

4 trends of 2024

1

4 generations, 1 workforce

Boomers, Gen X, Millennials, and Gen Z “live in different worlds” from one another.

Their **unique economic challenges, health care issues, values and work attitudes** shape their benefits expectations.

2

Better benefits, better talent

Benefits are more important than ever according to 95% of employers, and in some cases on par in importance with pay increases.

Customization of benefits is the way of the future.

3

Whole Person Health is here to stay

Employers see **the value** in Whole Person Health.

Employees expect whole person benefits because they believe employers are responsible for their well-being.

Whole Person Health has a **positive ROI**.

4

Health care costs – the pressure is on

Health care costs are rising – 5.4% in 2024 alone.

Employees and employers are strained by rising pharmaceutical costs. 1 in 3 employees struggles to afford their prescriptions.

Employers are turning to **transparency and optimization** to mitigate frustration.

All generations report being **under-engaged, concerned about cost of living, and in need of improved mental health services.**