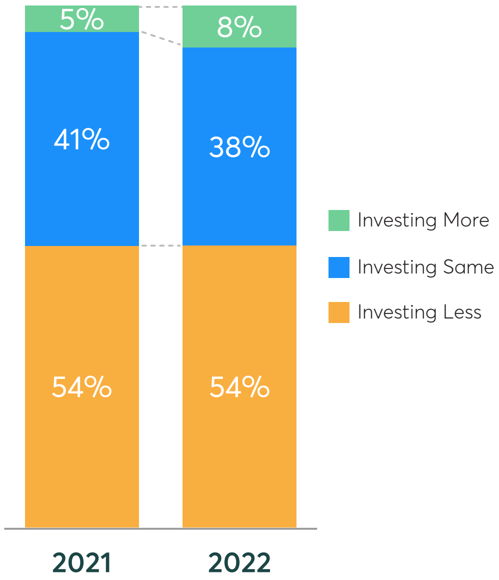
INVESTMENT TRENDS

FALLING GIANTS

to virtual health fairs, which are generally less expensive to implement, the amount invested in this benefit will continue to decrease.

Free Healthy Food/Stocked Kitchen

Free Healthy Food Investment Trend



Already near the bottom of the pack last year, employers remain disinclined to invest in this office-based benefit, with 54% of companies planning to spend less on free healthy foods and stocked kitchens in the coming year. Though vaccines are widely available, the need for boosters and the appearance of several COVID-19 variants appear to have shaken employers' confidence in their ability to return to the workplace in numbers large enough to make use of this benefit. Additionally, organizations who remain steadfast in their plans to come back to the office may be anticipating a general reluctance to utilize stocked kitchens due to the sanitary concerns associated with shared-food spaces.

Biometric Screenings

Biometric screenings have been slowly losing favor as research questions their efficacy. Fifty percent of brokers expect employers to spend less on this benefit in the coming year. This number is down by three percentage points compared to last year

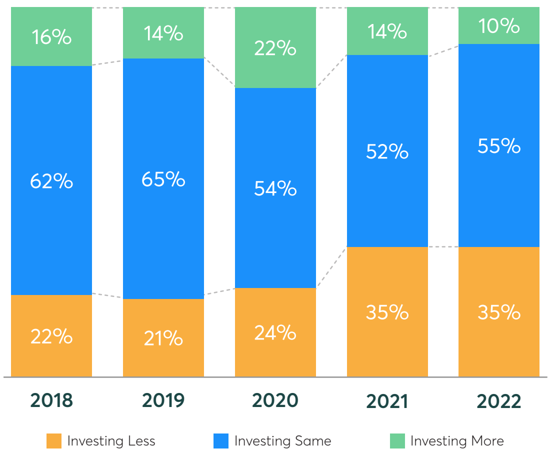
INVESTMENT TRENDS

FALLING GIANTS

while the proportion who plan to spend the same is up by two percentage points. After years of continuously decreasing investments, companies may have bottomed out their biometric screenings budgets and plan to continue diverting a minimal amount of funds to this benefit going forward.

On-Site Clinics

On-Site Clinics Investment Trend



After decreasing in popularity for several years, on-site clinics have finally made their way to the Falling Giants list, with 35% planning to spend less in 2022. This may be due to the rise of telehealth, as it cost-effectively fills many of the roles that on-site clinics do without the risks associated with in-person interactions. Additionally, telehealth has made it possible for employees to seek medical advice without taking time off from work, meaning on-site clinics can no longer claim to be the only way of achieving this outcome. Lastly, on-site clinics are less valuable when employees are not on-site. With a portion of employees not planning to return to a physical workspace or reducing the number of times they come into work, the value of on-site clinics will continue to diminish.

INVESTMENT TRENDS

FALLING GIANTS

Delivery Trends

While several factors have impacted the investment trends mentioned above, preferences for particular delivery methods appear to explain many of the observed changes. Across all companies, 87% stated that some or most of their benefits are being delivered digitally. From this insight, it is clear that employers have become increasingly comfortable with digital solutions and plan to rely on them going forward.

With this in mind, a wide range of trends can be accounted for. Benefits that are difficult or impossible to replicate digitally (e.g., on-site clinics, stocked kitchens, health fairs, etc.) have lost favor for this reason. On the other hand, benefits that have adapted to accommodate the rising need for digital alternatives (e.g., telemedicine or mindfulness and meditation) will receive larger investments by a substantial proportion of employers in 2022.

INVESTMENT TRENDS

FIVE YEARS IN REVIEW

This year marks the fifth anniversary of the Employee Wellness Industry Trends Report. Several significant long-term trends have become apparent after collecting half of a decade's worth of data that may foreshadow what to expect over the next five years.

Many benefits have consistently drawn increasing investment amounts from a large proportion of employers. For instance, mental health-related benefits have appeared on the Rising Stars list in each year. This trend has increased since the first report was released in 2018. In its first year, 66% of businesses planned to spend more on mental health programs. In 2022, 90% of companies expect to spend more on mental health solutions. Following close behind, telemedicine remained a rising star for four out of the five years. The number of employers investing more into telemedicine has increased by 16 percentage points since 2018. Financial wellness programs also made their way onto this list for three out of the last five years, dropping out only in the previous two years as employers poured more wellness dollars in COVID-19 measures (e.g., risk intakes and vaccine programs).

Many companies share confidence in certain well-being programs and will continue funding them. However, they do not plan on increasing investments in these areas over the next year. One such example is tobacco cessation programs. Over the past three years, companies have consistently invested here, but the percentage has remained relatively stable (59% in 2018 and 70% in 2022). Additionally, from 2019 onward, more than 60% of employers planned to keep investments in sleep and weight management programs the same, despite beneficial sleep solutions being hard to come by and evidence suggesting weight loss programs are ineffective.

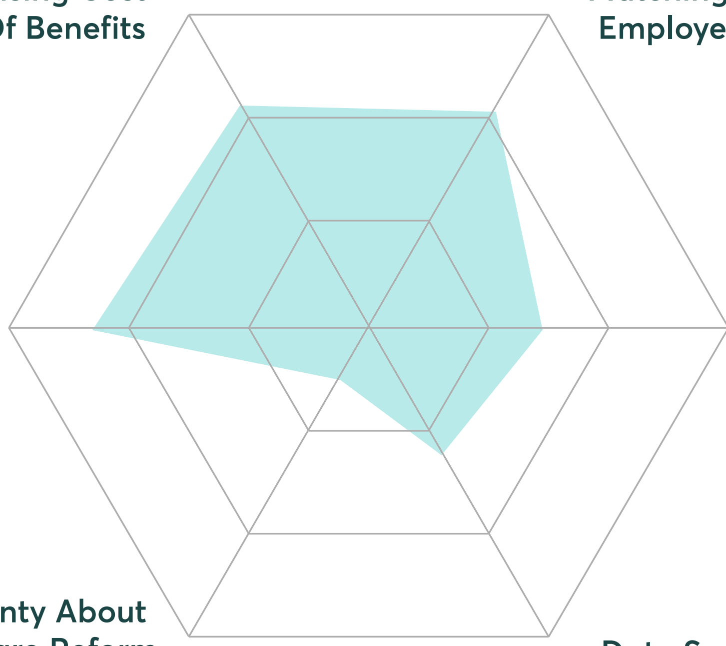
When it comes to solutions that companies consistently plan to spend less on, fitness-related offerings (e.g., gym memberships and on-site fitness classes) are at the top,

INVESTMENT TRENDS

FIVE YEARS IN REVIEW

appearing each year on the Falling Giants list. The plan to spend less on in-person exercise activities peaked in this year's report, with 63% of employers expecting to decrease the size of their investments in this benefit. In addition, biometric screenings have been on the Falling Giants list for the past four years. In the 2019 report, 29% of companies stated that they planned to spend less on this benefit. By 2022, that number has jumped to 50%. Lastly, health fairs have continuously received smaller investments from a growing percentage of employers, with the proportion expecting to spend less in coming years, increasing by 34 percentage points from 2018 to 2022.

DECISION INFLUENCERS



In addition to exploring areas of investment, the survey also asked brokers what criteria had the greatest influence on employers' benefits decisions. After a significant dip in 2021, creating a competitive benefits plan leads the pack once again as employers respond to burnout and the Great Resignation. The rising cost of benefits will remain a significant influencer as companies prepare to strengthen their benefits packages and prepare for unplanned costs, such as vaccine mandates.

With 2022 expected to be a year full of uncertainty—from the state of the pandemic to the legal status of vaccine mandates to the feasibility of return-to-work plans—employers' benefits decisions will reflect their best assumptions on how several critical questions will be answered.

DECISION INFLUENCERS

Creating A Competitive Benefits Plan

77%

significantly influenced by desire to create competitive benefits plans

Bouncing back from its notable dip in 2020 when companies were reacting to a less competitive job market, this consideration has risen to the top of employers' minds. Seventy-seven percent of companies say they are significantly influenced by their desire to create competitive benefits plans for their employees, compared to just 3% that say they are minimally influenced.

Over the past year, the Great Resignation helped competitive benefits plans reclaim their prior status. After years of sustained personal and workplace stressors, employees covet multifaceted and holistic approaches to well-being, and many are willing to quit their jobs in search of more wellness conducive roles. As a result, employers have become increasingly aware that companies who fall short of these expectations will struggle to attract and retain talent.

Rising Cost Of Benefits

72%

significantly influenced by rising cost of benefits

The rising cost of benefits remains a significantly influential factor when making benefits decisions. For the 72% of companies that are heavily influenced by growing expenses, COVID-19 has made a major impact. With the expiration of the Families First Coronavirus Response Act and the Coronavirus Aid, Relief, and Economic Security Act in the fall of 2021, the net cost of COVID-19 measures are increasing. This is partially driven by government mandates

DECISION INFLUENCERS

like the Occupational Safety and Health Administration's (OSHA) vaccine mandate, which may dramatically increase costs for employers. If the mandate survives the legal challenges that have been levied against it, private companies with 100 or more employees will be required to provide paid time off for workers who get vaccinated. Additionally, they may be expected to cover COVID-19 tests for employees that remain unvaccinated. Lastly, companies that are in violation of the mandate may be charged up to $13,653 per violation.

These expenses would be especially difficult for small employers with just enough employees to fall under the mandate's rule. This may be why a greater portion of small businesses (81%) reported being significantly influenced by this consideration than medium-sized companies (71%) and large ones (66%).

Matching Employer-Employee Interests

Alongside creating competitive benefit plans and the rising cost of benefits, companies are significantly influenced by a desire to match their interests with their employees. Only 3% of employers are minimally influenced by this factor.

81%

of large employers heavily concerned with matching employer-employee interests

Often, the struggle between these two interests can be difficult to manage, which is regularly the case with health insurance. Many employers want to offer attractive health insurance options, but their efforts are tempered by the growing costs of providing comprehensive packages. Compared to the 81% of larger employers who are significantly influenced by this consideration, small- and medium-sized employers

DECISION INFLUENCERS

are slightly less concerned with matching interests (lower by 17 and 14 percentage points, respectively). Potentially, this may be the result of smaller companies having a better understanding of their employees' needs.

Data Security

The rise in cyberattacks caused a slight uptick in the number of companies influenced by data security when making their benefits decisions. The impact was most noticeable for large companies, 40% of which reported being significantly influenced by concerns over data security. Potentially, this may result from larger companies expecting to be bigger targets for hackers and having additional financial resources to implement countermeasures.

Measuring ROI From Benefit Changes

84%

significantly or somewhat influenced by ROI from benefit changes

Most employers are still thinking about deriving a measurable return on investment (ROI) from benefit plan changes, with 84% being significantly or somewhat influenced by this factor. With this said, the degree of influence is down across all company sizes, falling by 11 percentage points for large companies. The impact of COVID-19 helped many employers understand the importance of wellness firsthand. As a result, fewer companies feel the need to confirm that they will get a positive return on their wellness investments.

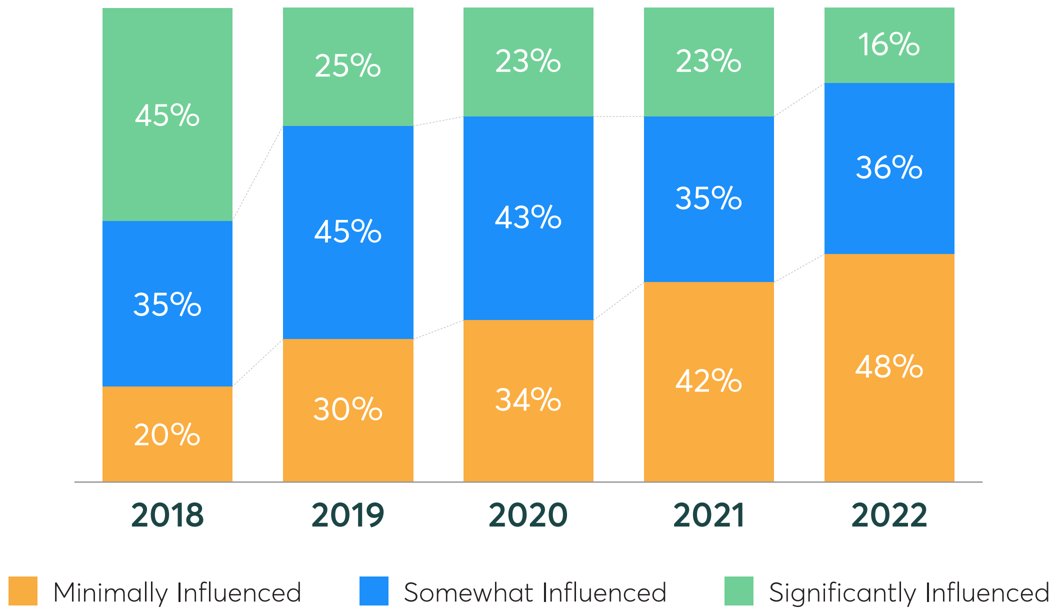
DECISION INFLUENCERS

Additionally, measuring ROI is a complicated and expensive process. This may explain why experienced brokers (with six or more years in the industry) are more likely to be minimally influenced by this factor than less experienced brokers.

Uncertainty About Health Care Reform

Nearly half of respondents (48%) noted uncertainty about health care reform as having only a minimal influence on their decisions. This is a continuation of a downward trend in this criteria's importance over the last few years, from its peak in 2018 when nearly half (45%) of respondents felt this significantly influenced their decision-making. A much higher number of small businesses (44%) compared to large companies (6%) are significantly influenced by reform, perhaps due to their more limited legal and financial resources.

Influence By Uncertainty Of Health Care Reform



DECISION INFLUENCERS

As the regulatory environment continues to change, so will the importance of this factor. It is important to note that during the timeframe in which this survey was distributed, OSHA announced the details of President Biden's vaccine mandate, which has the potential to increase costs for private companies with over 100 employees.

It is also worth noting that in June 2021, the US Equal Employment Opportunity Commission (EEOC) proposed and then suspended a new set of rules for wellness programs, including new interpretations of insurance safe harbor, de minimis incentive limit, and privacy protection. Experts claim new rules won't be put forth until mid-2022 at the earliest.

Unfortunately, the vast majority of employers cannot change the consequences that health care reform may have on their businesses, regardless of how large the financial or non-financial impact may be. In the meantime, employers that sponsor wellness programs that include incentives are cautioned to review the amount of such incentives until final guidance from the EEOC is released.

DECISION INFLUENCERS

FIVE YEARS IN REVIEW

During the five years that this report has been conducted, a sizable proportion of employers have been significantly influenced by two factors that stand in contention with one another: (i) the need to create a competitive benefits plan and (ii) the rising cost of benefits. In three out of the five years, the need to develop a competitive benefits plan was significantly influential among a larger percentage of businesses. However, the rising cost of benefits was more influential for employers planning in 2019 and 2021.

Following close behind is the desire to match employer and employee interests. This factor's influence has remained stable over the past five years, oscillating between having a significant impact on 63% to 70% of employers.

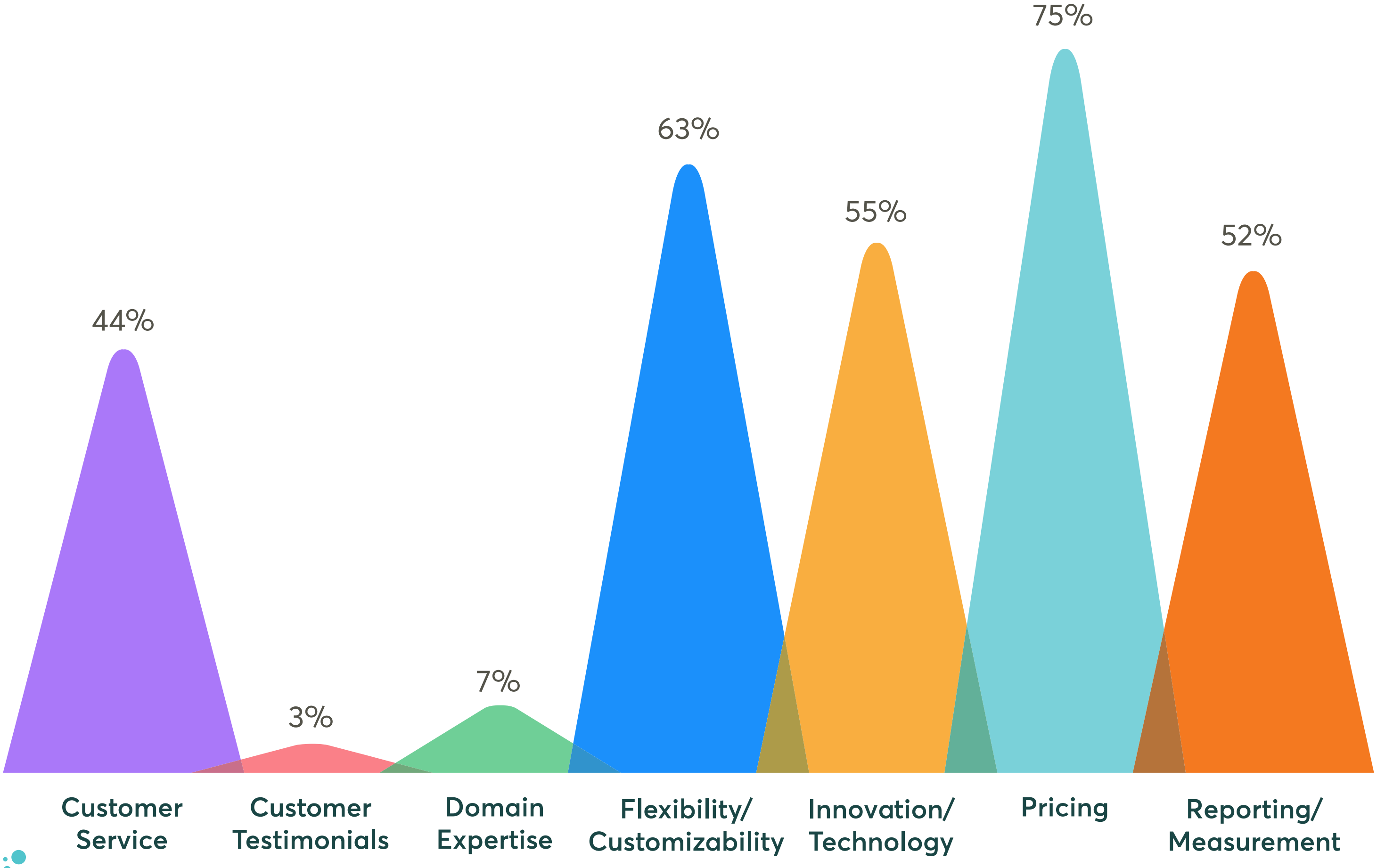
Data security and measuring ROI from benefits changes have continuously exerted a moderate degree of influence. Over the past five years, an average of 42% of companies reported being significantly influenced by data security, while 39% were somewhat influenced. Measuring ROI from benefits changes has garnered a slightly higher degree of attention, with an average of 50% of companies being significantly impacted by this factor over the past five years.

The effect that uncertainty over health care reform has had on the benefits decisions of organizations has continued to diminish since the first report was released. The proportion of companies being minimally influenced by this consideration rose from 20% in 2018 to 48% in 2022. Moreover, the percentage of organizations who expressed being significantly impacted by this consideration fell from 45% to 16% over the last five years, a total change of 29 percentage points.

VENDOR CRITERIA

Survey results showed that 75% of respondents felt that pricing was a top-three criteria. That number is even higher for small- and medium-sized companies (77% and 78%, respectively). Customer testimonials (3%) and domain expertise (7%) remain the least popular criteria.

About two-thirds of companies (63%) value a vendor's flexibility and customizability, down by one percentage point from last year's peak. This number was slightly higher for smaller companies (67%) with fewer than 250 employees. With more limited budgets, these businesses may be looking to ensure that the wellness dollars they spend give them several options for incentivizing healthy behaviors.



VENDOR CRITERIA

Seventy-five percent of brokers with five or fewer years of experience listed flexibility and customizability as a top-three criteria. This may be because less experienced brokers tend to be more immersed in wellness trends and are actively learning about the wellness landscape. As a result, they are likely to have had more exposure to information pertaining to the importance of holistic solutions.

Other significant selection criteria include innovation and technology (55%), reporting and measurement (52%), and customer service (44%). Small- (56%) and medium-sized companies (46%) favored customer service in particular, compared to only 32% of large companies. Reporting and measurement remained higher with medium and large companies, possibly due to a greater interest in monitoring costs and demonstrating value on investment.

After dropping precipitously by 12 percentage points last year, preferences for innovation and technology are almost back to their all-time high, with 55% of companies listing them as one of their top-three criteria. This consideration is especially impactful among larger companies (68%), as they typically have more resources to spend on new and innovative solutions and are willing to explore non-traditional approaches.

VENDOR CRITERIA

FIVE YEARS IN REVIEW

For the fifth year in a row, pricing is the top criteria when evaluating vendors. Since 2018, between 74% and 84% of employers have reported pricing as a significant consideration. Flexibility and customizability follow closely behind with a peak of 64% and a five-year average of 60%. This criteria has undergone a near-constant upward trend, being a top factor for 51% of employers in 2018 and 63% of employers planning for 2022.

Innovation and technology, reporting and measurement, and customer service have consistently had a more moderate impact, with the proportion of companies placing these factors in their top-three considerations fluctuating between 40% and 59%. Customer service has experienced a consistent downtrend, falling a total of 8 percentage points between 2018 and 2022.

Domain expertise and customer testimonials have remained at the bottom of the pack since the report's initial findings five years ago. At its most popular, domain expertise was a top-three criteria for only 10% of employers. Customer testimonials hold even less sway, being a top consideration for just 3% of employers in four of the past five years and peaking 5% in 2019.

DEEP DIVE I

Burnout

BURNOUT

According to the World Health Organization, burnout is characterized by "feelings of energy depletion or exhaustion; increased mental distance from one's job, or feelings of negativism or cynicism related to one's job; and reduced professional efficacy."

Due to pandemic-related stressors (e.g., unfamiliar remote work models, additional caregiving responsibilities, income loss or unemployment, and isolation from friends and family), burnout is becoming an increasingly common workplace ailment. According to a recent study on employee burnout conducted by Indeed, 52% of respondents reported feeling burned out, and 67% claimed that the feeling has worsened over the past year.

The prevalence of workplace burnout is especially alarming given its effects on employee and organizational well-being. At the physiological level, burnout is associated with a host of adverse outcomes, ranging from prolonged headaches to type 2 diabetes and coronary heart disease. The psychological consequences include increased rates of stress, depression, and anxiety. In turn, these effects lead to decreases in productivity, engagement, and loyalty.

BURNOUT

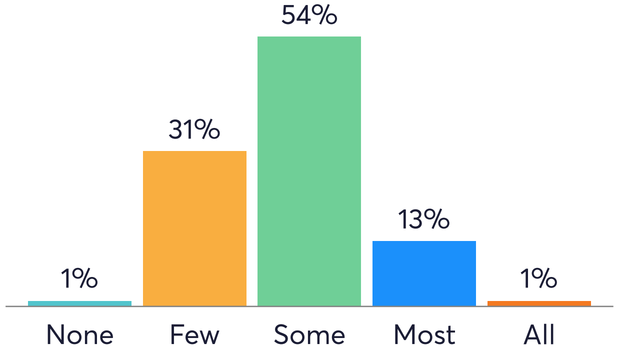
Awareness, Barriers, And Popular Strategies

Awareness

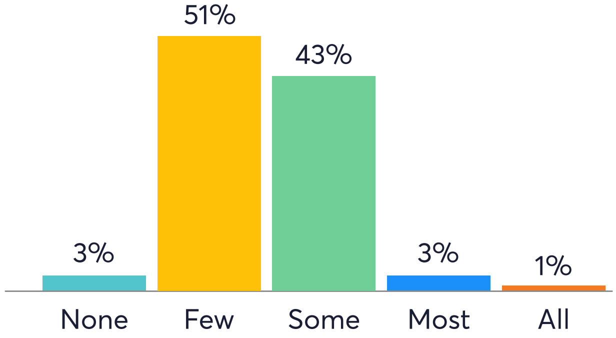
Despite the rise in and significance of burnout, a small fraction of brokers (1%) stated that all their clients have a strong understanding of how well their employees are dealing with chronic workplace stress. This is likely to undermine organizational attempts to mitigate burnout. Without a clear view of the prevalence and severity of burnout within a given company, leaders may underestimate the demand for a burnout strategy or implement ineffective policies.

This year's data appears to confirm this concern. Just 4% of brokers indicated that most or all of the organizations they work for have a strategy in place to prevent and mitigate burnout. When asked about smaller businesses specifically, 9% of brokers reported having clients who have not implemented a burnout strategy.

How many of your clients have a strong understanding of how well employees are managing chronic workplace stress?



How many of your clients have a strategy in place to prevent and mitigate burnout?



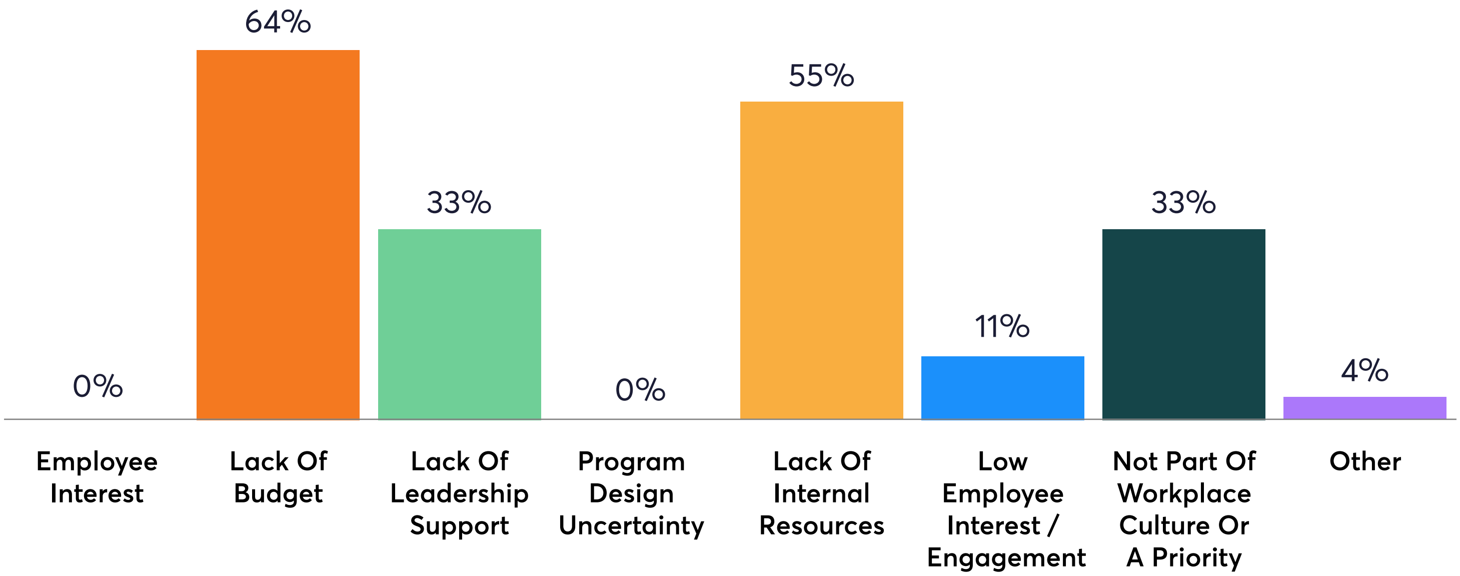
BURNOUT

Awareness, Barriers, And Popular Strategies

Barriers To Strategies

Several other factors prevent employers from developing anti-burnout policies and procedures. Among the companies that lack strategies for preventing and mitigating burnout, the primary barrier is a lack of budget (64%), which poses a more significant concern for smaller companies. Additionally, most businesses surveyed feel constrained by limited internal resources (55%), which poses a problem for 69% of large companies. After years of financial strain and novel obstacles, organizations feel they lack the money and people power needed to combat burnout effectively.

Thirty-three percent of brokers claimed their clients do not have strategies to help employees manage chronic workplace stress due to a lack of leadership support, which may stem from other concerns like those mentioned above. Surprisingly, none of the respondents listed a lack of employee interest or uncertainty regarding program design when explaining why some clients don't have anti-burnout strategies.



BURNOUT

Awareness, Barriers, And Popular Strategies

Popular Prevention And Treatment Strategies

86%

state that mental health resources are the most frequently utilized

Employers are focusing on a wide range of evidence-based solutions to combat burnout. Several lines of research demonstrate employees need access to a variety of mental health tools to prevent and mitigate burnout. Informed by these findings, 86% of respondents stated that mental health resources are the most frequently utilized offering among clients enacting anti-burnout plans. Similarly, researchers have found that flexible work arrangements have been critical in limiting employee stress levels, which is why 73% of companies addressing burnout are giving workers a bigger say in where and when they work.

With that said, some expert-backed solutions have yet to be incorporated in the strategies organizations are designing. For example, Jennifer Moss, author of *The Burnout Epidemic: The Rise of Chronic Stress and How We Can Fix It*, emphasizes the importance of having a safe place to express one's struggles. She states:

"Just being able to talk about mental health at work is a better work perk than helping you to meditate when you're really mentally unwell."

One way of providing employees with opportunities to freely discuss what is bringing them down is by creating workplace affinity groups (e.g., groups of employees with similar backgrounds, interests, or demographic factors).

Though affinity groups are a powerful tool, they remain an unpopular choice among organizations looking to curb burnout. Only 1% of medium-sized companies reported

BURNOUT

Awareness, Barriers, And Popular Strategies

utilizing affinity groups, while no smaller companies did. However, this solution is slightly more prevalent among larger companies (8%), who have the resources to adequately staff this type of offering and may have an easier time finding the relevant commonalities among employees, as they have larger pools to choose from.

To avoid burnout, employees must cultivate a high degree of resilience that allows them to bounce back from setbacks and other stressors. Increasingly, experts have concluded that employees with a strong sense of control and goals that align with their organization's purpose remain focused and optimistic in the face of a prolonged series of organizational obstacles. As Dr. Amit Sood, Executive Director of the Global Center for Resiliency and Well-being, states:

> ***"It's important to keep in mind what makes employees tick. What really keeps them going is a sense of control and a sense of purpose. And if you give them both, it can help combat the cognitive overload that we may all be feeling."***

3%

frequently utilize job autonomy as a solution

Job autonomy (i.e., the ability of employees to decide how they go about their work) can dramatically increase an employee's sense of control. However, it is listed by just 3% of brokers as a frequently utilized solution. Moreover, just 6% of companies intend to take steps to cultivate a shared purpose. Though these outcomes can be more challenging to bring about reliably, employers should strive to achieve them.

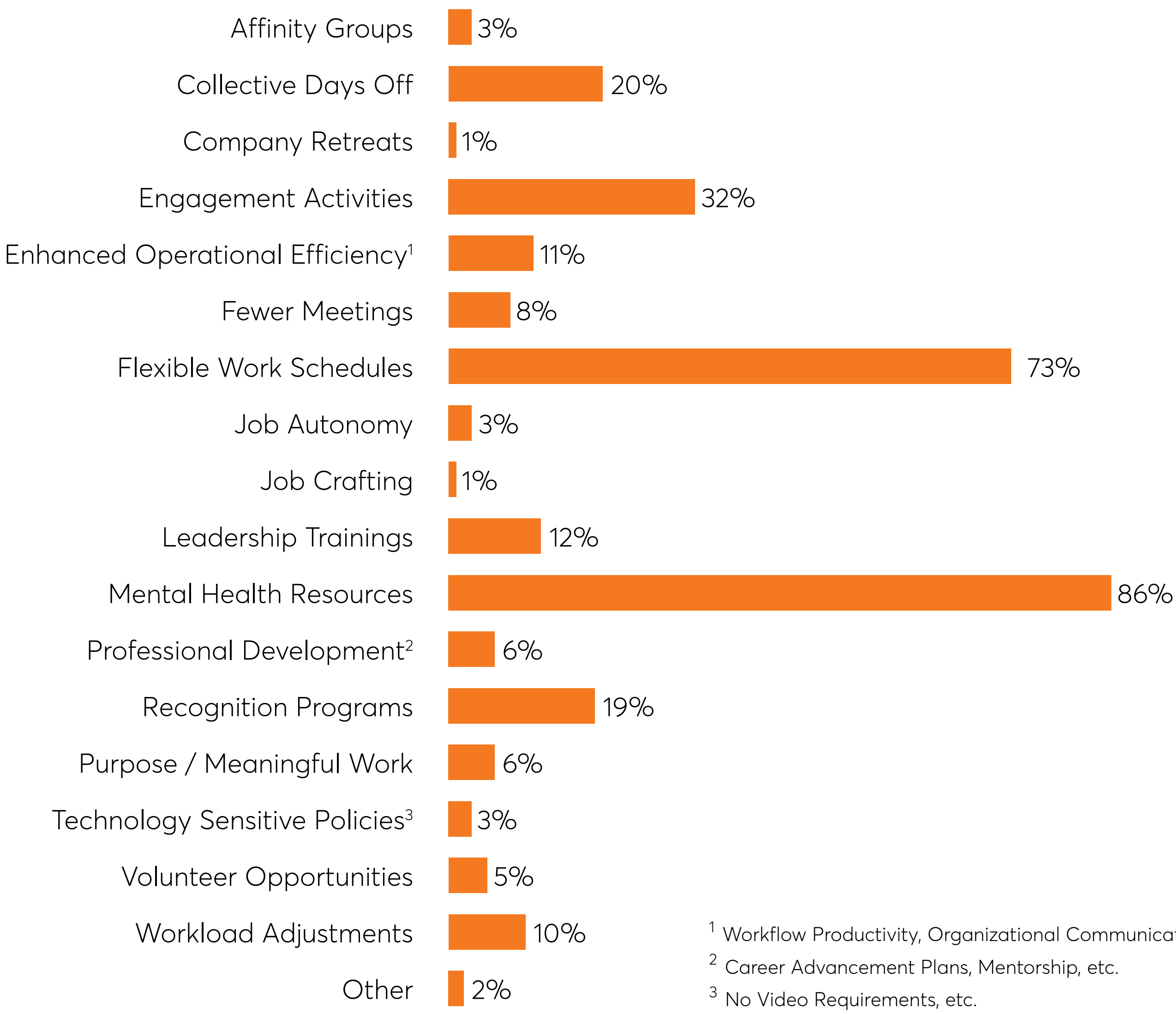
Overall, leaders are looking at the right factors as they form their plans for lessening

BURNOUT

Awareness, Barriers, And Popular Strategies

the prevalence and effects of burnout. As employers continue to focus on research-backed solutions, their anti-burnout strategies will become more comprehensive and effective.

What steps are your clients most frequently implementing to prevent and mitigate employee burnout (choose top 3)?



[1] Workflow Productivity, Organizational Communication, etc.
[2] Career Advancement Plans, Mentorship, etc.
[3] No Video Requirements, etc.

DEEP DIVE II

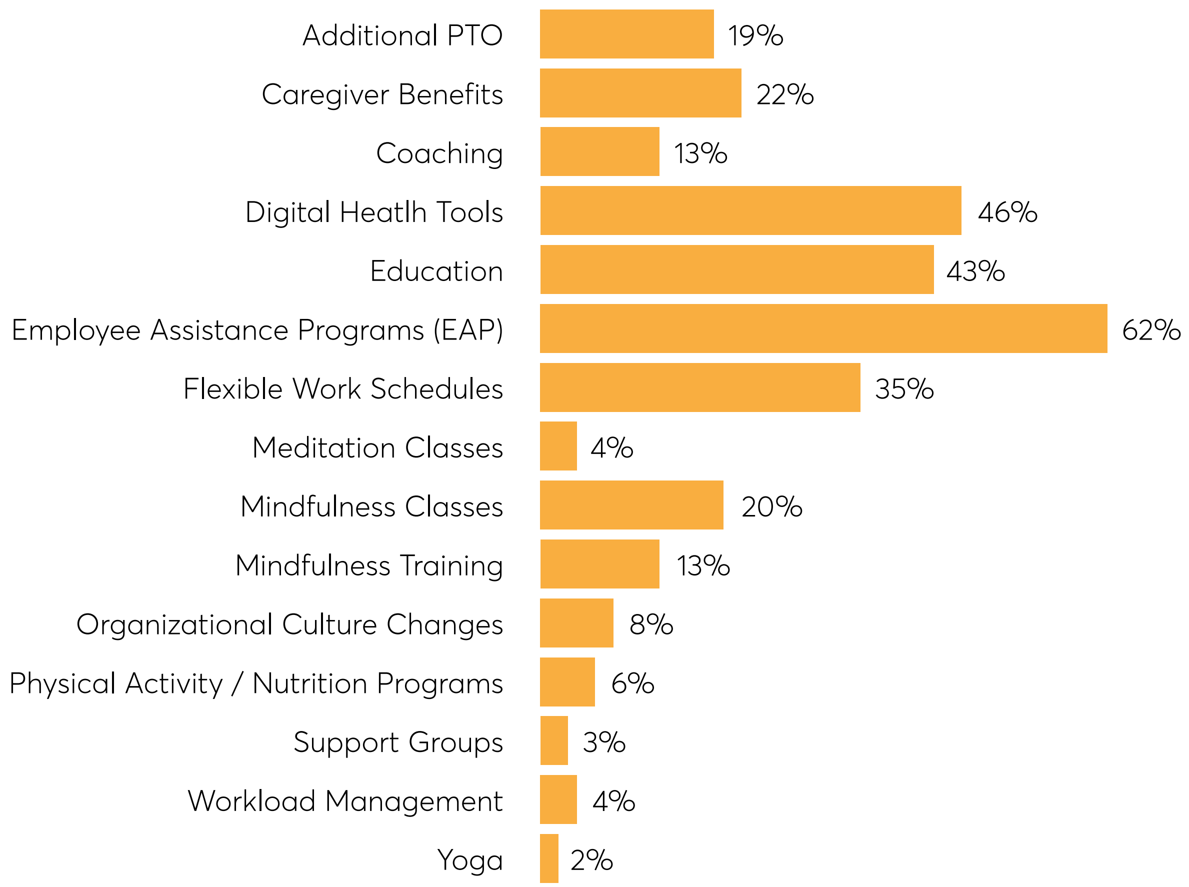
Mental Health, Financial Wellness, & Caregiving Benefits

Wellable LABS

MENTAL HEALTH

Mental health has remained a dominant concern over the past several years for employers, and employees continue to battle the effects of the pandemic in nearly every aspect of their lives. Rates of depression and anxiety are up significantly, as are all physical problems that these mental ailments can induce. As employers continue to appreciate just how vital mental health is for overall well-being, as well as a host of positive organizational outcomes, they are rapidly expanding the range of their mental health benefits.

What new offerings are your clients using to promote mental health in the workplace (choose top 3)?



MENTAL HEALTH

Overview

To determine how organizations are updating their mental health toolkits, the survey asked brokers to list the top three new benefits their clients are offering to promote mental health in the workplace. The most popular solutions are employee assistance programs (EAPs) (62%), digital health tools (46%), and education (43%).

Next in line are flexible work schedules, with 35% of companies offering them as a new benefit. One explanation for why this number is not higher is that a significant proportion of companies have been offering flexible work schedules since the beginning of the pandemic. These organizations may no longer consider it a new offering, which is reflected in the responses. This might also be why only 19% of organizations are now using paid time off (PTO) to promote mental health, though budgetary constraints have likely impacted this number as well.

Mindfulness and meditation resources are low on the list, with 20% of companies offering mindfulness classes as a new way to promote mental health, 13% providing mindfulness training, and 4% utilizing meditation classes. Again, this may be because companies have offered these resources for years. However, it may stem from a growing tendency among employees to rely on other resources to stay mentally well. While mindfulness and meditation are effective practices, some workers may need additional services, such as appointments with a therapist, to counteract the high levels of stress, anxiety, depression, and burnout they are experiencing. They may also be relying on the rapidly growing array of digital health tools, which a substantial portion of companies are adding to their suite of mental health services.

Other items appear low on the list due to limited scalability. For example, only 13% of businesses surveyed are now using coaching to promote mental health in the

MENTAL HEALTH

workplace, and only 2% are offering yoga classes.

Lastly, organizational culture changes are an underutilized strategy for promoting mental health in the workplace, with just 8% of companies planning on changing their cultures for this purpose. Most likely, this is because businesses feel that culture is difficult, if not impossible, to change. However, this appearance is illusory, as culture is readily modifiable. Moreover, attempts at changing culture will be well worth the effort, as the culture and general climate that employees work in every day can dramatically impact their mental well-being.

Trends By Company Size And Experience Level

Many of these mental health benefits are favored by companies of specific sizes and brokers with particular experience levels. For example, clients of less experienced brokers (five years or less experience) are more likely to offer digital health tools. Newer to the wellness benefits space, these brokers must spend more time actively learning about new tools, as they cannot rely on strategies that have worked for ten or more years.

The tendency of new brokers to lean into heavily innovative tools likely impacts their willingness to vouch for more traditional benefits. For example, none the least experienced brokers reported having clients using support groups. After finding success with novel technological solutions, newer brokers may feel less compelled to promote older, less-scalable interventions.

Flexibility-based approaches to promoting mental health are also impacted by company size and broker experience level. Clients of more experienced brokers (10

MENTAL HEALTH

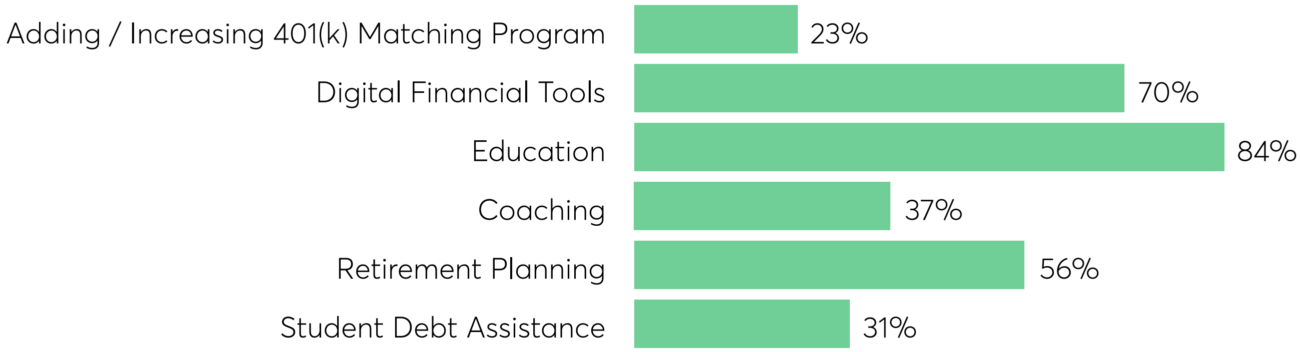
years or more experience) are more likely to offer flexible work schedules. This might be why they are less likely to work with organizations that are using PTO as a new way to promote mental health. With flexible work already on the table, PTO is less impactful.

Though organizational culture changes are underutilized across the board, they are more popular among large- (10%) and medium-sized companies (9%) than small ones (3%). Medium to large-sized companies realize the strategic value of culture, whereas smaller organizations have an easier time creating culture authentically. Lastly, clients of more experienced brokers are more likely to use organizational culture to promote mental health in the workplace. Their years of experience have made clear to them that culture is changeable and that when it is appropriately modified, the benefits for employee mental health are considerable.

FINANCIAL WELLNESS

Financial wellness, defined as one's degree of financial stability and overall ability to manage their economic life, is a relative newcomer to the wellness space. As such, companies are just beginning to formulate their financial wellness strategies, adding new solutions each year.

What new offerings are your clients using to promote financial wellness in the workplace (choose top 3)?



Overview

Respondents were asked to identify the top three new offerings used by their clients to promote financial wellness in the workplace. With this data, organizations can benchmark their strategies against their peers as they continue to refine their programs.

By and large, organizations are looking for cost-effective, flexible, and scalable solutions, which is why educational resources (84%), digital finance tools (70%), and retirement planning (56%) are the most popular new offerings.

FINANCIAL WELLNESS

Digital finance tools are a surprising but welcome addition, as they offer employees on-demand access to an increasingly extensive range of financial resources. As digital finance tools increase in quantity and quality over the coming years, so will the percentage of companies who utilize this offering.

Coaching (37%), student debt assistance (31%), and adding or increasing 401(k) matching programs (23%) are significantly less popular. Coaching is particularly challenging to scale. It is also less flexible as employees must coordinate with coaches to find times that work for both parties. Student debt assistance is expensive and newer to the scene, meaning companies may be less familiar with how to implement this benefit. Also, student debt assistance may only benefit a subset of an employee's population. Contributions to 401(k) accounts may appear less valuable to younger employees, who are looking for more control over what they invest in and may have more pressing needs that would be better met with alternative forms of financial assistance.

Trends By Company Size And Experience Level

Several interesting patterns emerge when the data is broken down by company size and broker experience level. For example, a much greater percentage of small companies (41%) are supplementing their financial wellness plans by adding or increasing 401(k) matching than medium (24%) and large ones (10%). Retirement planning also decreases significantly with company size, as it is a top-three new offering for 65%, 56%, and 48% of small, medium, and large companies, respectively. This pattern may arise because retirement planning contributions like 401(k) contributions are often tax-deductible, making them more affordable options for employers with smaller budgets.

FINANCIAL WELLNESS

Additionally, larger companies have typically been around for longer and may already offer retirement plans to promote financial wellness.

A greater proportion of large companies (82%) than medium (65%) and small ones (68%) have added digital finance tools to their suite of financial resources. As is the case with many offerings, larger organizations typically require flexible and readily scalable benefits, which is likely why they are focusing more heavily on digital solutions.

CAREGIVING BENEFITS

Whether it be for children, older adults, or other loved ones, the number of caregivers is on the rise. According to one study, 18% of today's caregivers were not providing care pre-pandemic. Moreover, the number of caregiving demands has increased, and each has become more difficult to fulfill. For instance, as childcare services fluctuate their hours, parental responsibilities frequently overlap with organizational duties for those working remotely.

These obligations can have a variety of negative impacts on employee health and well-being. For example, working caregivers are more likely to experience stress, anxiety, depression, and burnout. Moreover, since the pandemic has made caregiving more complicated, the frequency and severity of these outcomes have increased significantly.

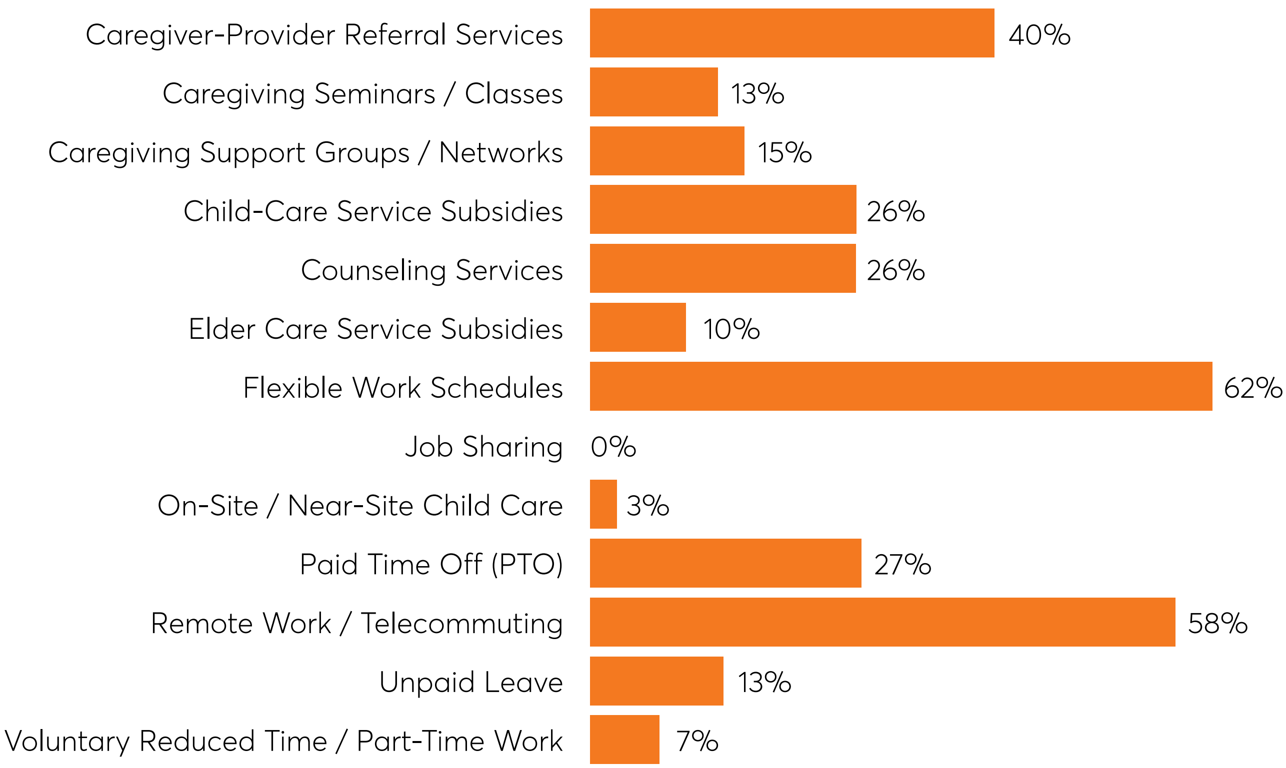
In response to the growing needs of caregivers, several organizations are providing additional offerings to support them in the workplace.

CAREGIVING BENEFITS

Overview

To determine how organizations are changing their caregiving support programs, the survey asked respondents to list the top three new benefits their clients are using to support caregivers. The most popular add-ons are flexible work schedules (62%), remote work (58%), and caregiver-provider referral services (40%).

What new offerings are your clients using to support caregivers in the workplace (choose top 3)?



CAREGIVING BENEFITS

Flexible work and remote work rank highly on the list for several reasons. First, much of the stress that caregivers experience results from inflexible work schedules. Caregivers can't always predict when obligations will come up, meaning rigid schedules can give rise to a high degree of background stress as employees anxiously anticipate needs they feel they won't be able to attend to. To add to that, flexible work and remote work are universal solutions that stand to benefit a wide range of employee populations. As a result, organizations can maximize the return on their wellness investments by adding these offerings.

Finding a caregiver or a provider has become increasingly difficult through the pandemic. At the end of a long day's work, employees often lack the time or energy needed to find a provider they trust. Aware of this problem, many companies are now offering more caregiver-specific benefits, such as caregiver-provider referral services. By providing employees with resources that facilitate the help-finding process, employers can simplify a time-intensive and stress-inducing aspect of caregiving during the pandemic.

Aside from caregiver-provider referral services, companies seem disinclined to offer caregiver-specific benefits. For example, childcare services, caregiving support groups, seminars, elder care, and on-site or near-site care were listed much less frequently as one of the top-three new offerings companies are providing. Items like elder care may not be on many companies' radars. As remote work continues and employees choose to live farther away from company headquarters, other offerings, such as childcare services or on-site or near-site care, may prove less valuable.

CAREGIVING BENEFITS

Trends By Company Size And Experience Level

The popularity of a caregiving benefit often depends on company size and broker experience level. Several divergences emerge for offerings that provide additional flexibility at work. For example, flexible work schedules are slightly less prevalent among larger companies as they need to spend more time creating personalized workflows. Additionally, unpaid leave is a new offering for a greater percentage of small companies (24%) than medium (12%) and large ones (8%). Small companies are also more likely to allow voluntary reduced time or part-time work. Potentially, this may result from smaller companies having more limited resources and strained budgets.

Caregiver-provider referral services are much more popular among large companies (60%) than medium (37%) and small ones (21%). Larger companies are also more likely to offer childcare services. Aside from having more resources, larger companies have a bigger pool of employees that will utilize this benefit.

Lastly, the popularity of education and counseling services changes with company size and broker experience level. While larger companies are more likely to offer caregiving seminars, counseling services are more popular among small companies (41%) than medium (28%) and large ones (12%). This is likely because seminars are more scalable. Counseling services are tailored to the individual and become difficult to implement as the employee population size increases.

EXPLORE THE DATA

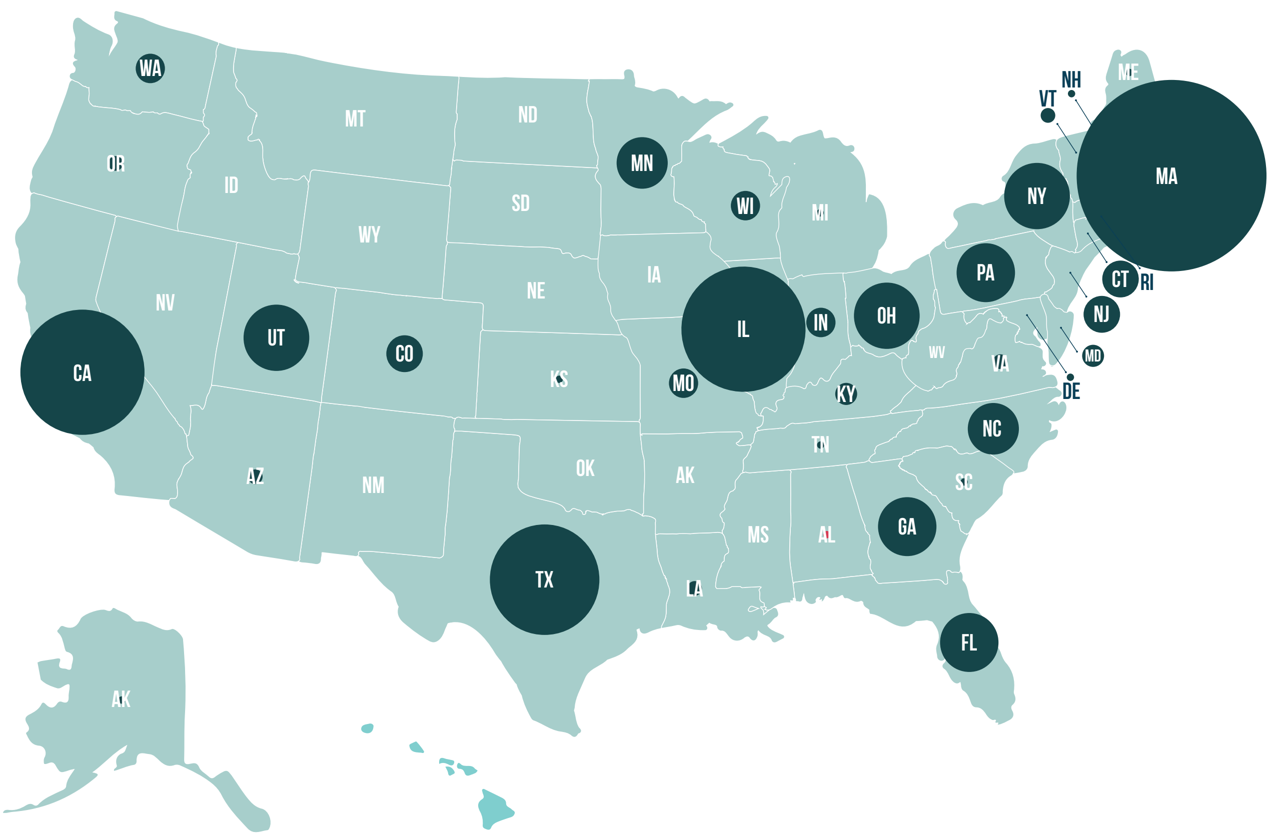
Wellable LABS

PART 1

PARTICIPANT PROFILE

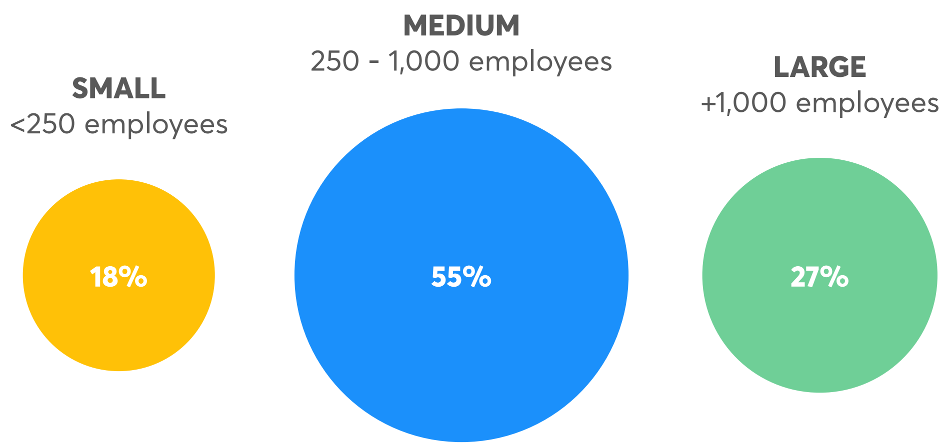
PARTICIPANT PROFILE

To better understand the perspectives of a vast and diverse set of employers, the 2022 Employee Wellness Industry Trends Report surveyed the trusted advisors of companies across the country—health insurance brokers. Health insurance brokers and their wellness directors work closely with organizations to develop short- and long-term strategies for employee wellness success as well as assist in the identification and evaluation of vendors. Through responses from 197 of these professionals, the 2022 Employee Wellness Industry Trends Report reflects the current positions of thousands of companies and millions of employees. The survey also captured the geography, years of experience, and average client size of the respondents to identify trends that may exist in specific subgroups. In this year's report, over half of respondents are seasoned professionals with ten or more years of experience, and most work primarily with medium-size companies (250 to 1,000 employees).

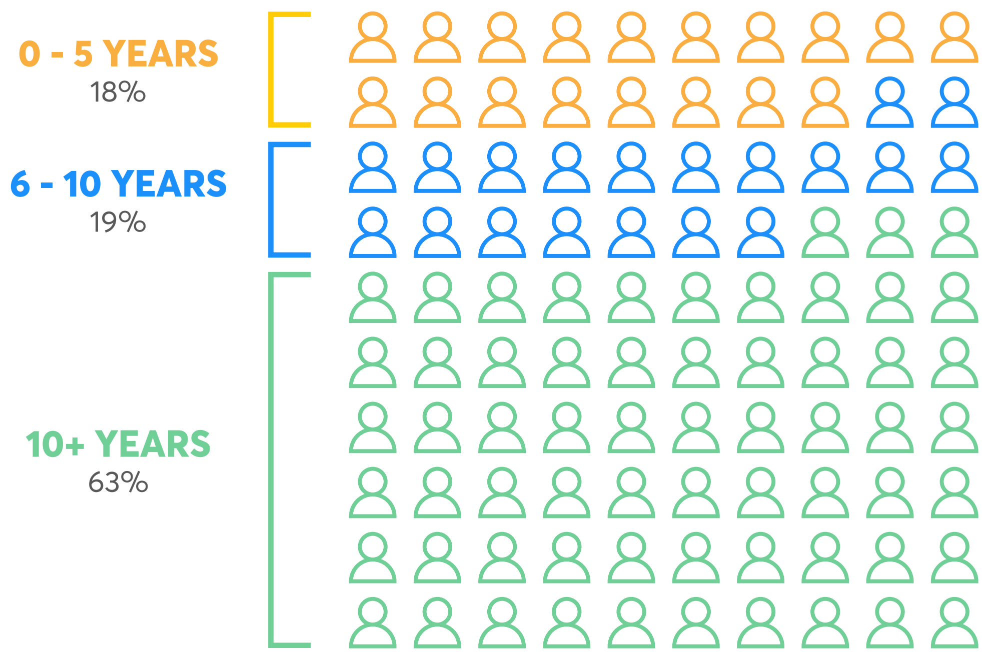


PARTICIPANT PROFILE

Average Client Size



Broker Years Of Experience



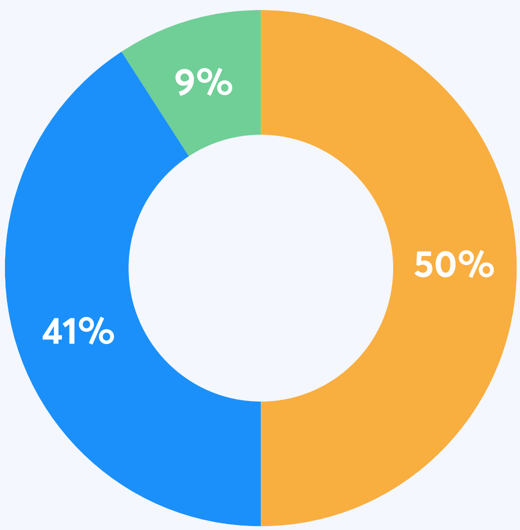
PART 2

INVESTMENT TRENDS

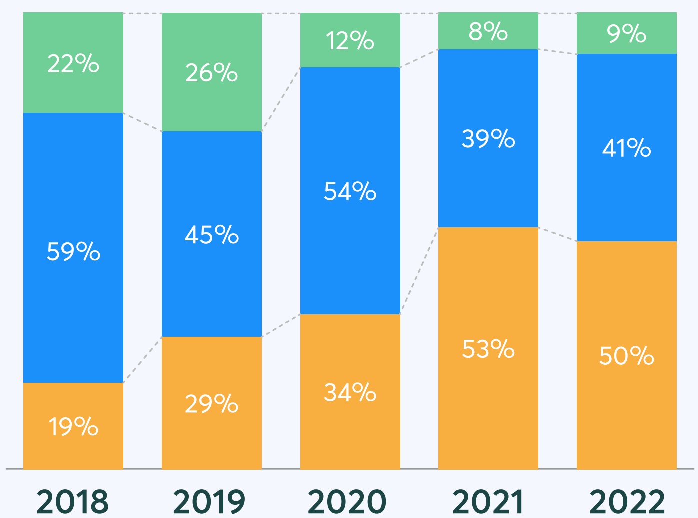
BIOMETRIC SCREENING

Key Takeaway: Biometric screenings have been slowly losing favor as research questions their efficacy. After years of decreasing investments, companies have minimized their screening budgets and put their wellness dollars into other more impactful programs.

2022 Investment Trends

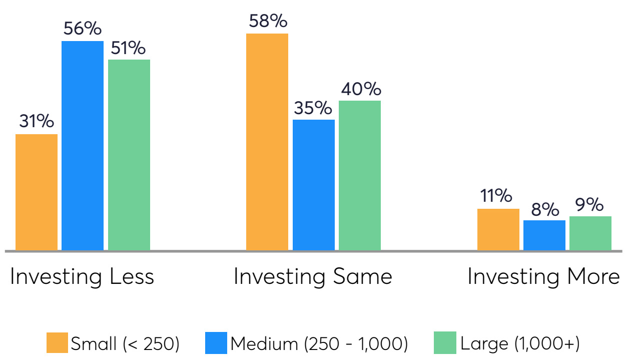


Historical Comparison

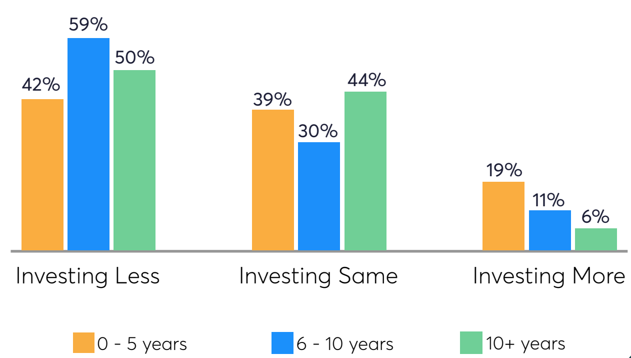


Investing Less   Investing Same   Investing More

By Average Client Size



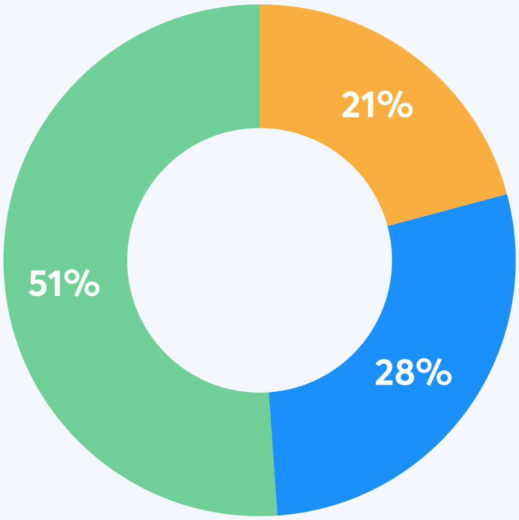
By Years Of Experience



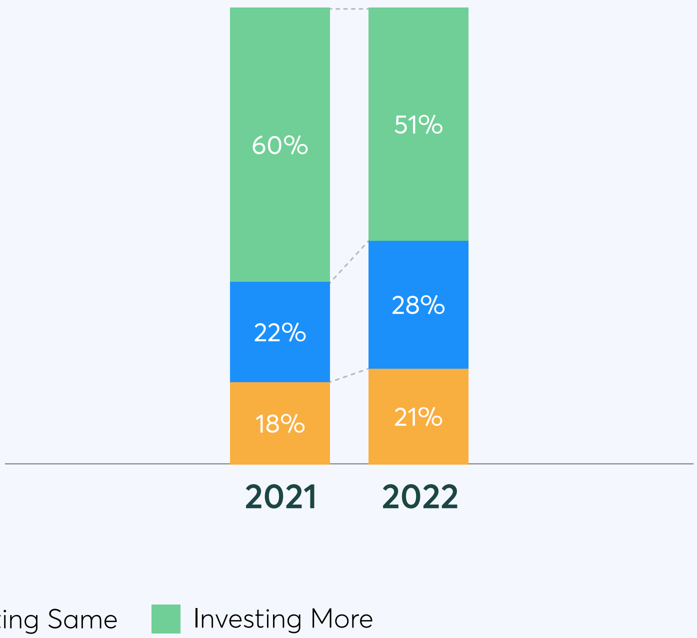
COVID-19 ON-SITE TESTING

Key Takeaway: With new variants, breakthrough cases, and unvaccinated employees, on-site testing remains essential for organizations that plan to return to their physical spaces, which is why most companies plan to invest the same or more in this benefit.

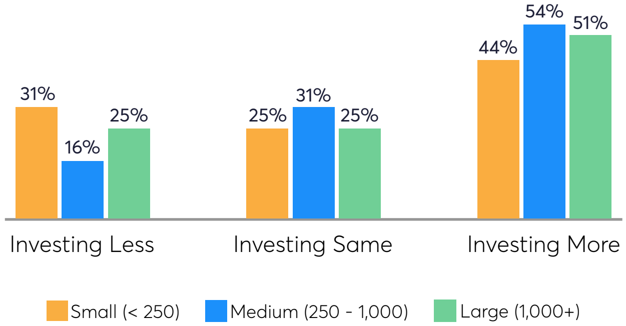
2022 Investment Trends



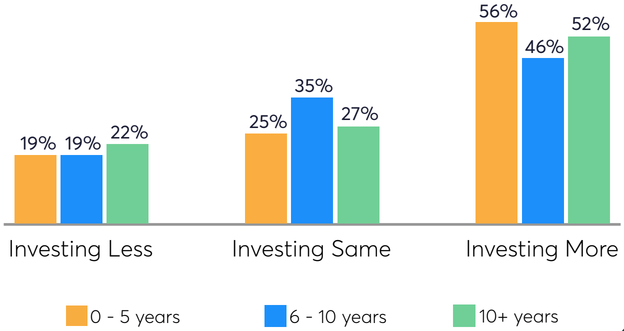
Historical Comparison



By Average Client Size



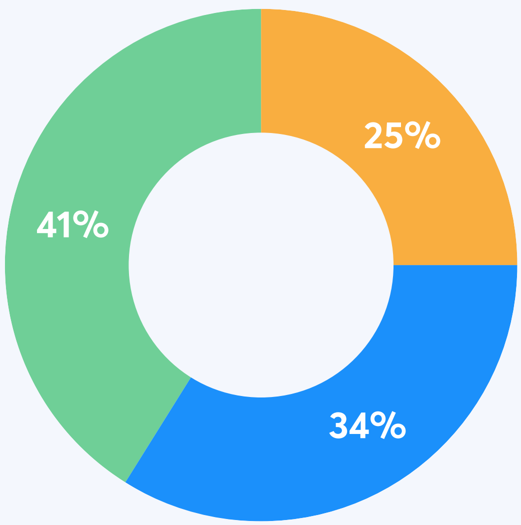
By Years Of Experience



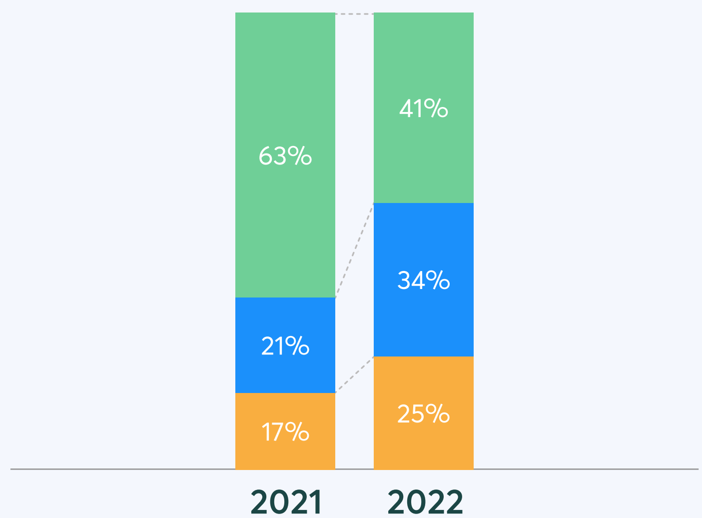
COVID-19 RISK INTAKE/ WELLNESS PASSPORT

Key Takeaway: Though many expect to invest the same, fewer companies plan to invest more in this benefit. With the widespread availability of vaccines and testing, some companies have shifted investments to more favorable mitigation and transmission reduction tools.

2022 Investment Trends

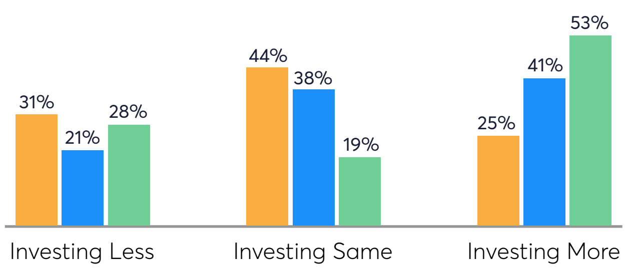


Historical Comparison



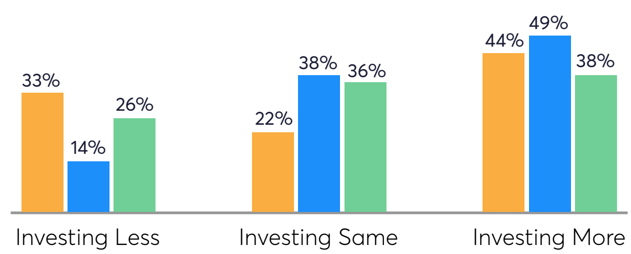
Investing Less | Investing Same | Investing More

By Average Client Size



Small (< 250) | Medium (250 - 1,000) | Large (1,000+)

By Years Of Experience

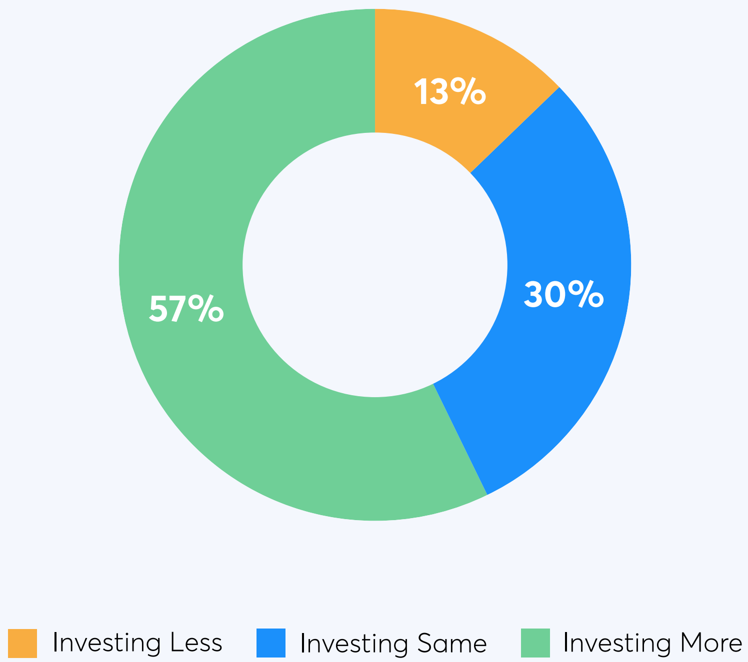


0 - 5 years | 6 - 10 years | 10+ years

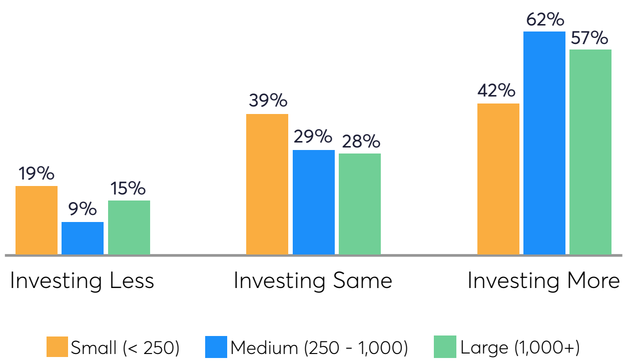
COVID-19 VACCINATIONS

Key Takeaway: The majority of employers plan to spend more on COVID-19 vaccine implementation procedures. This benefit is particularly popular with medium to large companies who have been preparing for vaccine mandates.

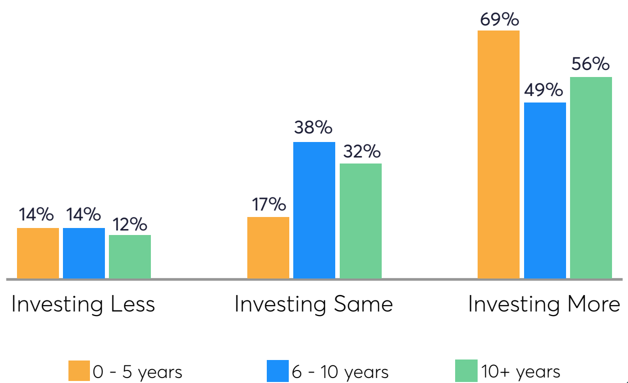
2022 Investment Trends



By Average Client Size



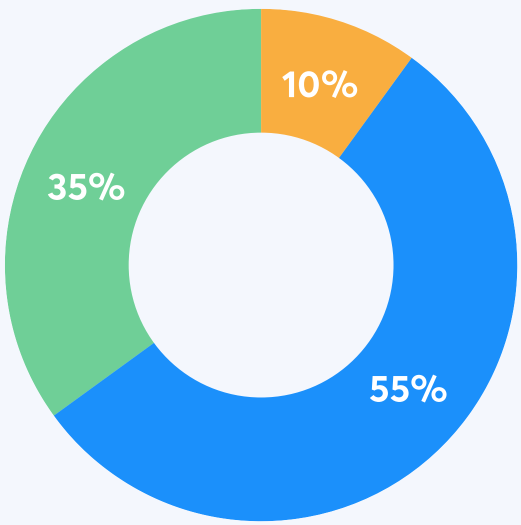
By Years Of Experience



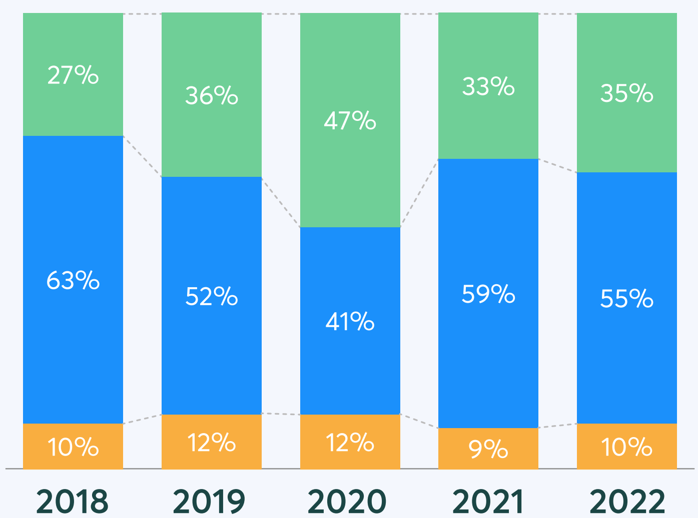
DISEASE MANAGEMENT (DIABETES, ETC.)

Key Takeaway: Improving quality of life for individuals with chronic conditions by preventing or minimizing the effects of disease(s) is here to stay. The majority of employers are investing more or the same in these programs.

2022 Investment Trends

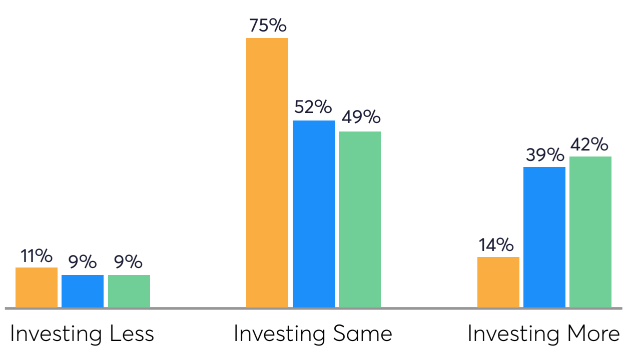


Historical Comparison



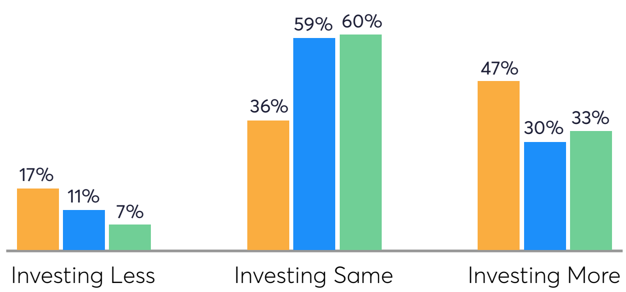
Investing Less · Investing Same · Investing More

By Average Client Size



Small (< 250) · Medium (250 - 1,000) · Large (1,000+)

By Years Of Experience

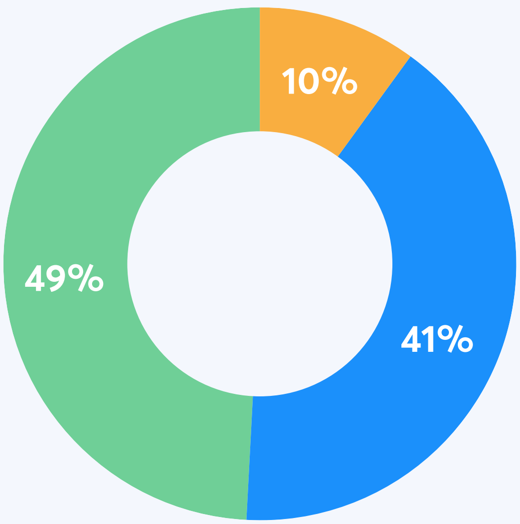


0 - 5 years · 6 - 10 years · 10+ years

FINANCIAL WELLNESS

Key Takeaway: Employers are well-aware of the pandemic's negative impact on employees' short- and long-term financial security. Only 10% plan to invest less, and 49% plan to invest more.

2022 Investment Trends



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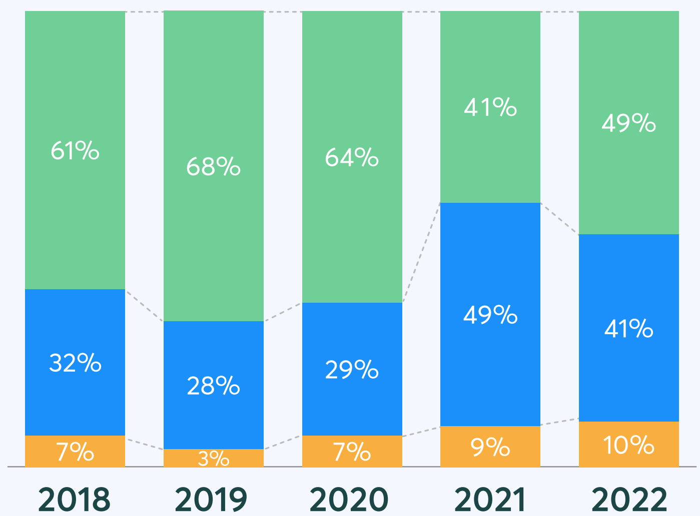
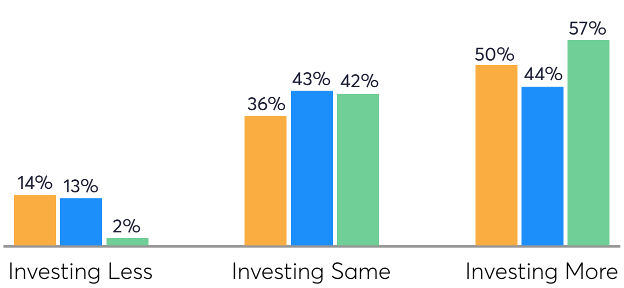


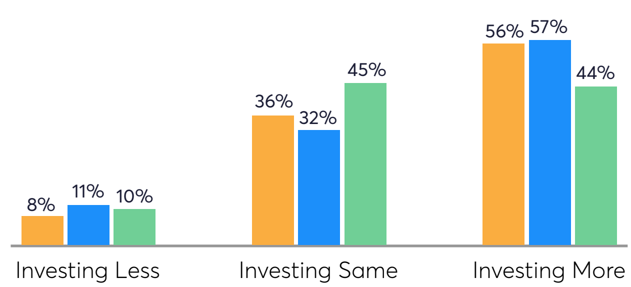
Investing Less | Investing Same | Investing More

By Average Client Size



Small (< 250) | Medium (250 - 1,000) | Large (1,000+)

By Years Of Experience

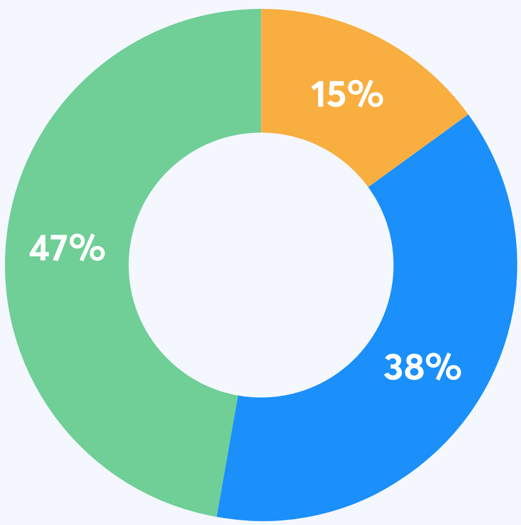


0 - 5 years | 6 - 10 years | 10+ years

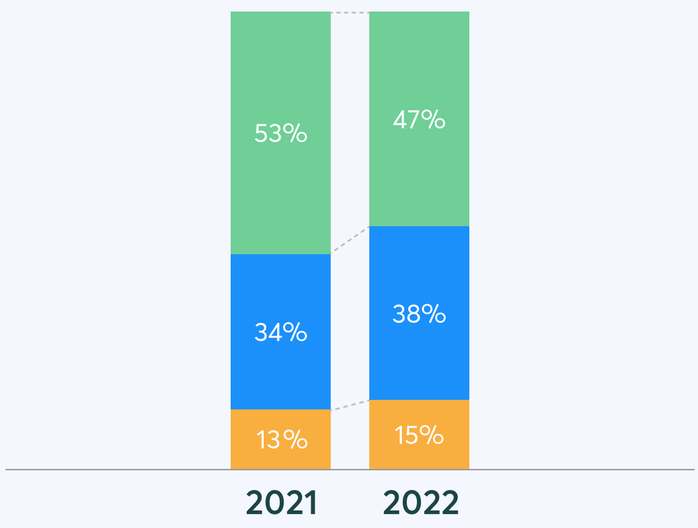
FITNESS CLASSES (ON-DEMAND)

Key Takeaway: After on-site fitness classes became temporarily infeasible, companies tested out on-demand alternatives. Companies will continue to spend more on this flexible, affordable replacement.

2022 Investment Trends

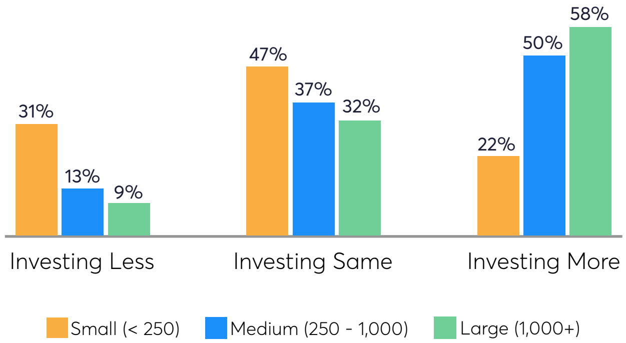


Historical Comparison

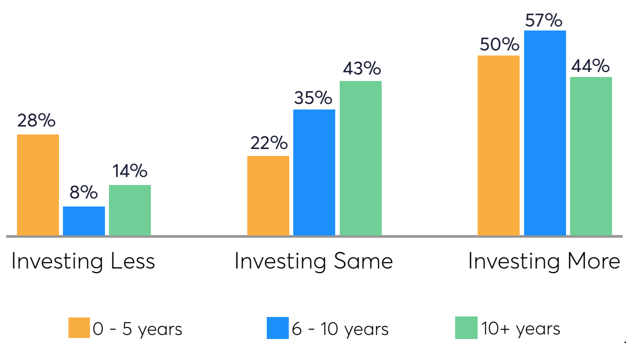


Investing Less | Investing Same | Investing More

By Average Client Size



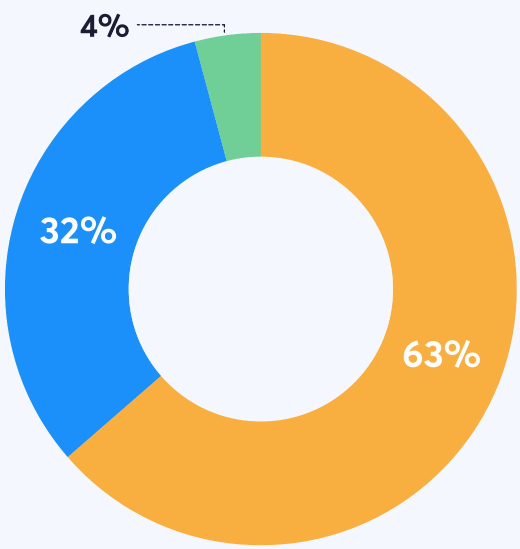
By Years Of Experience



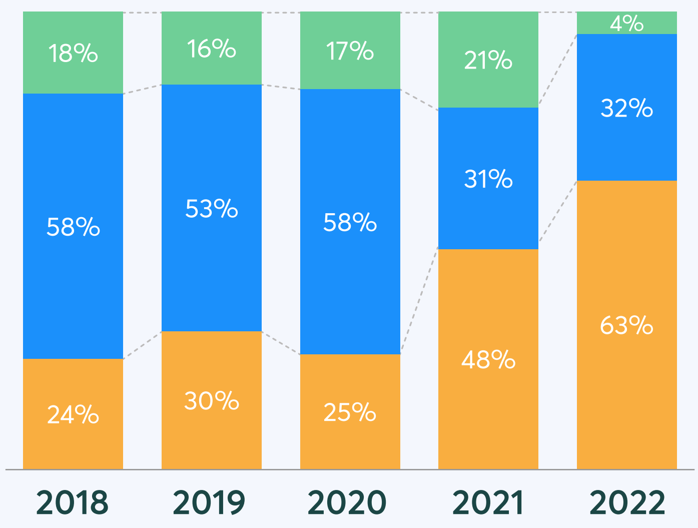
FITNESS CLASSES (ON-SITE)

Key Takeaway: Unable to provide this as a universal benefit for most of last year, employers found more cost-effective and flexible alternatives. As a result, a substantial majority of companies intend to spend less on on-site classes in 2022.

2022 Investment Trends

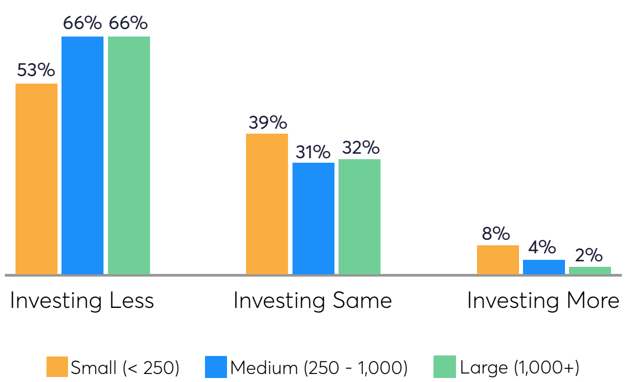


Historical Comparison

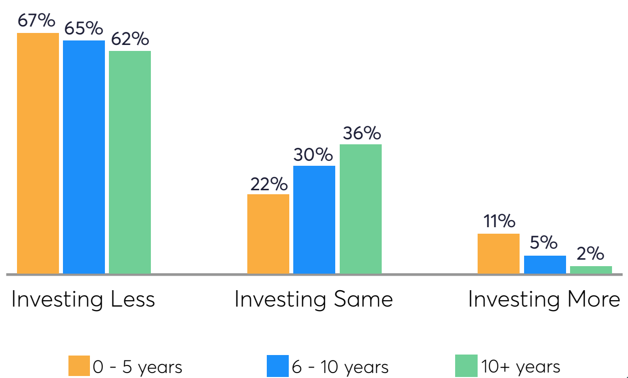


Investing Less | Investing Same | Investing More

By Average Client Size



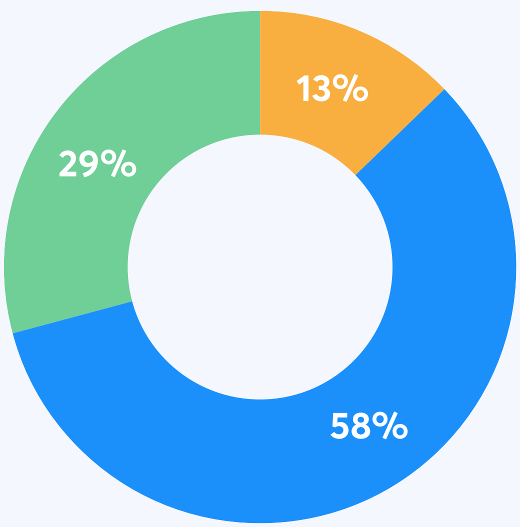
By Years Of Experience



FLU VACCINATIONS

Key Takeaway: Last year, companies increased their investments in flu shots after health officials warned of a possible "twindemic" between the traditional flu and COVID-19. With these risks still lurking, employers plan to maintain this investment level going forward.

2022 Investment Trends



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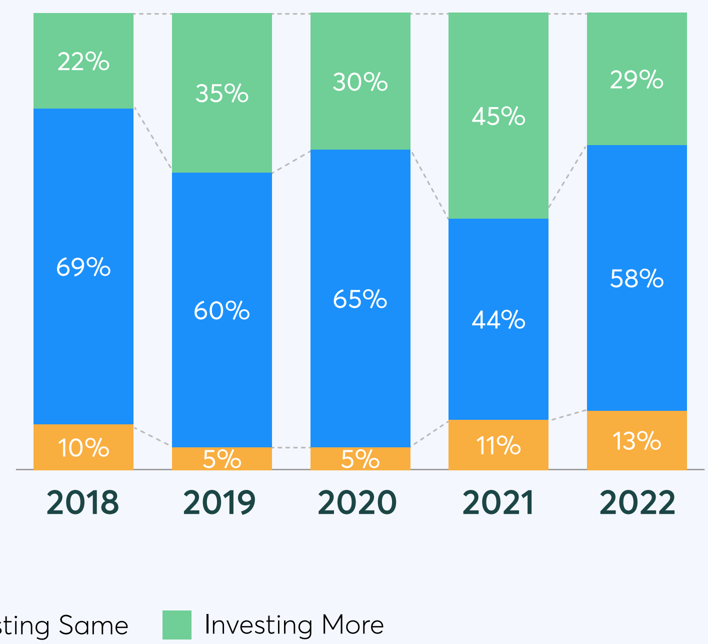
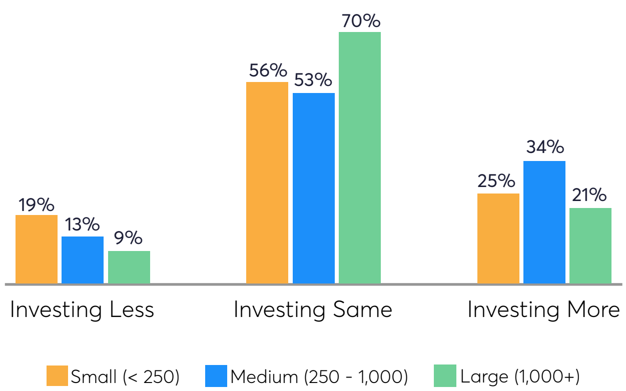
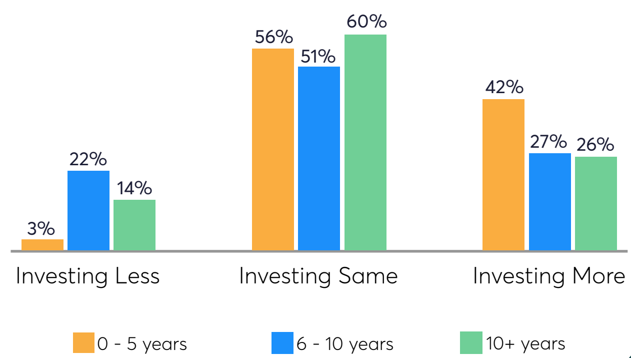


By Average Client Size



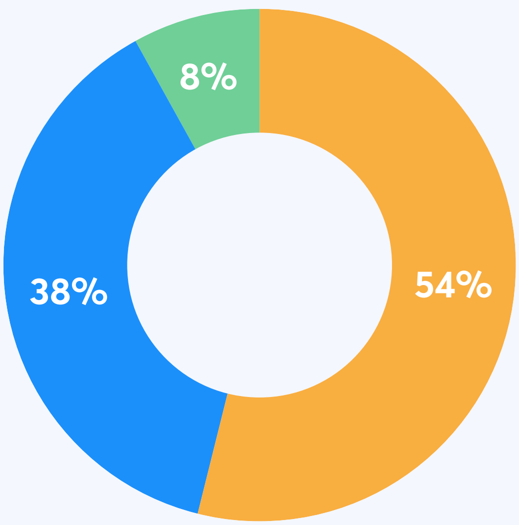
By Years Of Experience



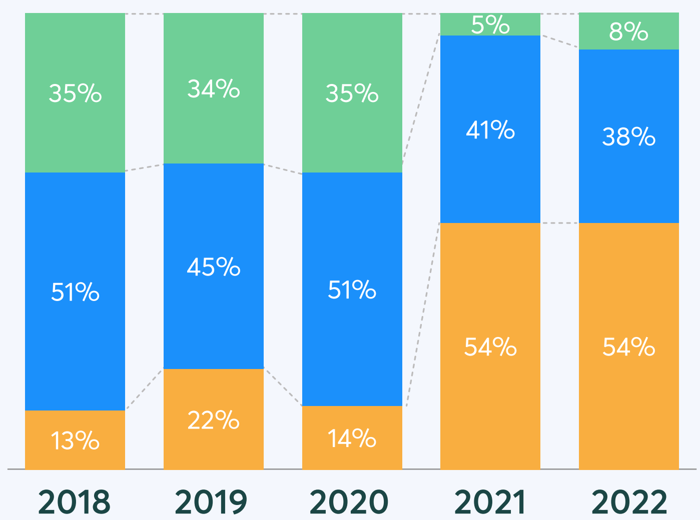
FREE HEALTHY FOOD/ STOCKED KITCHEN

Key Takeaway: Many employees are not back in the office yet, and those that are may be less inclined to make use of shared food spaces due to the sanitary concerns associated with them. As a result, most companies expect to spend less on this benefit in 2022.

2022 Investment Trends

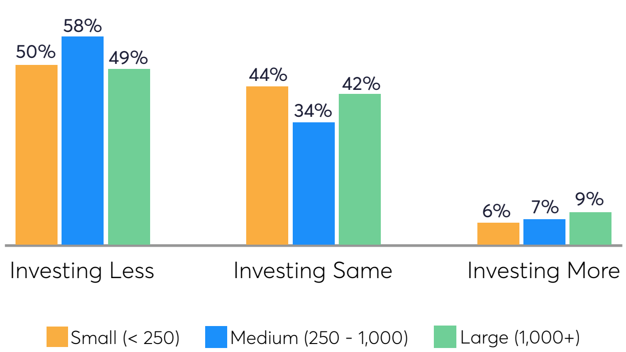


Historical Comparison

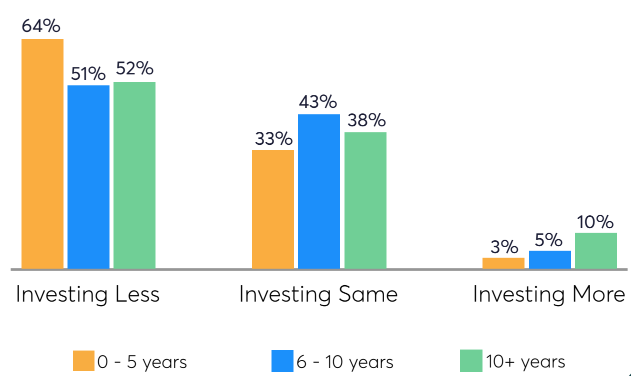


Investing Less Investing Same Investing More

By Average Client Size



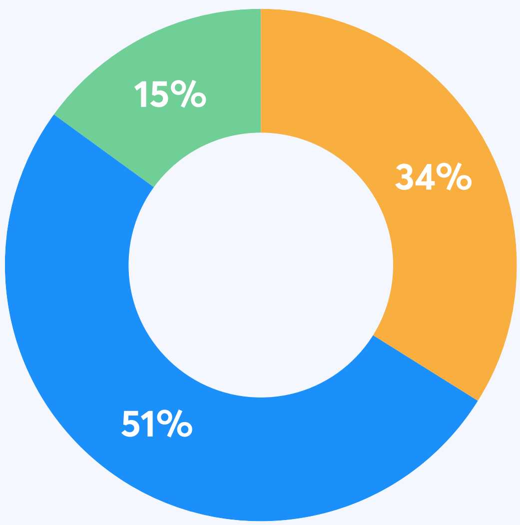
By Years Of Experience



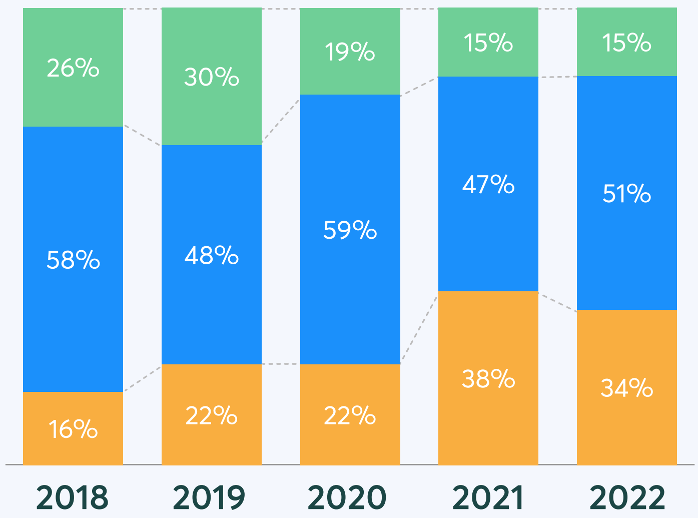
GYM MEMBERSHIP REIMBURSEMENT

Key Takeaway: Though gyms have reopened, many employees have found virtual alternatives they prefer. In response, employers have re-assigned these wellness dollars to more scalable, cost-effective options.

2022 Investment Trends

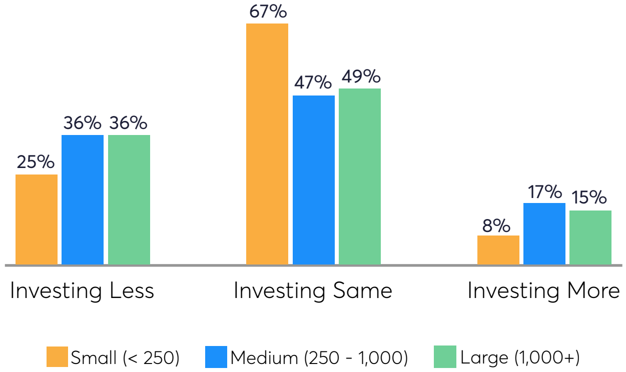


Historical Comparison

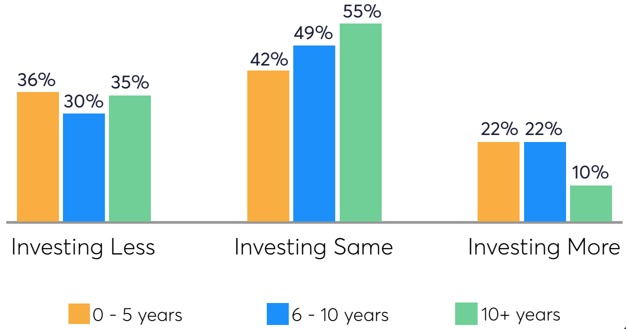


Investing Less Investing Same Investing More

By Average Client Size



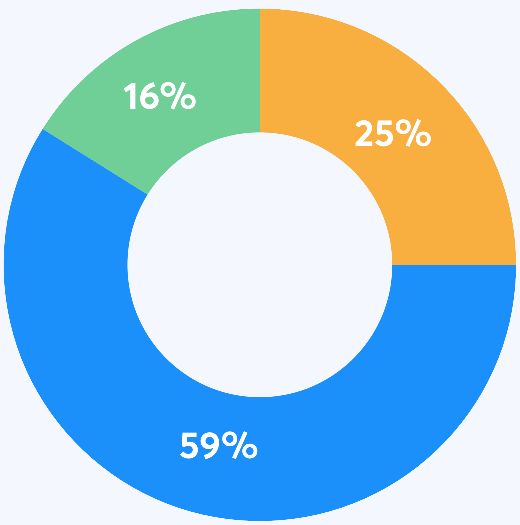
By Years Of Experience



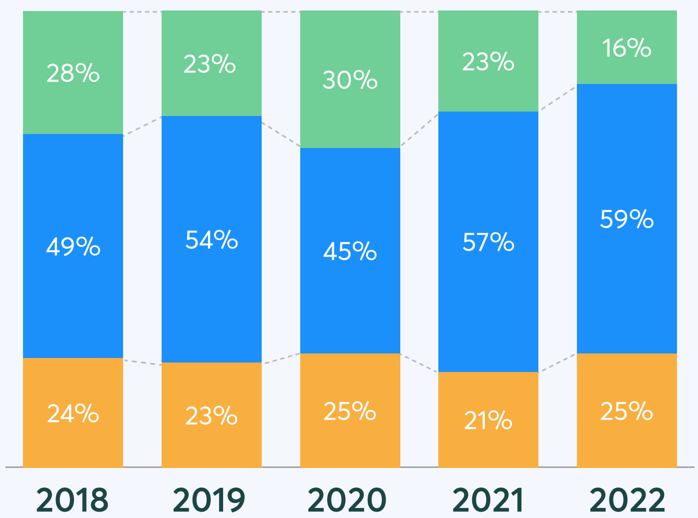
HEALTH COACHING

Key Takeaway: Investment in health coaching has stayed relatively consistent. Although it offers a more personalized approach, cost often prevents greater adoption. Affordable technological solutions are also available to help employees meet their desired outcomes.

2022 Investment Trends

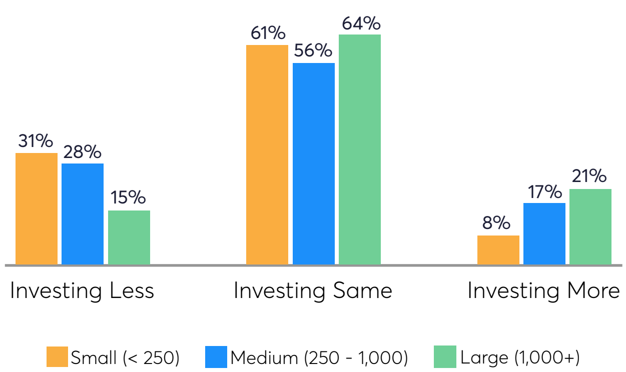


Historical Comparison

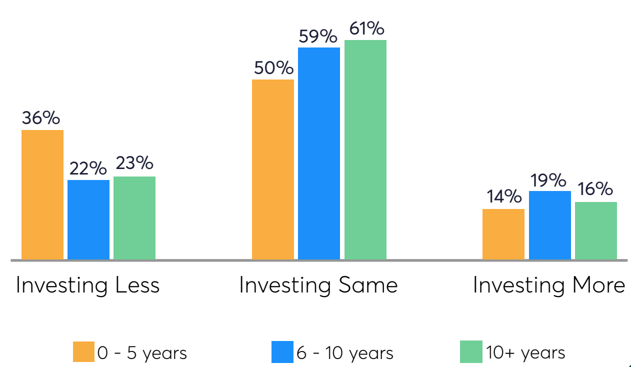


Investing Less Investing Same Investing More

By Average Client Size

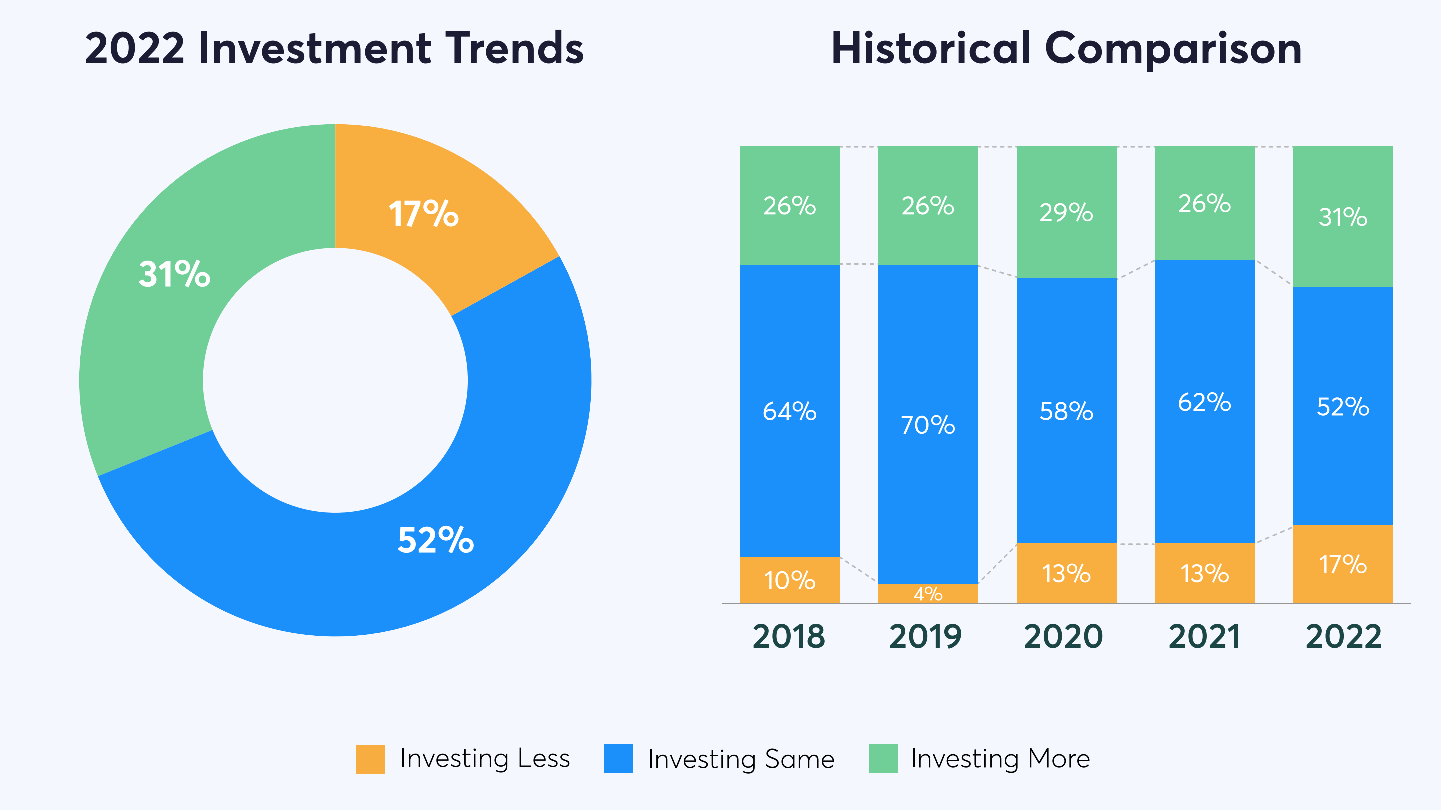


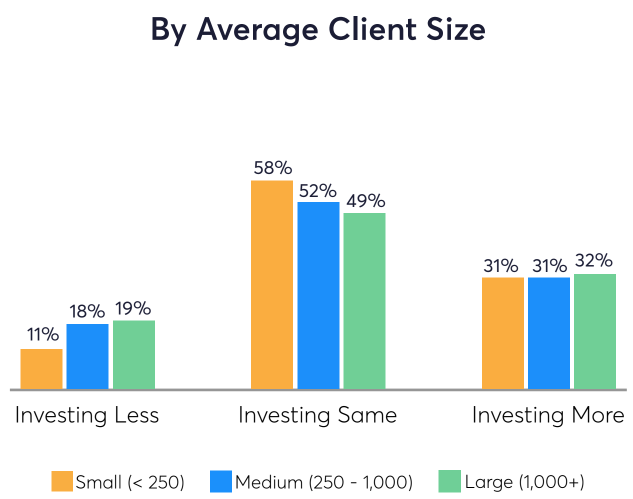
By Years Of Experience

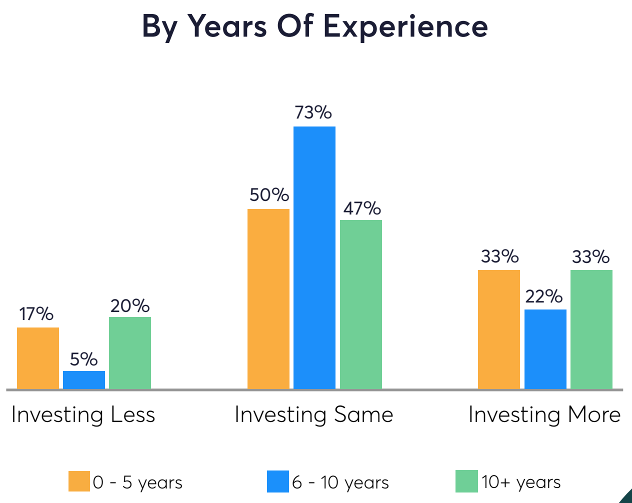


HEALTH EDUCATION/ LITERACY

Key Takeaway: Most employers do not plan to adjust the size of their investments in this benefit. However, a greater percentage expect to spend more relative to last year, potentially in an attempt to alleviate heightened health concerns attributed to the pandemic.



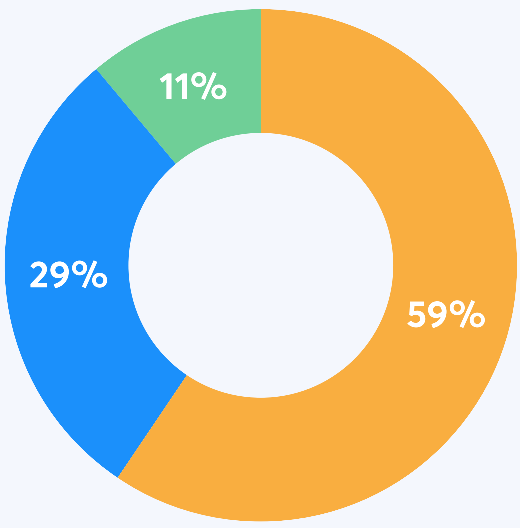




HEALTH FAIRS

Key Takeaway: Health fairs are typically delivered on-site to large groups. Employers appear to have found more cost-effective alternatives, including virtual health fairs, that deliver the same outcomes and plan to stick with them going forward.

2022 Investment Trends



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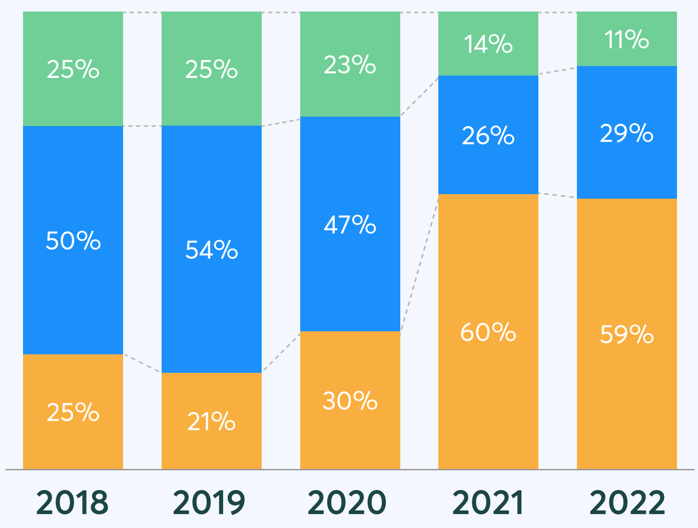
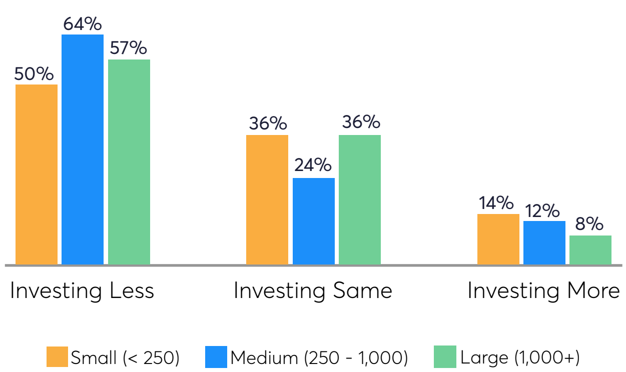
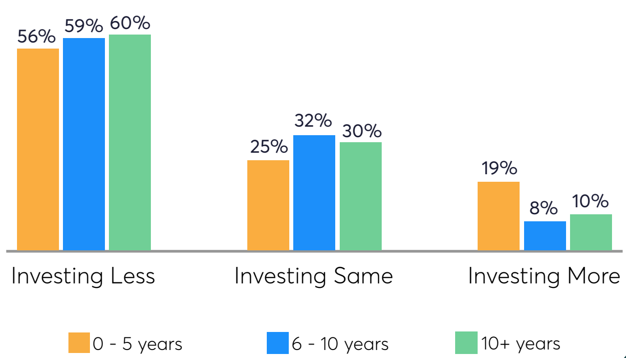


Investing Less | Investing Same | Investing More

By Average Client Size



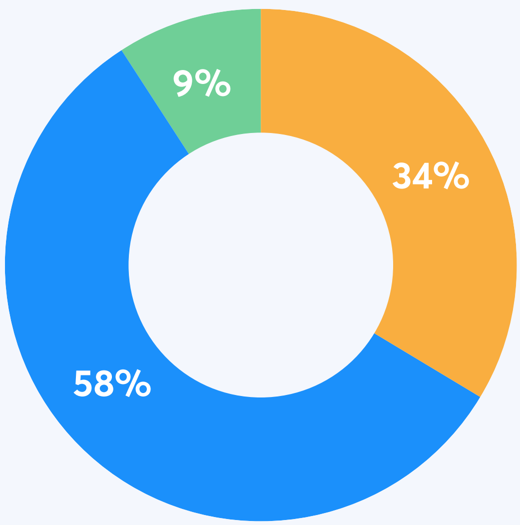
By Years Of Experience



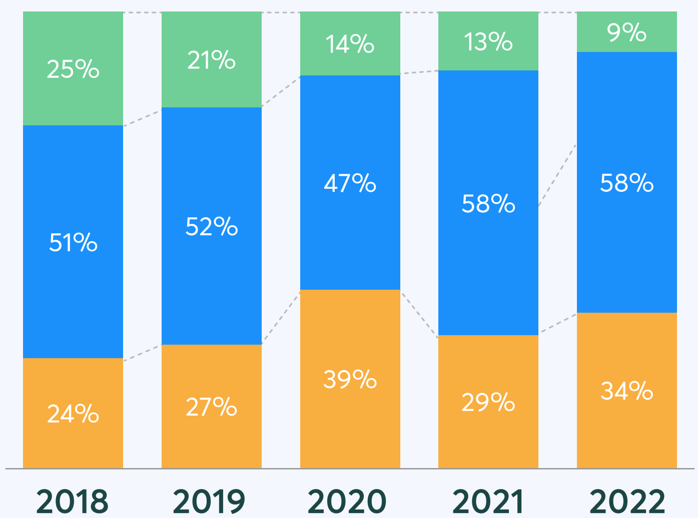
HEALTH RISK ASSESSMENTS

Key Takeaway: COVID-19 had a minimal impact on these programs, which is why the long-term trend of not investing more will continue.

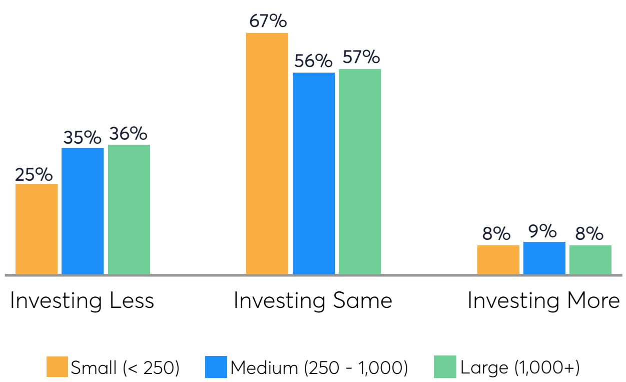
2022 Investment Trends



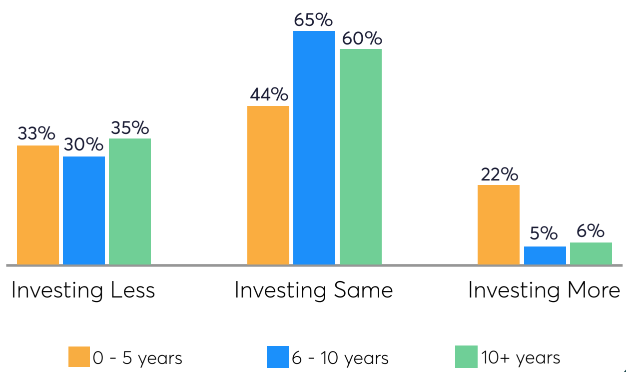
Historical Comparison



By Average Client Size



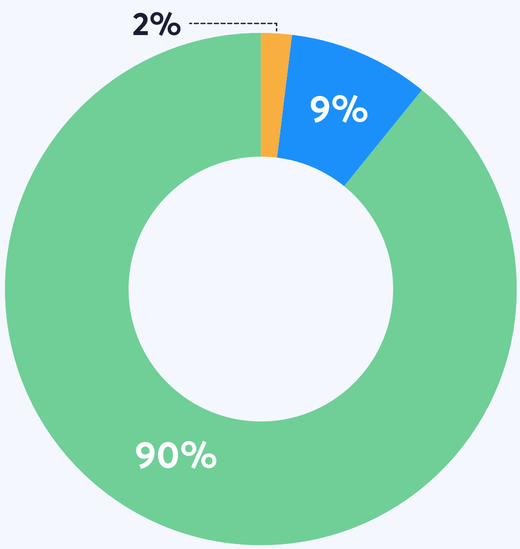
By Years Of Experience



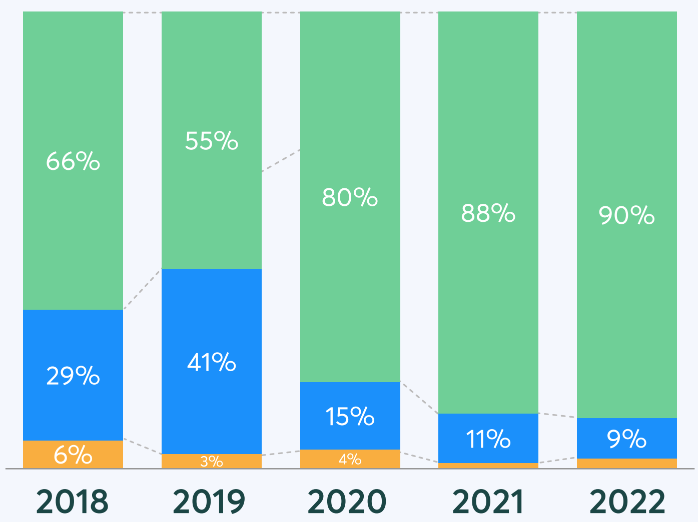
MENTAL HEALTH

Key Takeaway: As COVID-19 highlighted the importance of mental wellness, the demand for mental health resources became inarguable. Employers have accepted the responsibility of providing employees with adequate mental health solutions and plan to invest more in 2022.

2022 Investment Trends

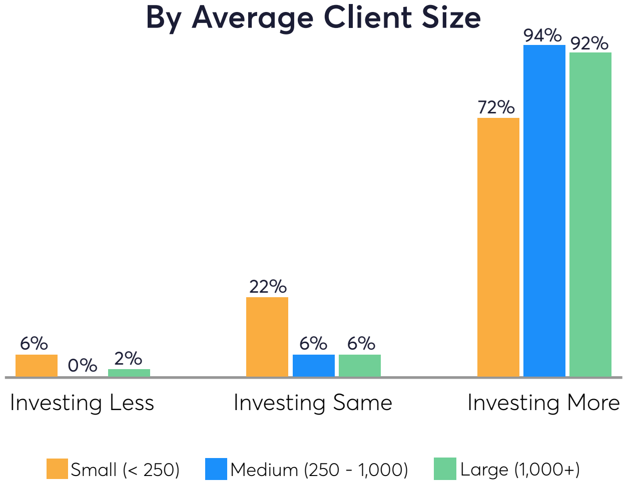


Historical Comparison

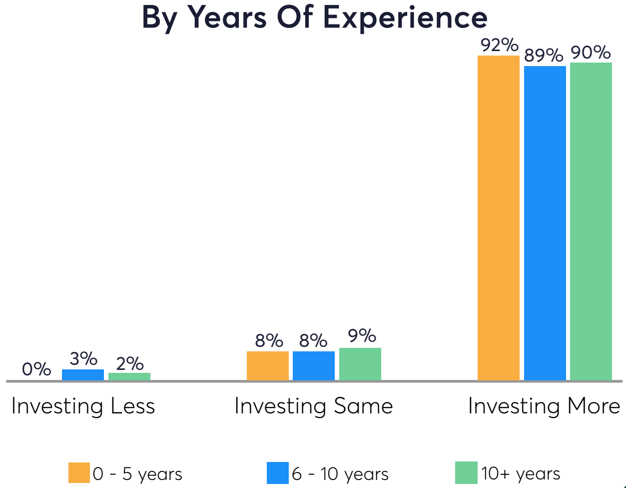


Investing Less Investing Same Investing More

By Average Client Size



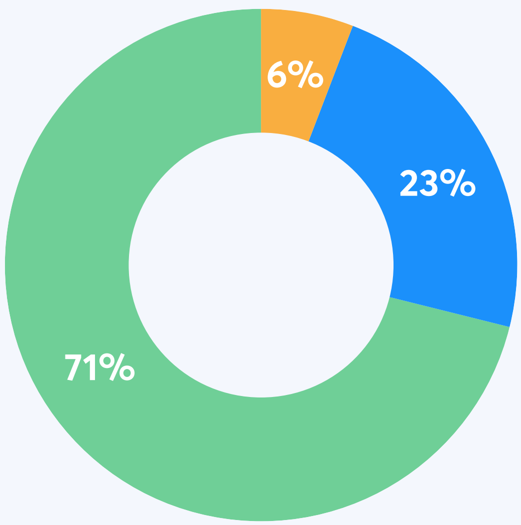
By Years Of Experience



MINDFULNESS/ MEDITATION

Key Takeaway: Although most favored by large employers, mindfulness and meditation continue to grow in popularity as effective and accessible mental health tools.

2022 Investment Trends



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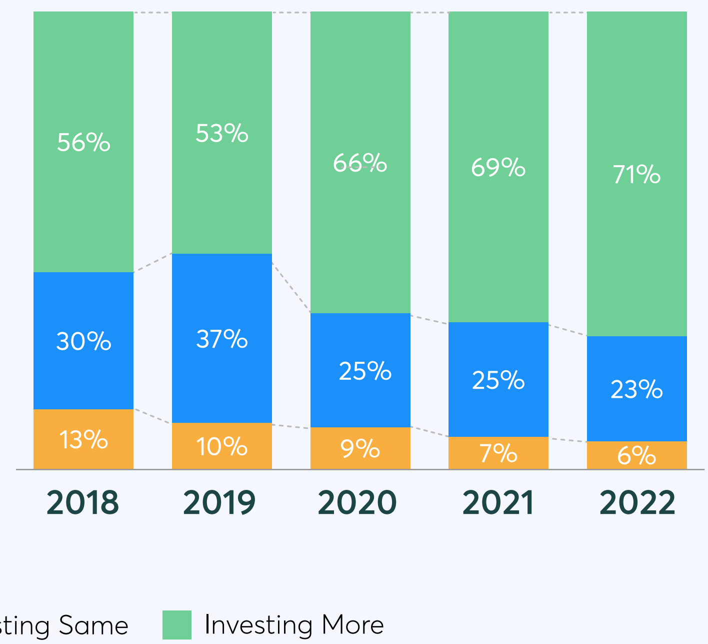
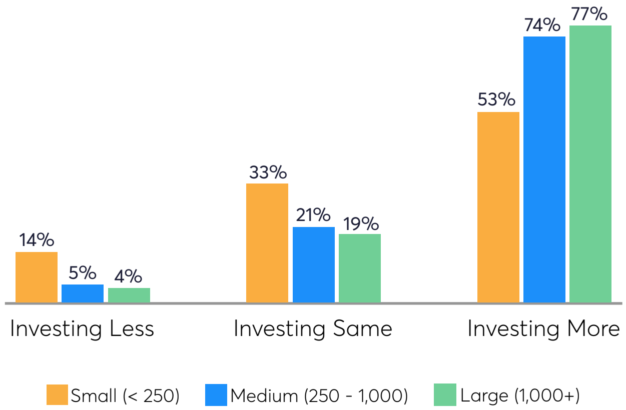
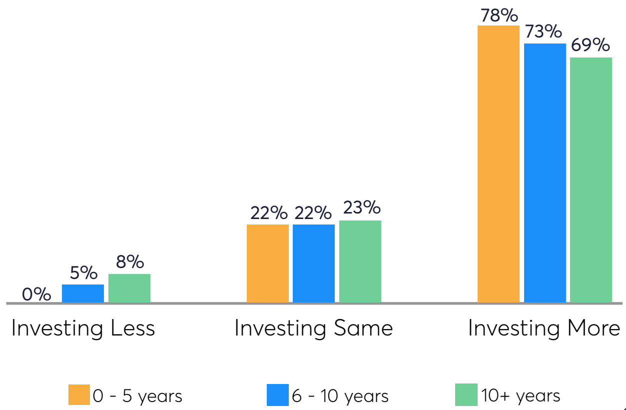


By Average Client Size



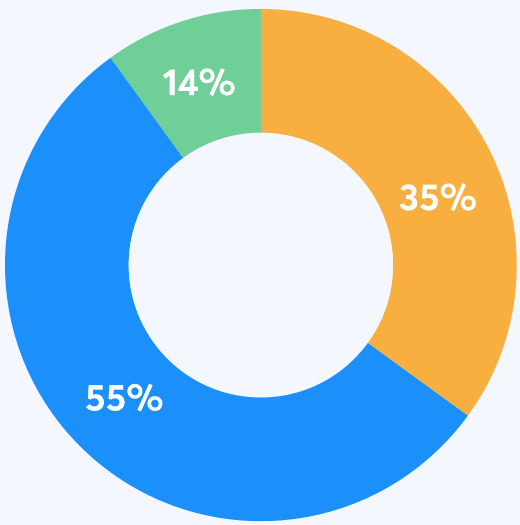
By Years Of Experience



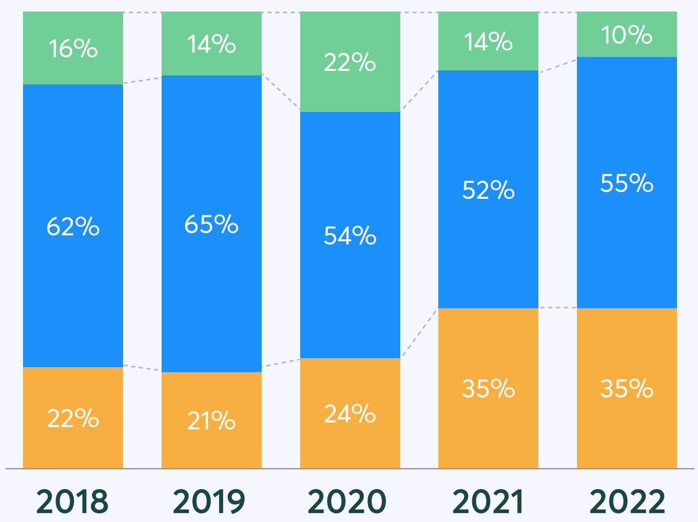
ON-SITE/NEAR-SITE CLINICS

Key Takeaway: After slowly losing favor for several years, companies have bottomed out their budgets for this benefit. The majority plan not to adjust the size of their investments going forward.

2022 Investment Trends

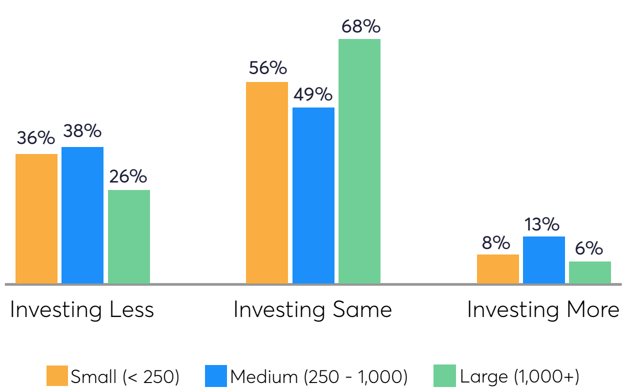


Historical Comparison

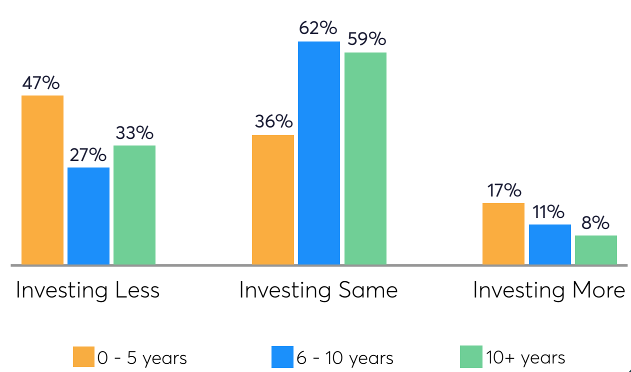


Investing Less | Investing Same | Investing More

By Average Client Size



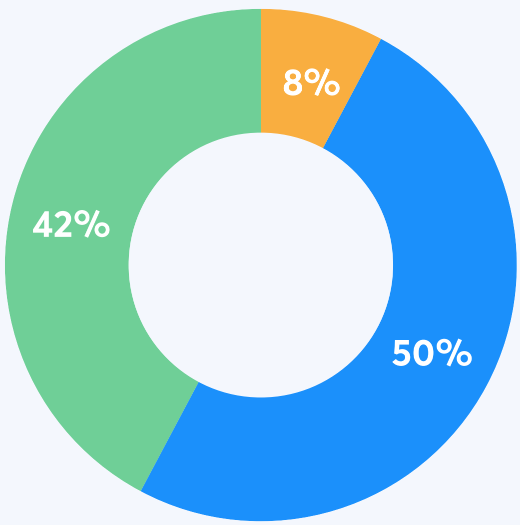
By Years Of Experience



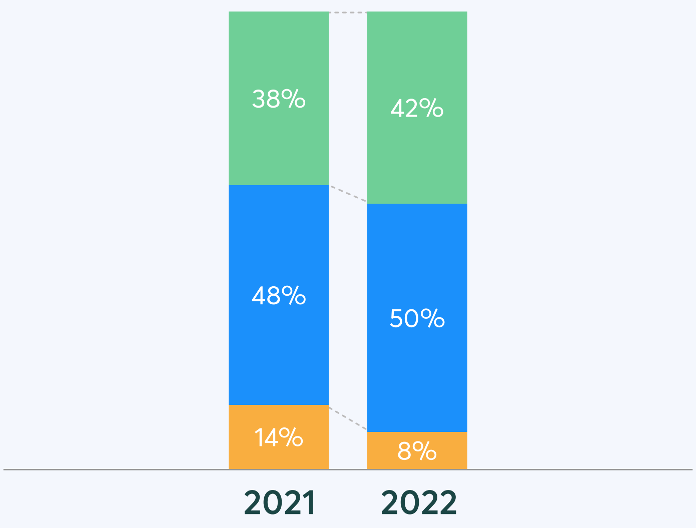
PHYSICIAN ENGAGEMENT (ANNUAL PHYSICAL)

Key Takeaway: Following last year's trend, the majority of employers will invest the same or more in this benefit. This may be motivated by employers encouraging employees to seek preventive care and treatment that was missed due to COVID-19.

2022 Investment Trends

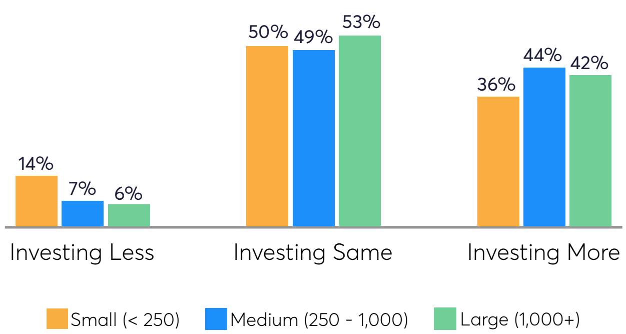


Historical Comparison

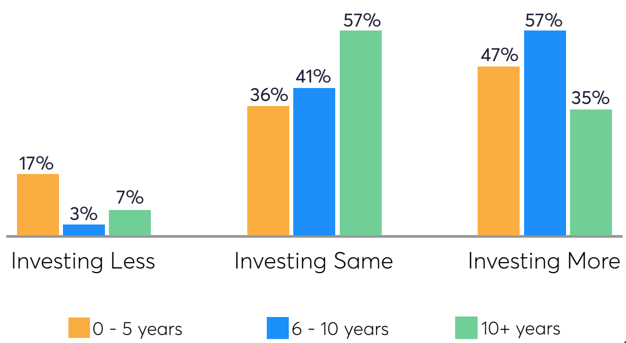


Investing Less Investing Same Investing More

By Average Client Size



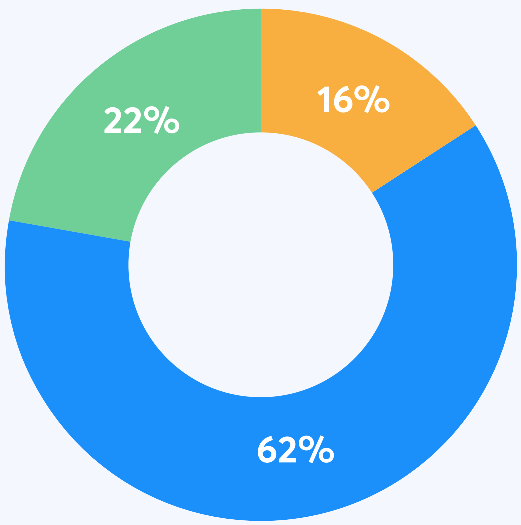
By Years Of Experience



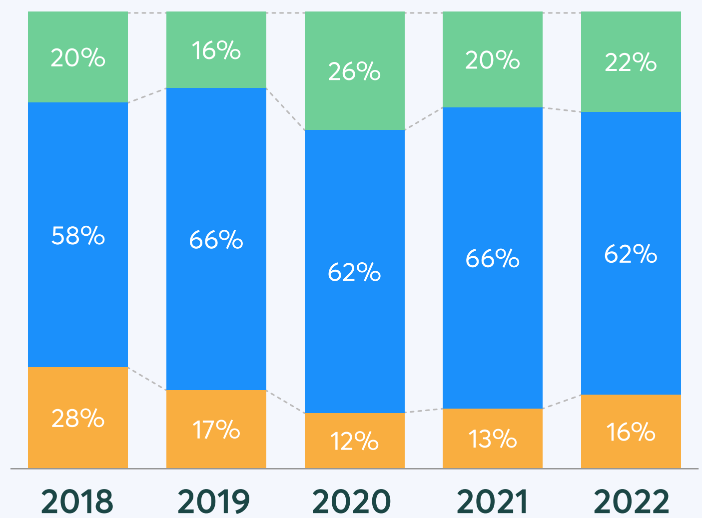
SLEEP MANAGEMENT

Key Takeaway: Despite the importance of proper sleep, solutions that are effective, scalable, and easily implementable, are hard to come by. This may be why companies have yet to increase the size of their investments in these programs.

2022 Investment Trends

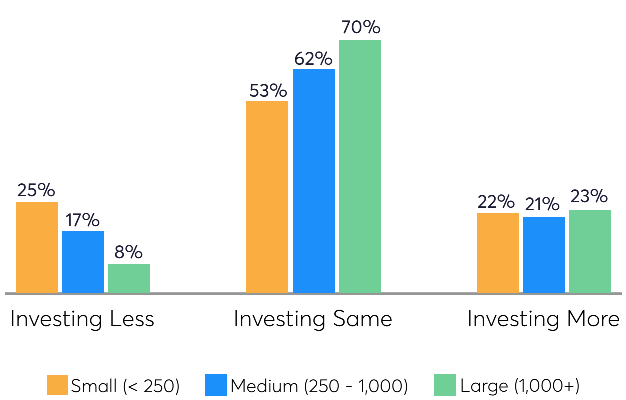


Historical Comparison

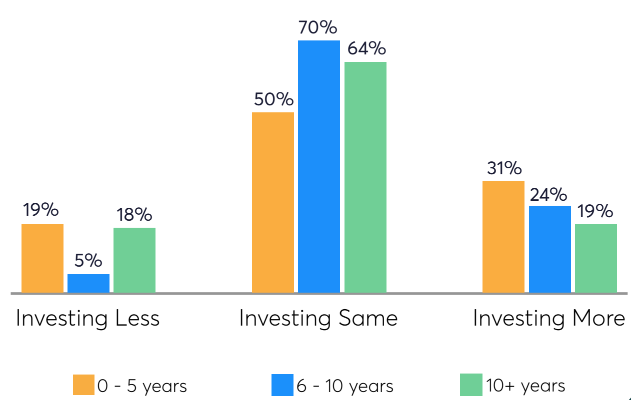


Investing Less   Investing Same   Investing More

By Average Client Size



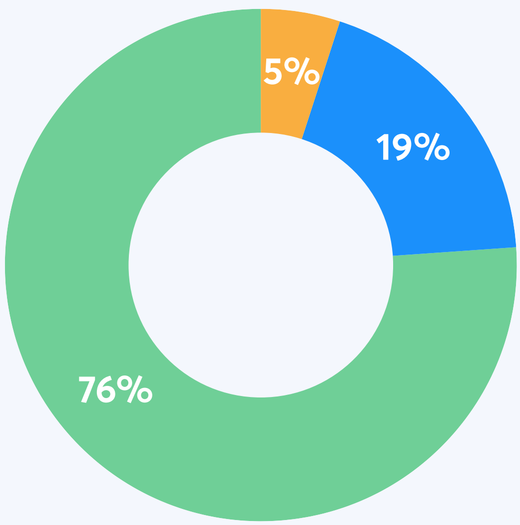
By Years Of Experience



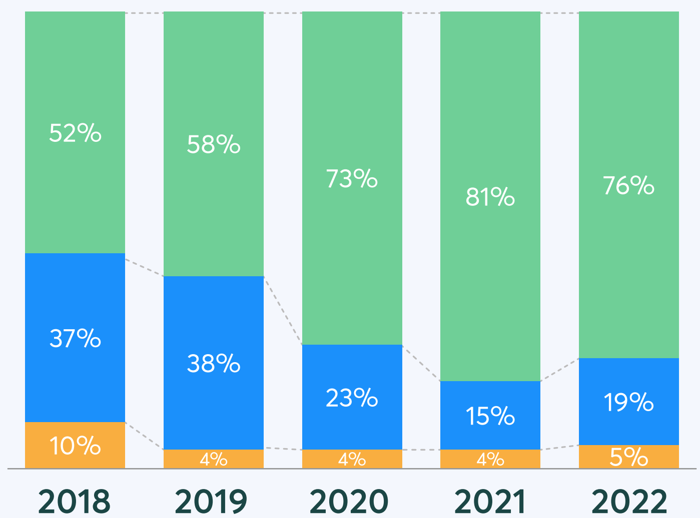
STRESS MANAGEMENT/ RESILIENCE

Key Takeaway: Employees have experienced a sustained series of personal and workplace stressors since the pandemic began. To help workers bounce back, companies are increasing their investments in stress management and resilience resources.

2022 Investment Trends

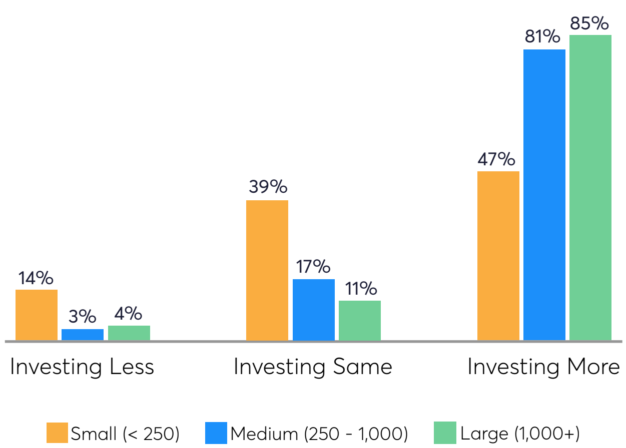


Historical Comparison

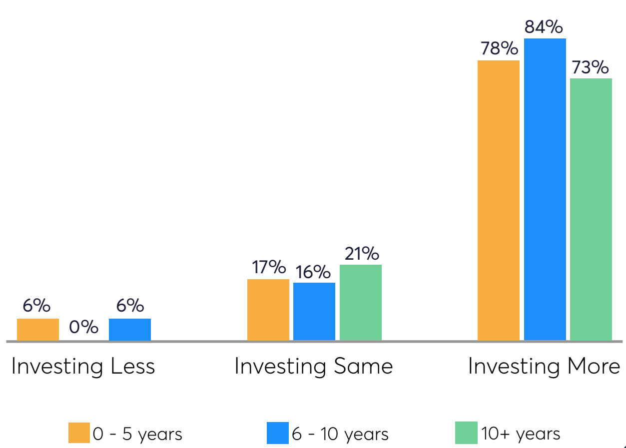


Investing Less   Investing Same   Investing More

By Average Client Size



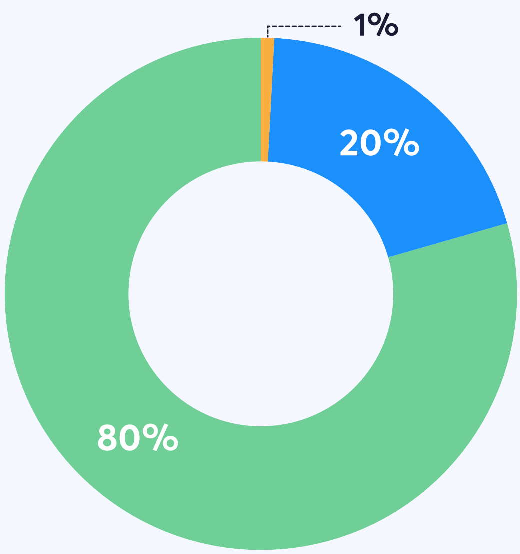
By Years Of Experience



TELEMEDICINE

Key Takeaway: After becoming widely adopted in 2020, employers now view this benefit as being indispensable. Only 1% plan to spend less going forward.

2022 Investment Trends



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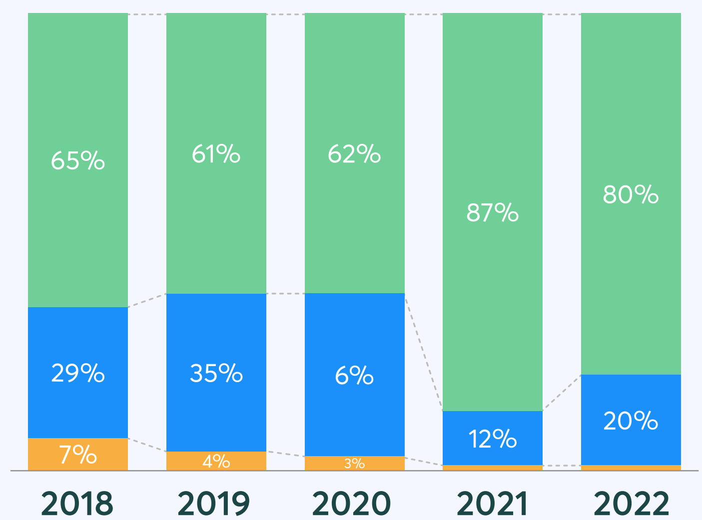
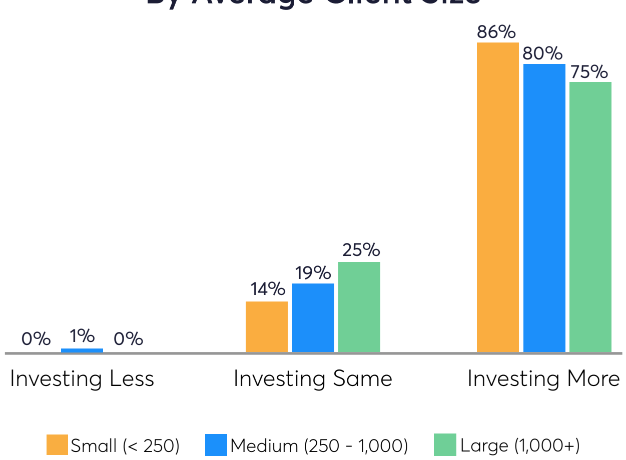
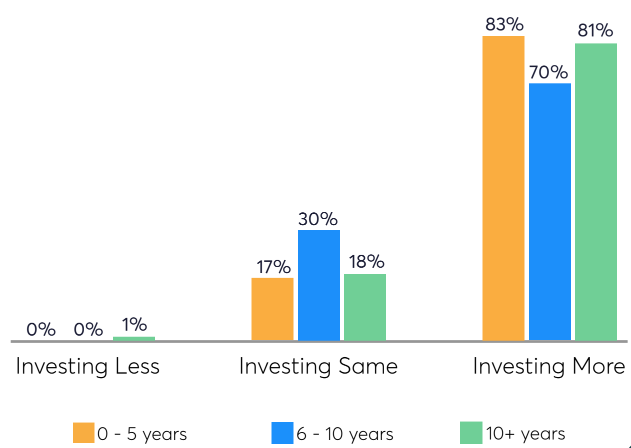


Investing Less   Investing Same   Investing More

By Average Client Size



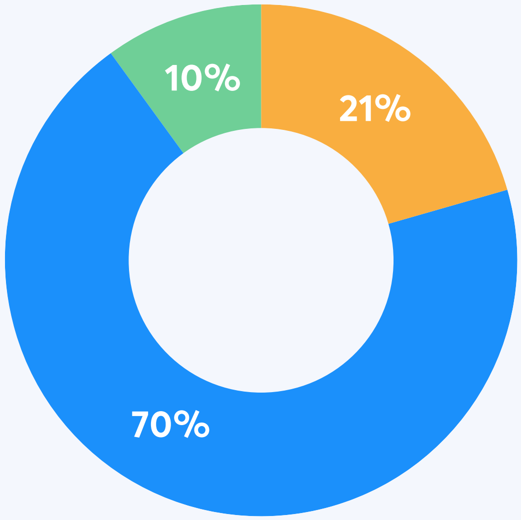
By Years Of Experience



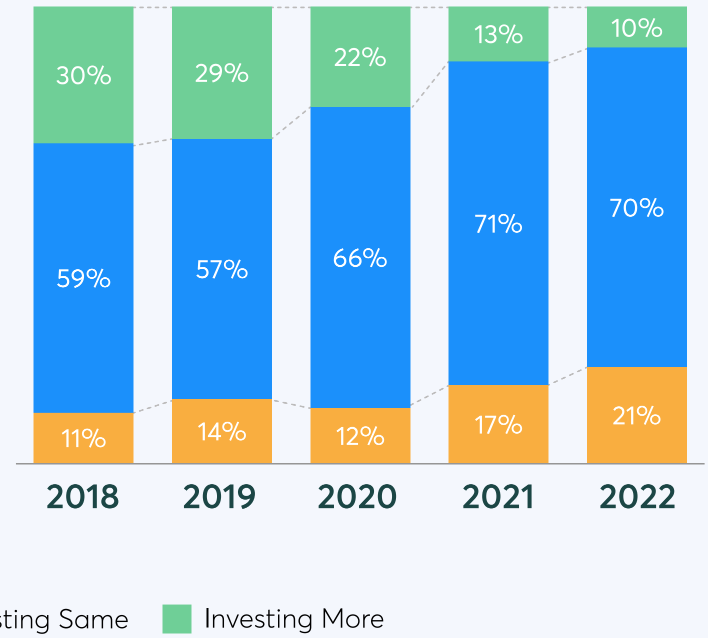
TOBACCO/SMOKING CESSATION

Key Takeaway: Employers that already offer smoking cessation do not plan to expand this benefit. The impact of COVID-19 on this solution was minimal, which is why the vast majority will invest the same.

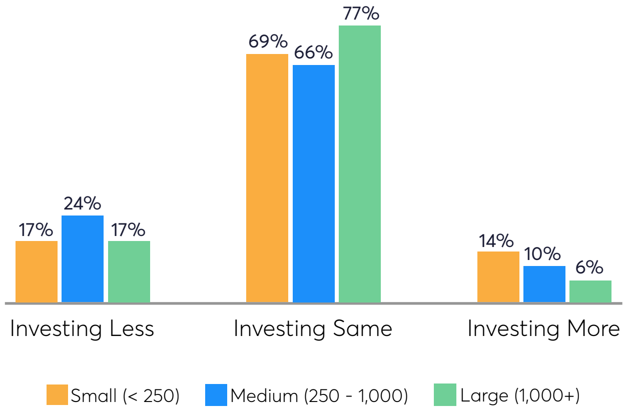
2022 Investment Trends



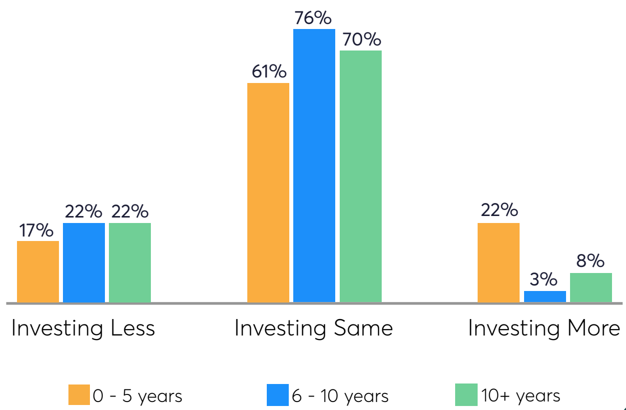
Historical Comparison



By Average Client Size



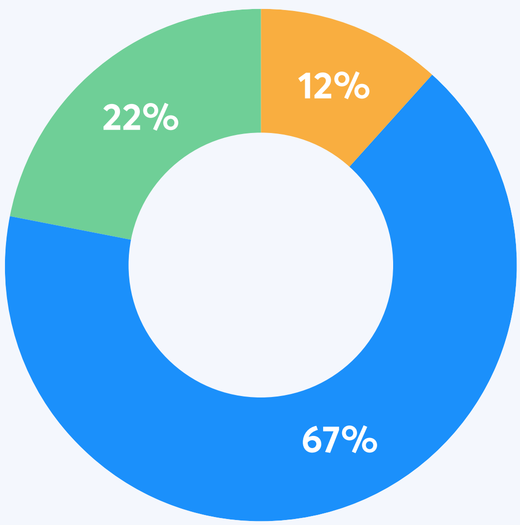
By Years Of Experience



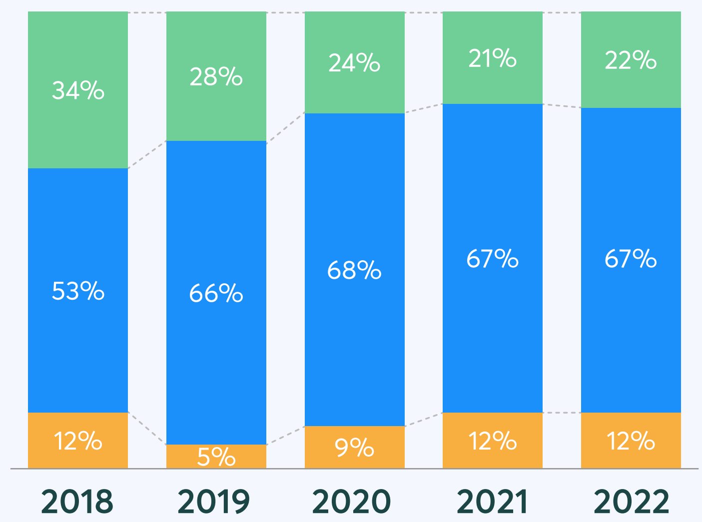
WEIGHT MANAGEMENT

Key Takeaway: These programs will remain steady, with two-thirds of employers investing the same despite evidence suggesting they are ineffective.

2022 Investment Trends

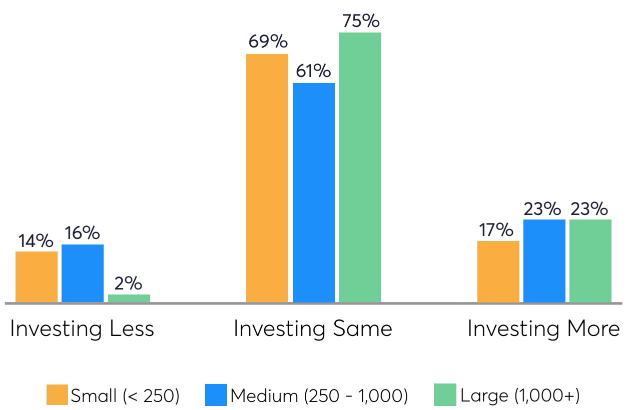


Historical Comparison

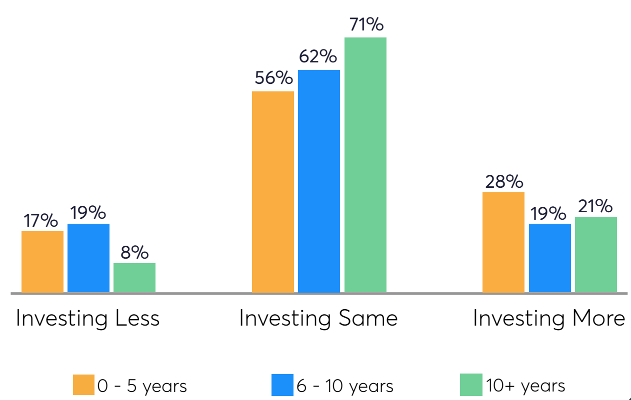


Investing Less Investing Same Investing More

By Average Client Size



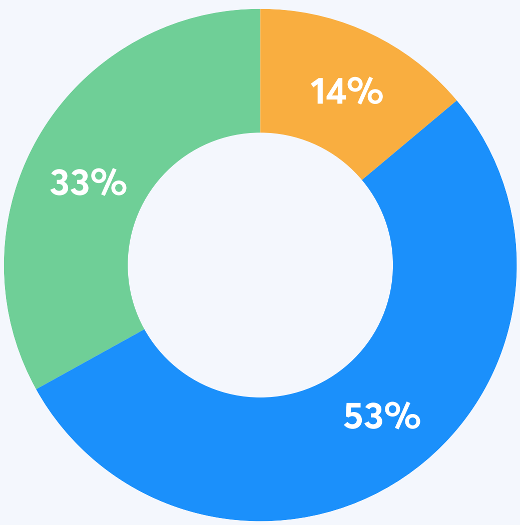
By Years Of Experience



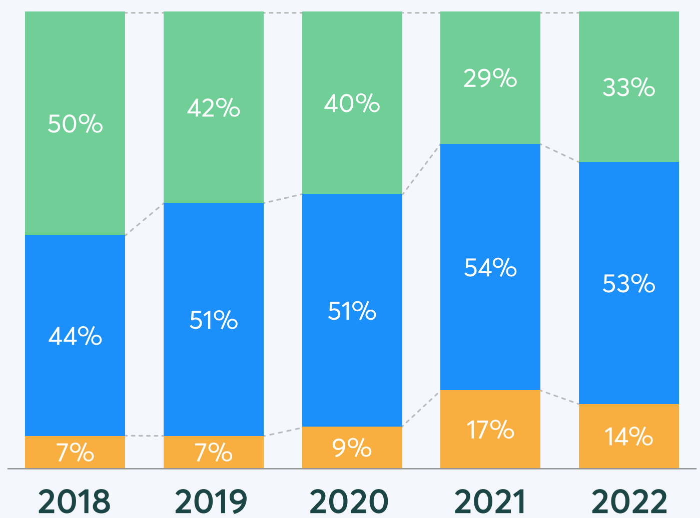
WELLNESS CHALLENGES

Key Takeaway: The number of companies investing more in this benefit continues to dwindle. The implications of COVID-19 have organizations searching for more inclusive solutions that provide individuals with greater autonomy on their wellness journeys.

2022 Investment Trends

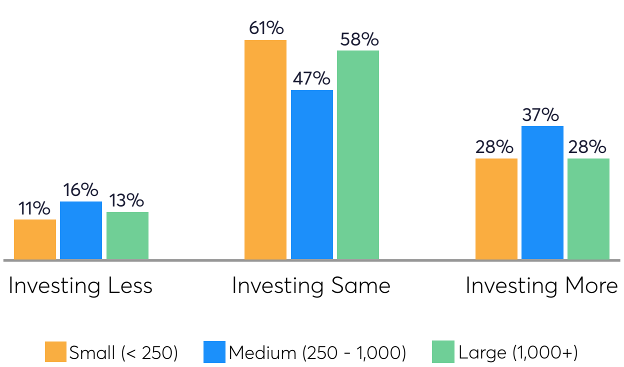


Historical Comparison

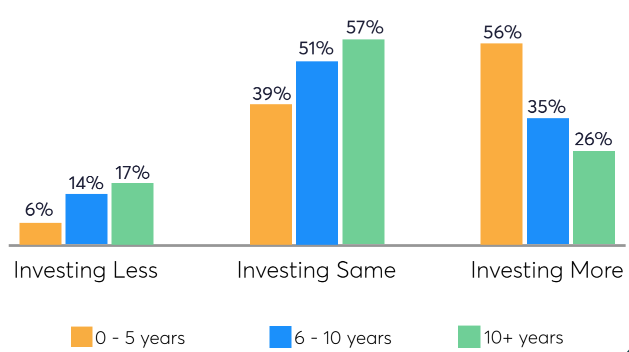


Investing Less Investing Same Investing More

By Average Client Size



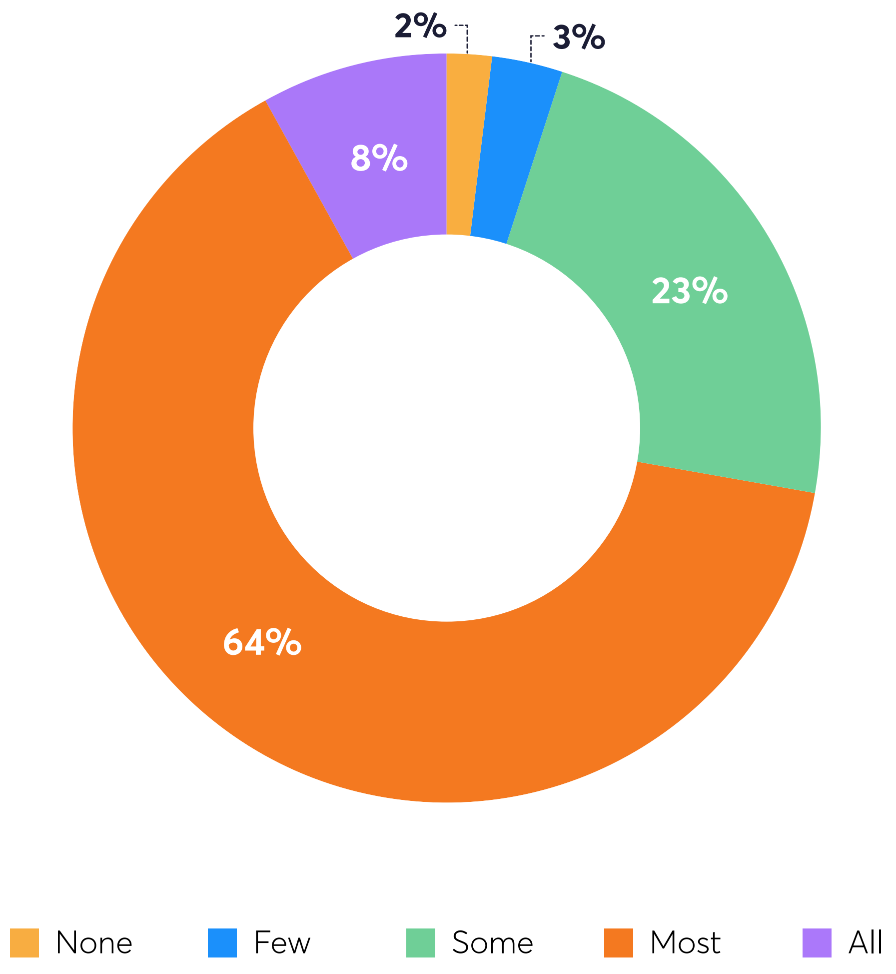
By Years Of Experience



DELIVERY

Key Takeaway: Employers have become increasingly comfortable with digital solutions. This is a key factor in explaining many investment trends. Of the benefits that companies plan to increase their investments in, a substantial majority will be delivered digitally.

When clients are investing significantly more, how many of these benefits are being delivered virtually?



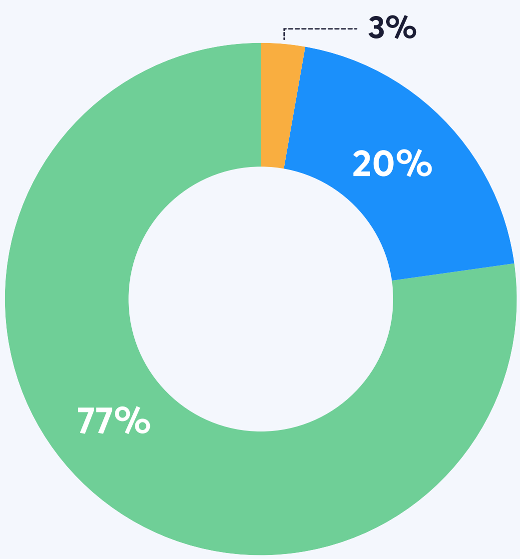
PART 3

DECISION INFLUENCERS

CREATING COMPETITIVE BENEFITS PLAN

Key Takeaway: With employees leaving in droves in search of roles that better support their well-being, companies are focusing on creating more competitive benefits plans.

2022 Influencers



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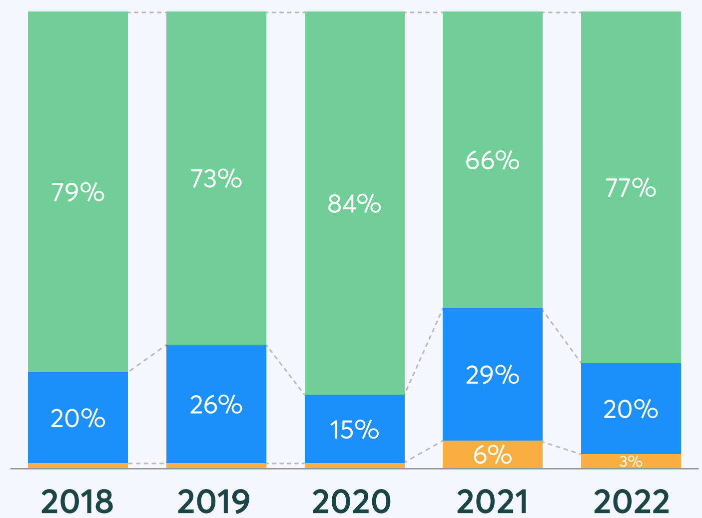
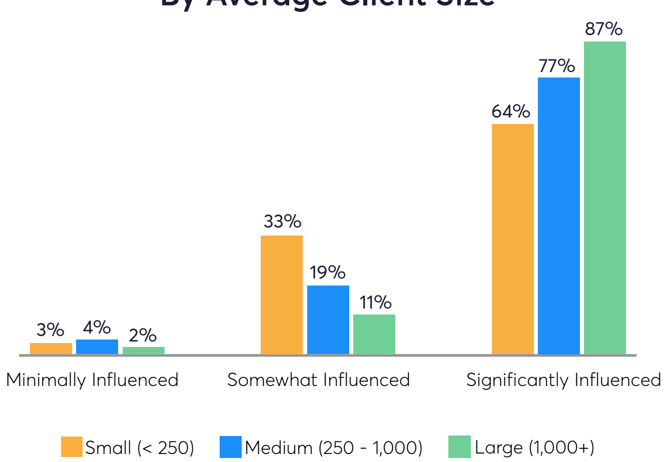
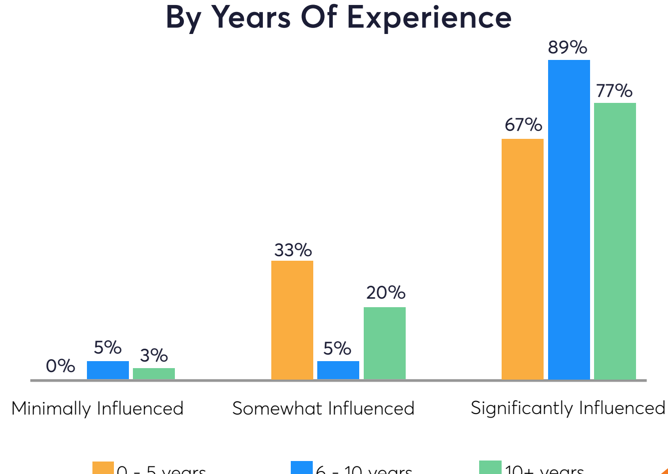


Minimally Influenced · Somewhat Influenced · Significantly Influenced

By Average Client Size



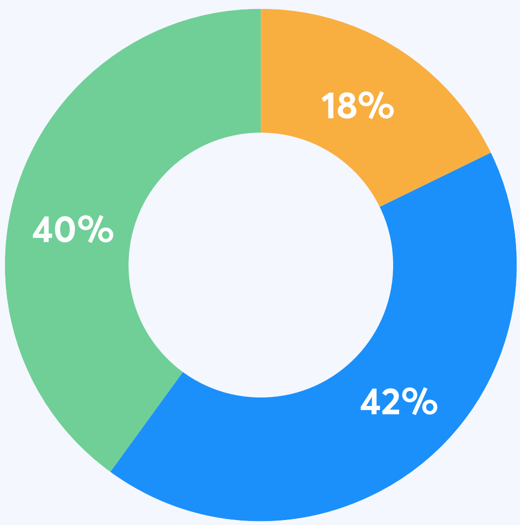
By Years Of Experience



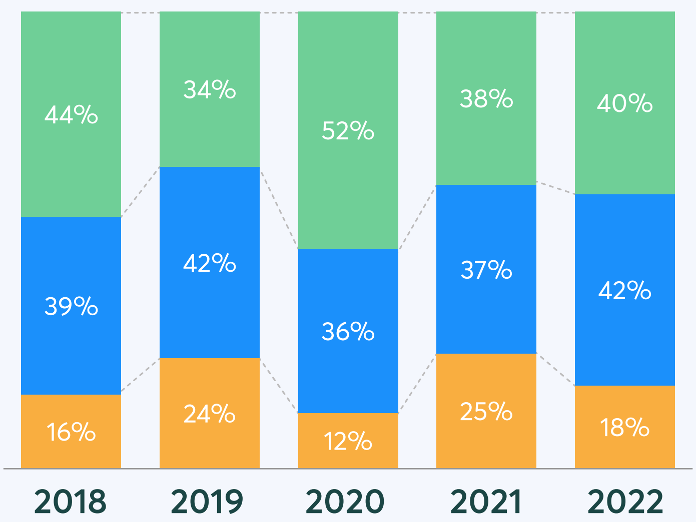
DATA SECURITY

Key Takeaway: Though moderately influential for small to medium companies, data security is most influential among larger organizations who likely expect to be bigger targets for hackers and have additional financial resources to implement countermeasures.

2022 Influencers

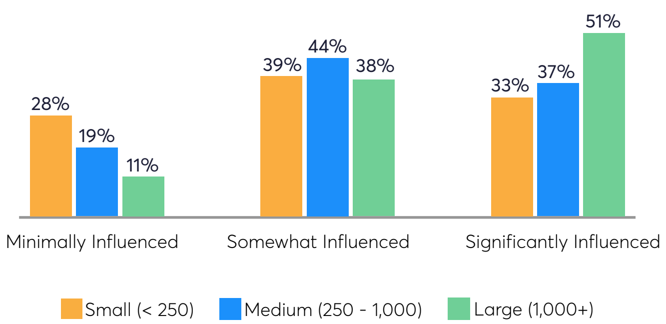


Historical Comparison

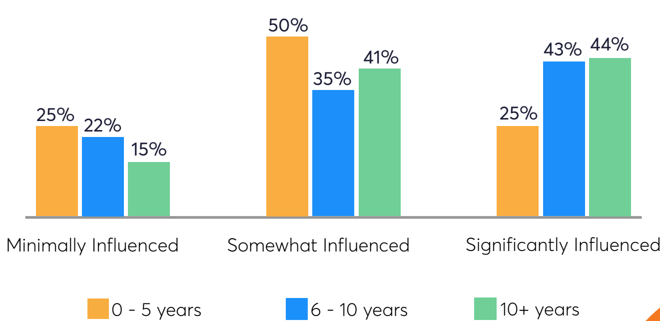


Minimally Influenced | Somewhat Influenced | Significantly Influenced

By Average Client Size



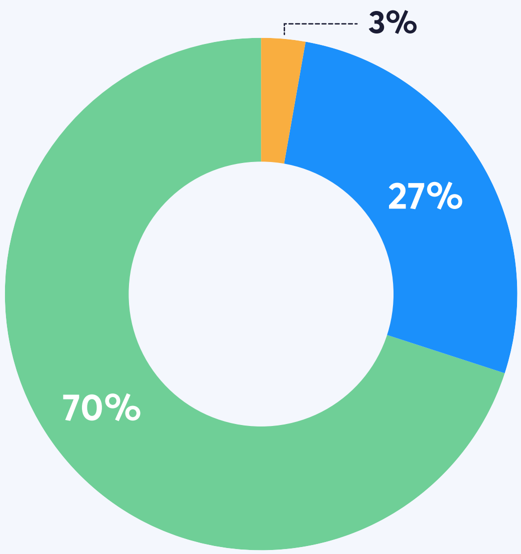
By Years Of Experience



MATCHING EMPLOYER-EMPLOYEE INTERESTS

Key Takeaway: Matching employer-employee interests significantly and consistently influences the benefits decisions that companies make, specifically with large employers.

2022 Influencers



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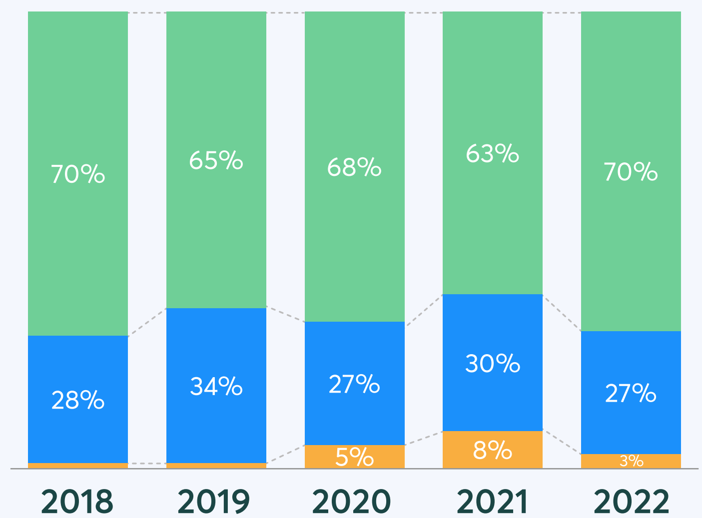
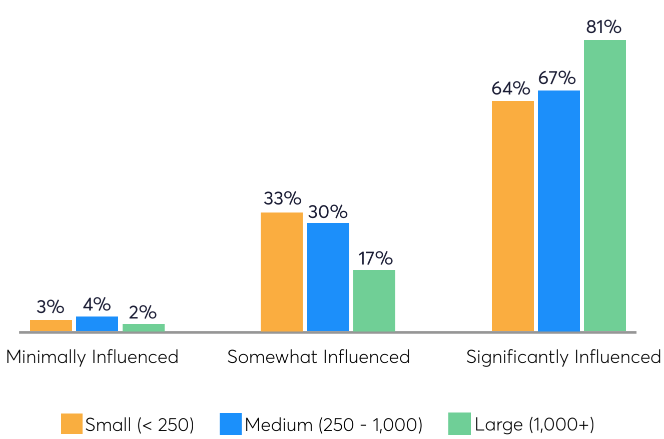
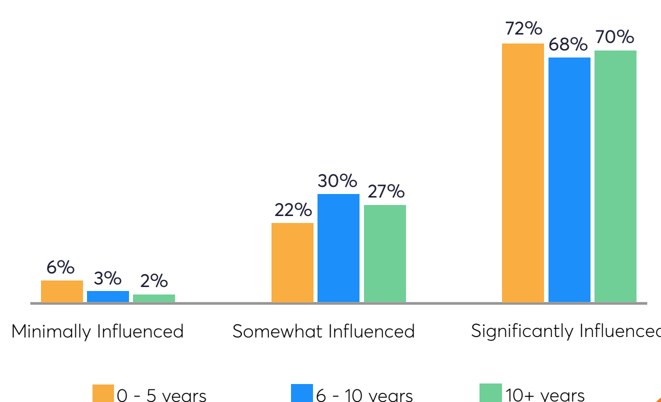


Minimally Influenced   Somewhat Influenced   Significantly Influenced

By Average Client Size



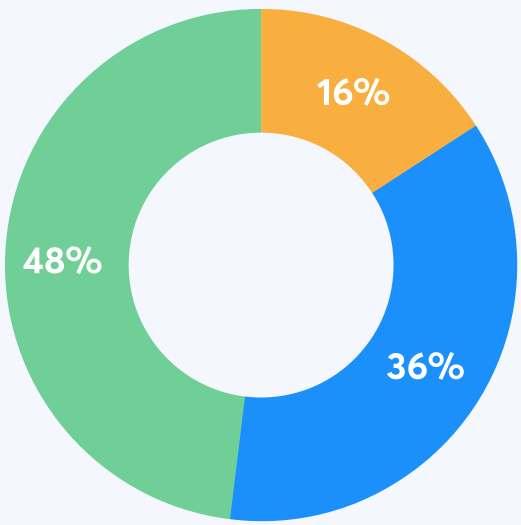
By Years Of Experience



MEASURING ROI FROM BENEFITS CHANGES

Key Takeaway: Though still highly influential, the perceived significance of ROI measurements has started to decrease for a growing proportion of companies as the fallout from COVID-19 made the organizational importance of wellness undeniable.

2022 Influencers



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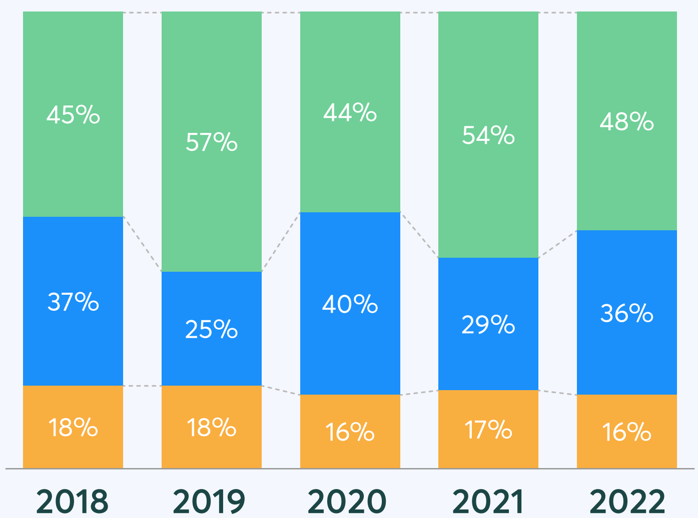
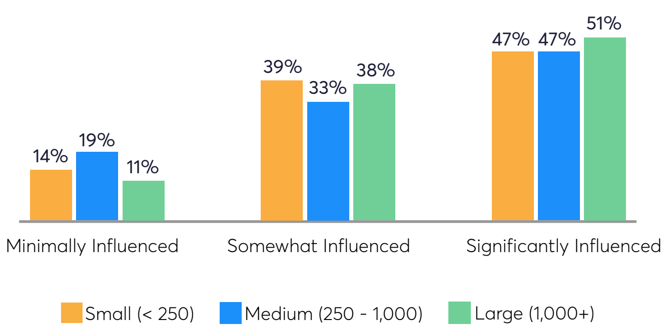
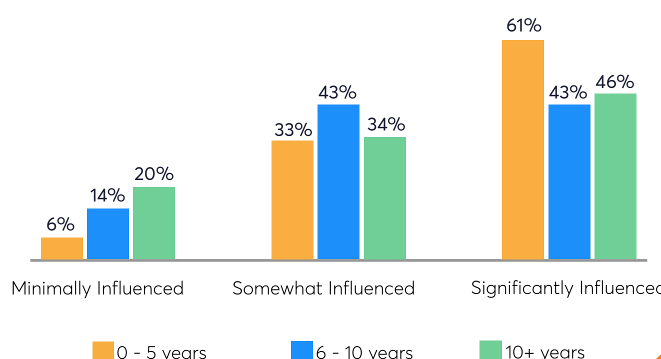


Minimally Influenced Somewhat Influenced Significantly Influenced

By Average Client Size



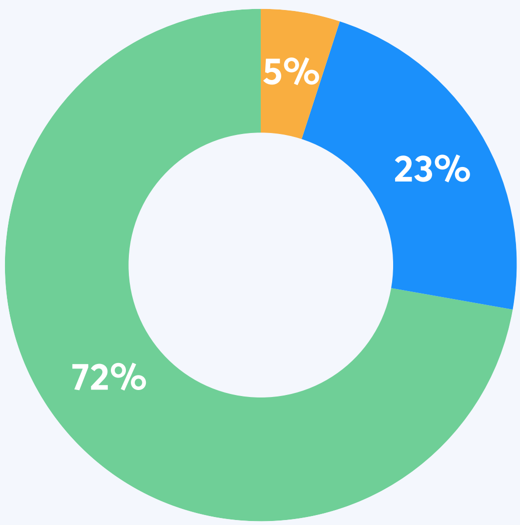
By Years Of Experience



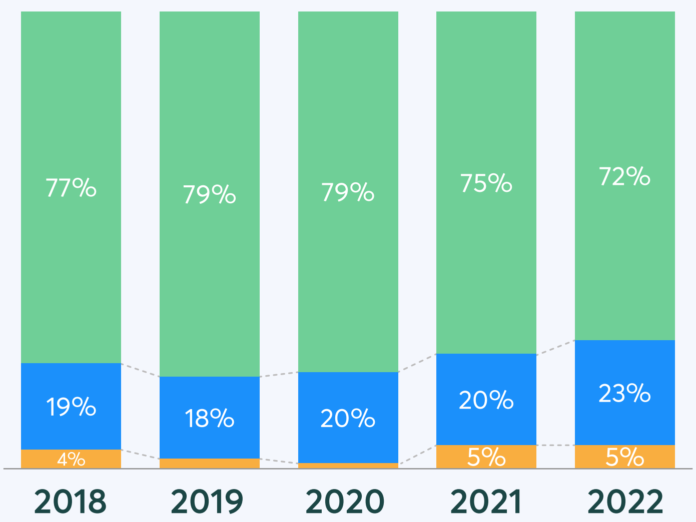
RISING COST OF BENEFITS

Key Takeaway: COVID-19's sustained impact on budgets made the rising cost of benefits a highly influential factor.

2022 Influencers

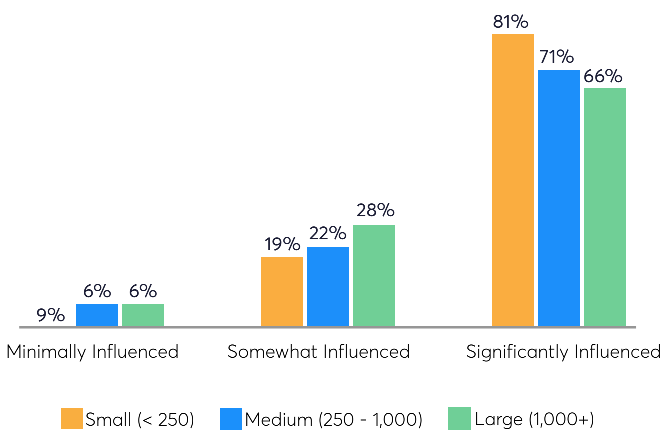


Historical Comparison

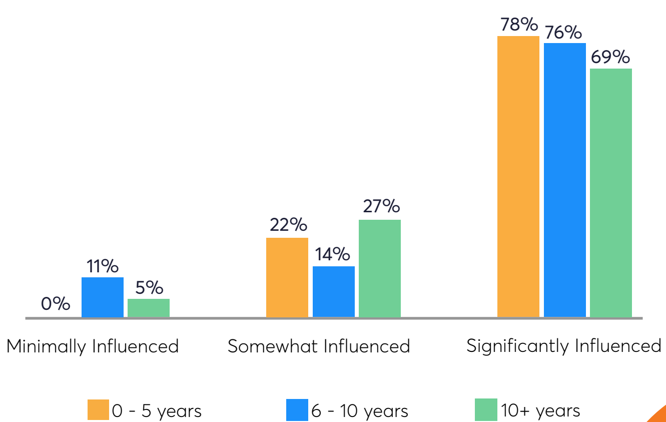


Minimally Influenced Somewhat Influenced Significantly Influenced

By Average Client Size

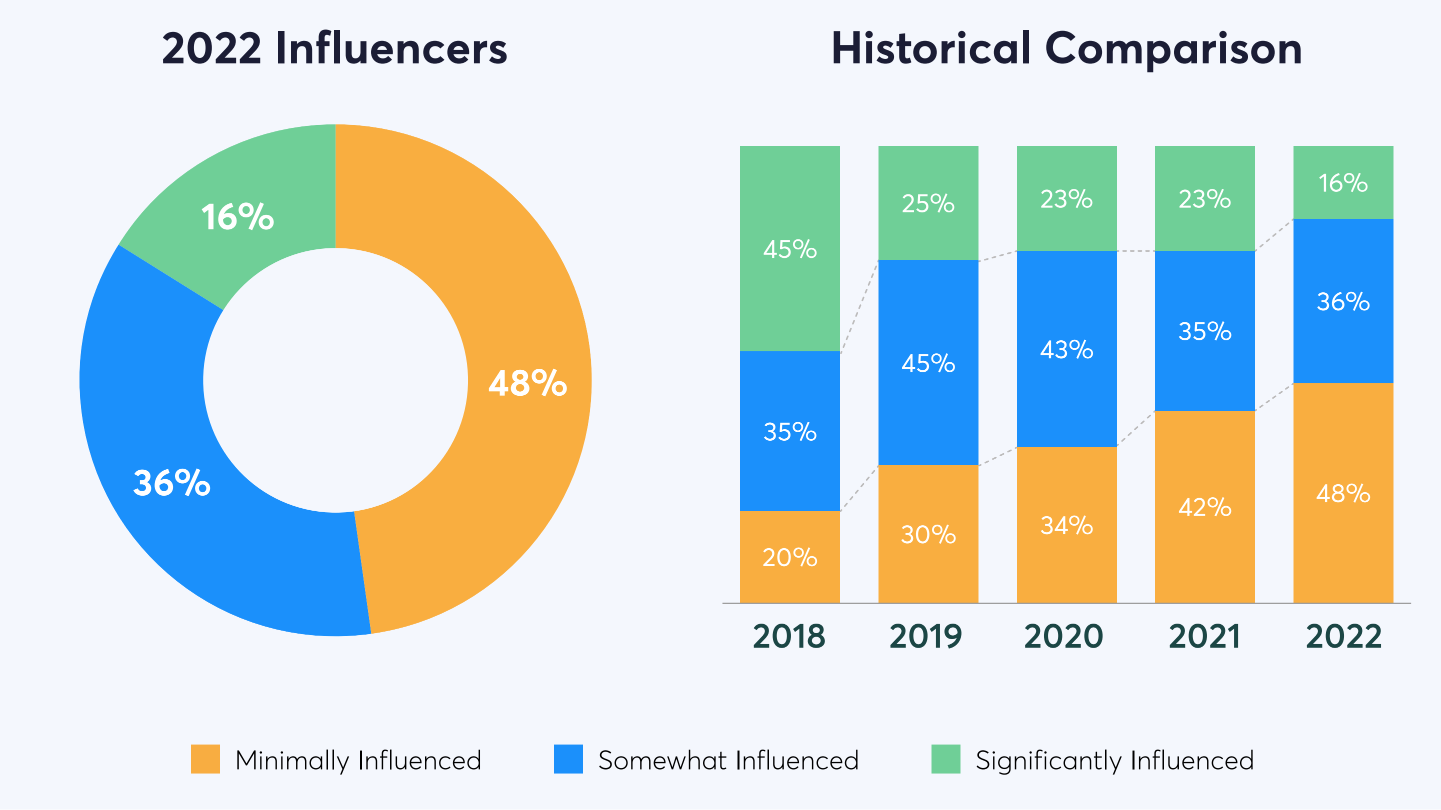


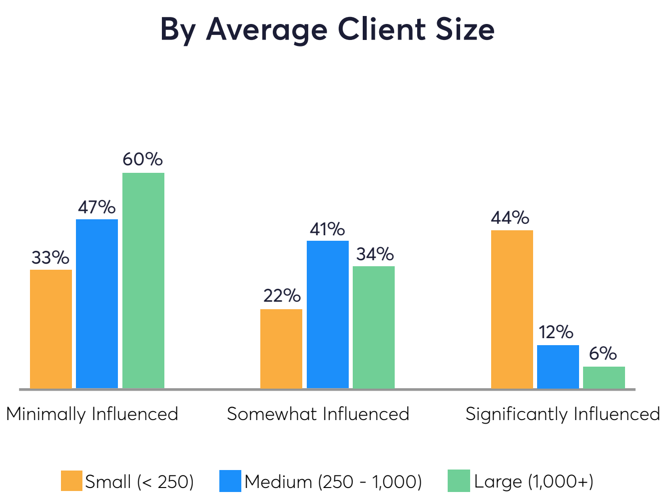
By Years Of Experience

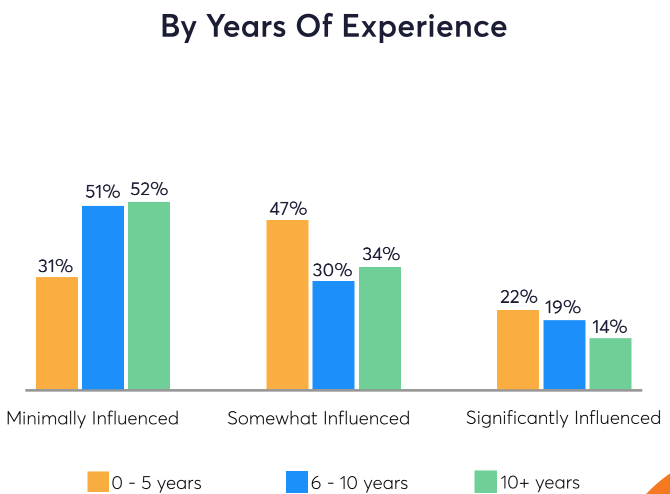


UNCERTAINTY ABOUT HEALTH CARE REFORM

Key Takeaway: While there has been a consistent downward trend in this criteria's influence on benefits decisions, it remains a more significant consideration for small employers.





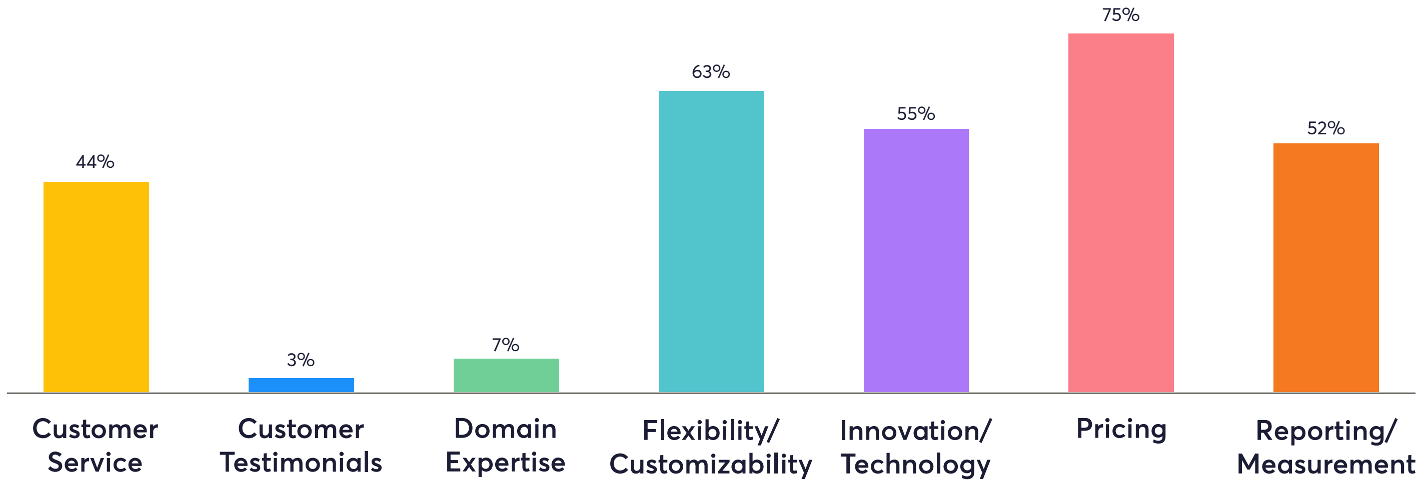


PART 4

VENDOR EVALUATION

TOP CRITERIA WHEN EVALUATING VENDORS

Key Takeaway: Pricing continues to be the top criteria. Preferences for innovation and technology have recovered from last year's drop and are nearly back at their all-time high.



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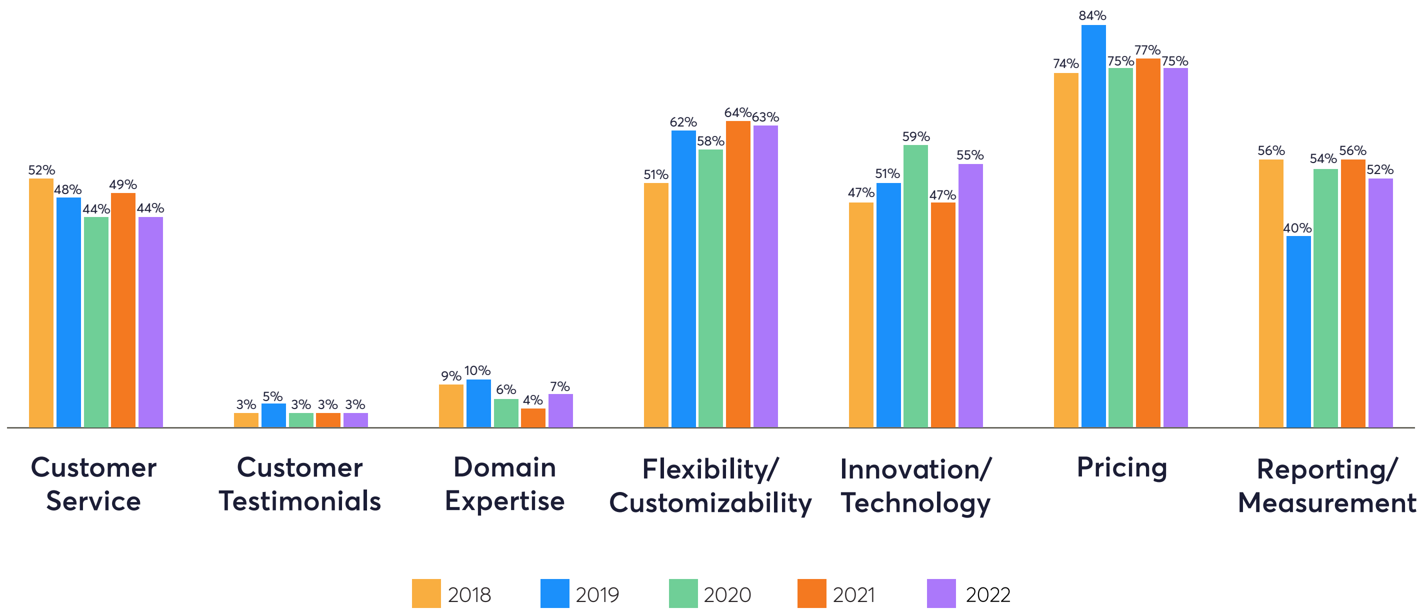
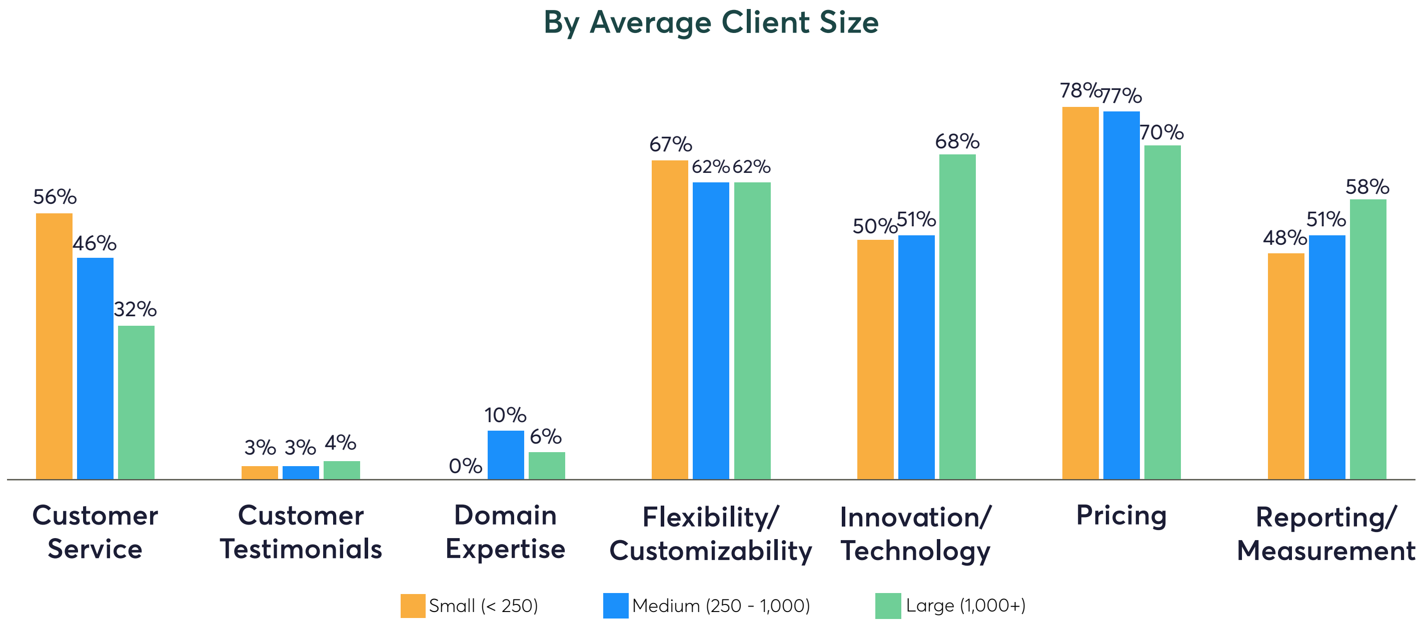
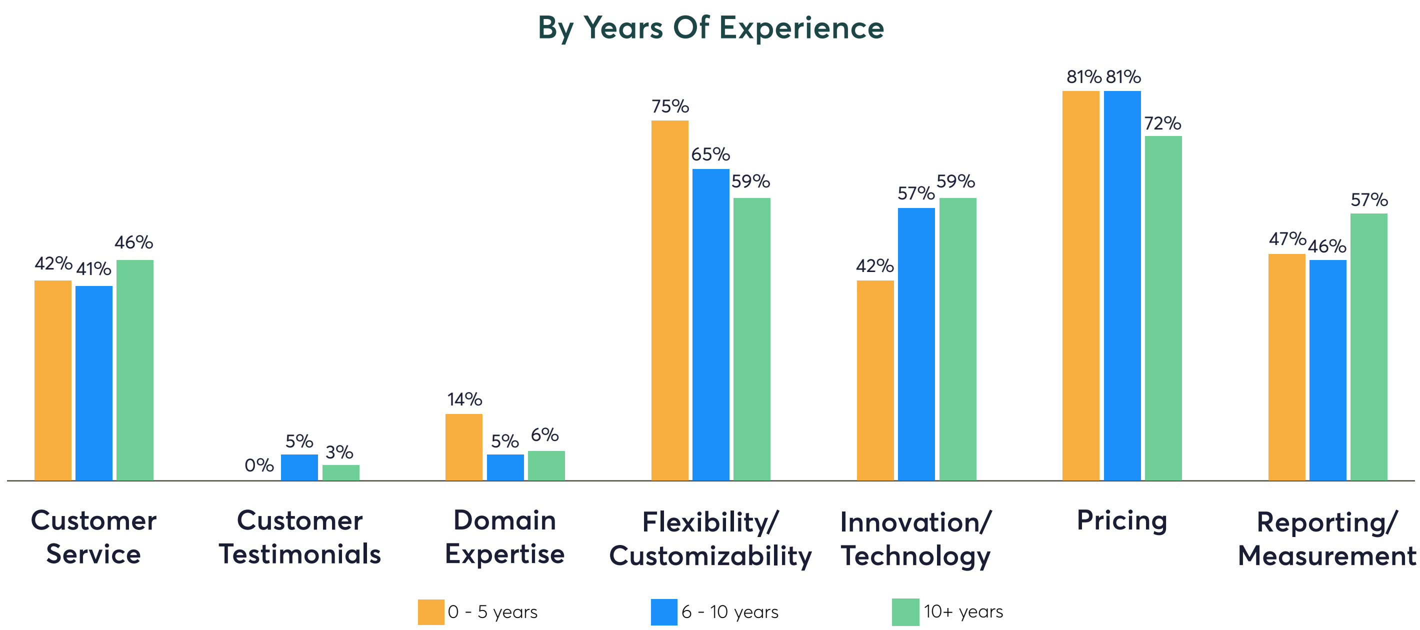


TOP CRITERIA WHEN EVALUATING VENDORS

Key Takeaway: Smaller employers and brokers with five or fewer years of experiences are prioritizing flexibility and customizability. Larger companies are more sensitive to reporting and measurement as well as innovation and technology.





APPENDIX

SURVEY QUESTIONS

1. Where are you based?
2. How many years of experience do you have working in employee benefits or wellness?

   0-5 Years 6-10 Years 10+ Years

3. What's your average client size?

   Small (<250) Medium (250 - 1000) Large (1000+)

4. How much are your clients investing in the benefits listed below compared to the previous year?
5. When clients are investing significantly more, how many of these benefits are being delivered virtually?
6. How much are your clients' decisions influenced by the factors listed below?
7. What are your top criteria when evaluating wellness vendors (choose top 3)?
8. How many of your clients have a strong understanding of how well employees are managing chronic workplace stress?
9. How many of your clients have a strategy in place to prevent and mitigate burnout?
10. When your clients do not have a strategy in place to prevent and mitigate burnout, what are their primary barriers (choose top 2)?
11. What steps are your clients most frequently implementing to prevent and mitigate employee burnout (choose top 3)?
12. What new offerings are your clients using to promote mental health in the workplace (choose top 3)?
13. What new offering are your clients using to promote financial wellness in the workplace (choose top 3)?
14. What new offering are your clients using to support caregivers in the workplace (choose top 3)?

ABOUT US

Wellable Labs, Wellable's research and thought leadership division, is dedicated to advancing human capital management by reimagining the framework, norms, tools, and technologies industry professionals use to attract, retain, and enhance the performance of employees. As organizations adapt to meet the wants and needs of their employees, differentiate themselves through a culture of health, and drive overall business success, there has never been a better or more necessary time to explore the intersection of engagement, well-being, benefits, and technology. To this end, Wellable Labs works with tactical thinkers and visionary leaders to conduct proprietary research, deliver interactive content, provide thought leadership, and cultivate a robust community to question the status quo and transform the way organizations optimize their workforces.

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