

Employee Health Benefits UK Report:

# Employee expectations and the benefits they value



HEALTH  
HERO®

If you thought The Great Resignation had reached its peak, think again.

**One-fifth of the UK workforce plan to quit their jobs within the next year.**

According to Kevin Ellis, chairman and senior partner at PwC UK, “Employees will vote with their feet if their expectations on company culture, reward, flexibility and learning are not being largely met.”

Beyond unmet salary and culture expectations, one key driver of this mass resignation is the lack of *valuable* benefits. Indeed, 66 percent of employees are waiting to review their organisation’s new benefits before they decide whether to stay or go.

The question is: *how are you going to make them stay?*

In this guide, we reference some of our own original research. By digging into this data, we’ll reveal what healthcare benefits your employees value and what they expect from you.



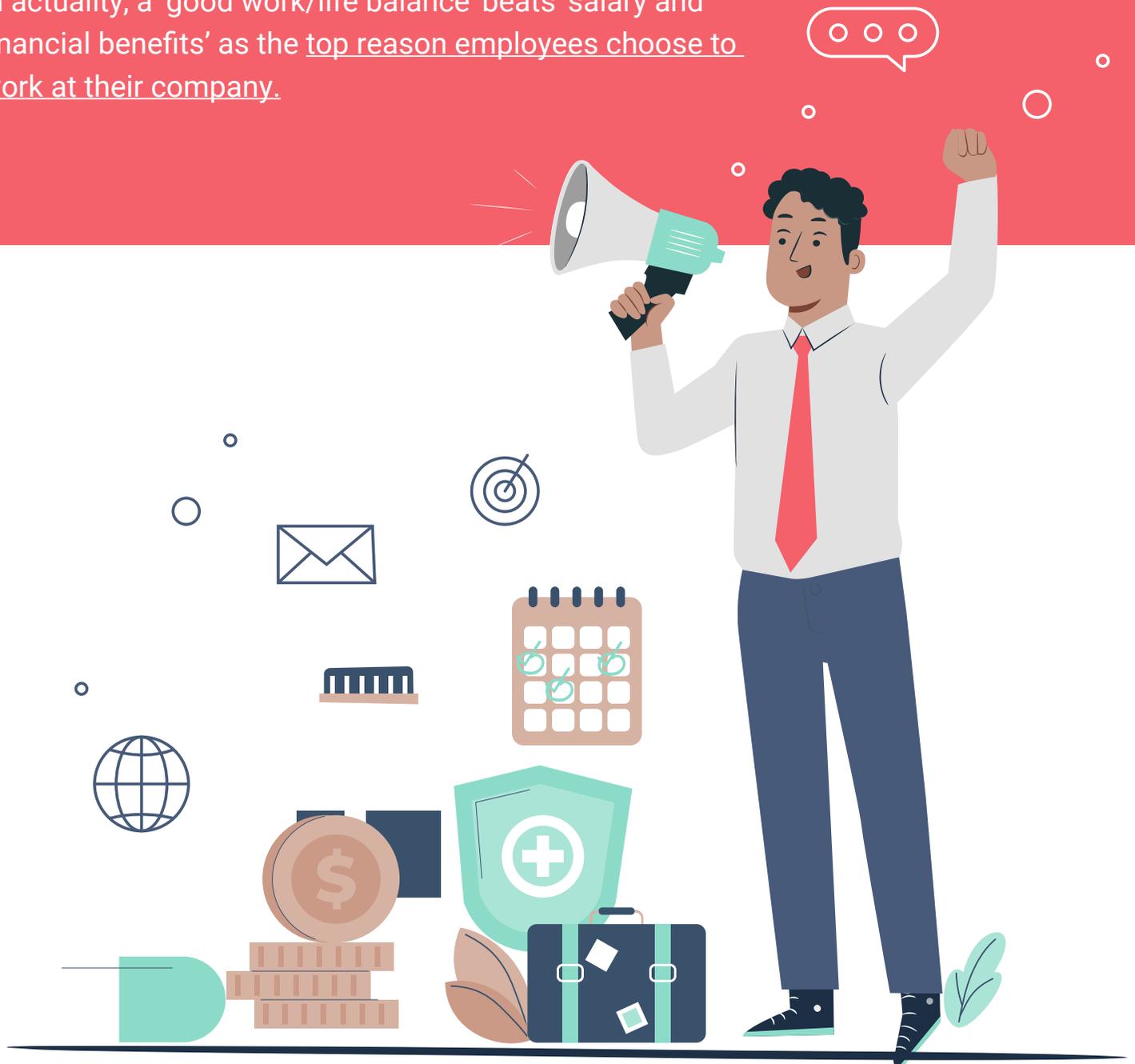
# Table of contents

<b>The overwhelming demand for health benefits</b>	<b>4</b>
<b>What benefits do your employees actually value?</b>	<b>7</b>
Mental health services	8
Physical health services	10
Determine what your employees want	12
<b>Don't underestimate personalisation</b>	<b>13</b>
A note on convenience and accessibility	14
<b>Provide further guidance and support</b>	<b>15</b>
<b>Keep your staff healthy and happy with Symbio</b>	<b>17</b>

# The overwhelming demand for health benefits

What do your employees prioritise? Is it money and job progression? A handful of years ago, this may have been true. But attitudes are changing.

In actuality, a 'good work/life balance' beats 'salary and financial benefits' as the top reason employees choose to work at their company.



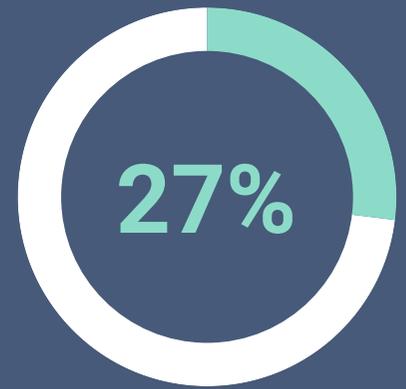
More than this:



of UK adults regard their health and wellbeing as a high priority.



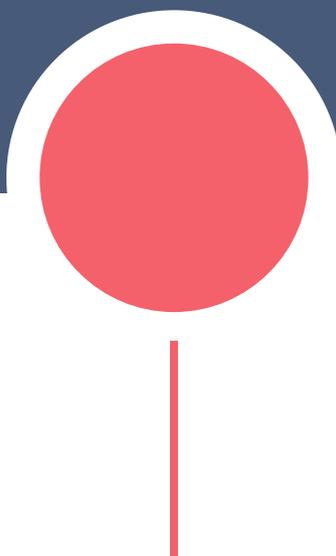
rate their career as a high priority.



say their career isn't a priority *at all*.

In light of the recent pandemic and changing expectations, employees are making health and wellbeing a priority at work. And yet, 53 percent of businesses don't offer health benefits. The rest are failing to meet employee expectations.

If you're one of these businesses, evaluate how health benefits could help your business in the long run. By adopting these services, you can:



- **Improve employee retention.** [Over 40 percent](#) of workers say they're more likely to stay at their current company if offered health benefits.
- **Increase your revenue.** For every £1 you spend on your employees' mental health, you'll [receive £5 back](#) due to reduced absences and turnover.
- **Reduce sick days and increase productivity.** An American study found that online mental health benefits can [reduce sick days by 25 percent](#) and increase productivity by 24 percent.
- **Boost mental resilience.** A staggering [70 percent](#) of workers who tested online mental health benefits saw an improvement in their mental health.
- **Enhance your employer branding.** Don't just consider your current employees. Job seekers prioritise organisations that [offer increased pay and benefits](#).

**Of course, don't rush to choose health benefits. You need to select services that your employees really want.**

# What benefits do your employees actually value?

Only 15 percent of employees rate their health-related benefits as **excellent**. That means 85 percent of employees aren't satisfied.

While you may already offer some health services, if you're not meeting your workers expectations they may leave. After all, if they don't value their benefits why should they stay?

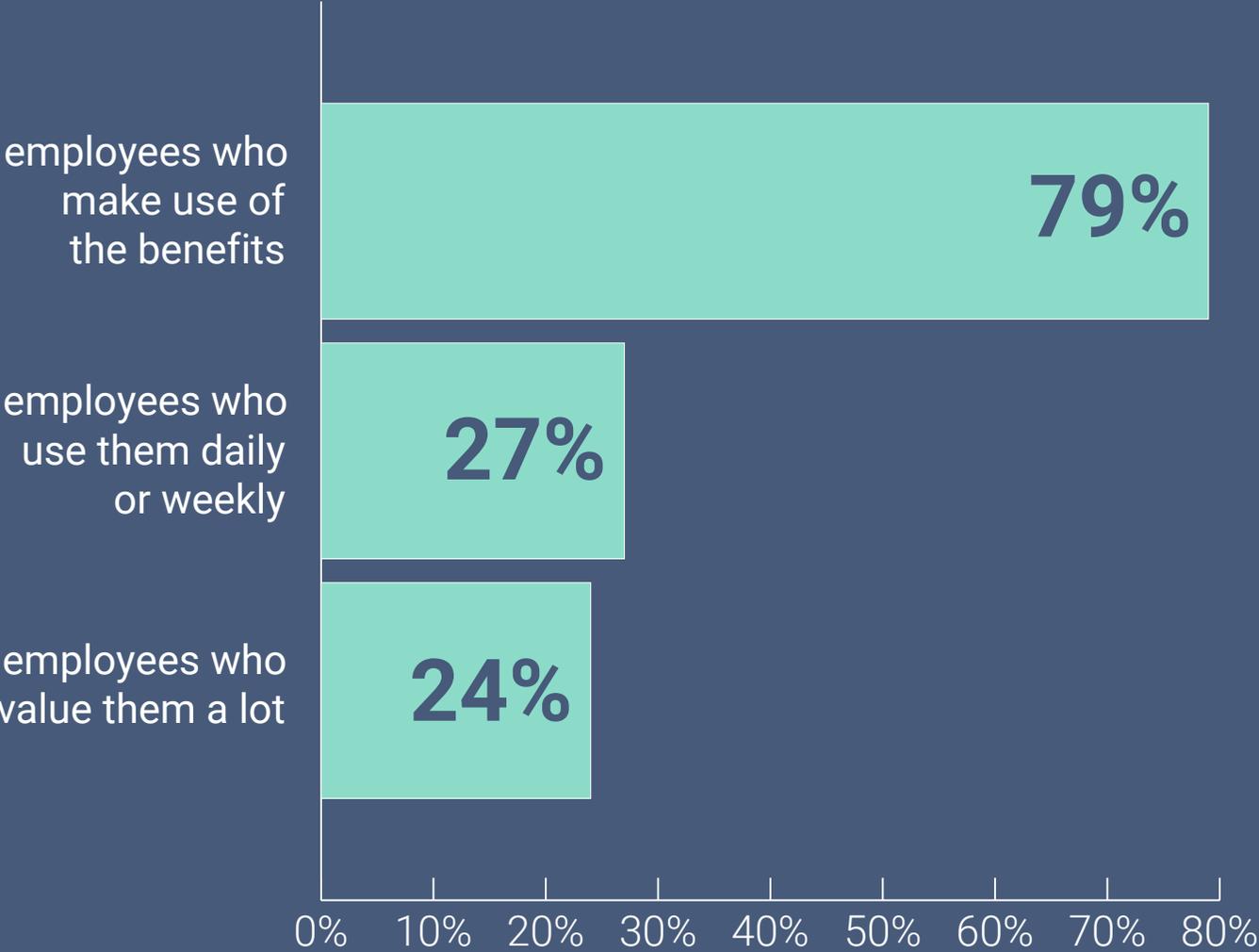
We asked working UK adults to rate the benefits they receive. Here's what they had to say.



# Mental health services

Forty-four percent of employees say mental health and wellbeing initiatives matter most to them.

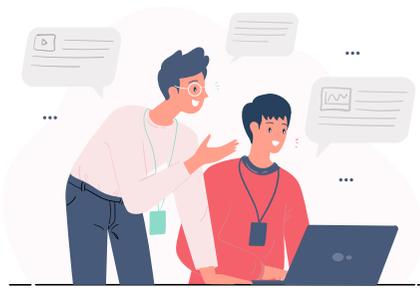
For organisations that already implement mental health benefits, the results speak for themselves:



## What you can do

Work-related stress, depression or anxiety accounted for [half of all work illnesses](#) in 2020-2021, according to the UK government. And the number is rising.

If you don't currently offer mental health benefits, it's about time you catch up. We'd suggest researching clinically-validated services, such as:



Coaching and mental resilience programmes.



Critical Incident Management Services to help employees recover from traumatic events.



Psychological services, such as Cognitive Behavioural Therapy (CBT).

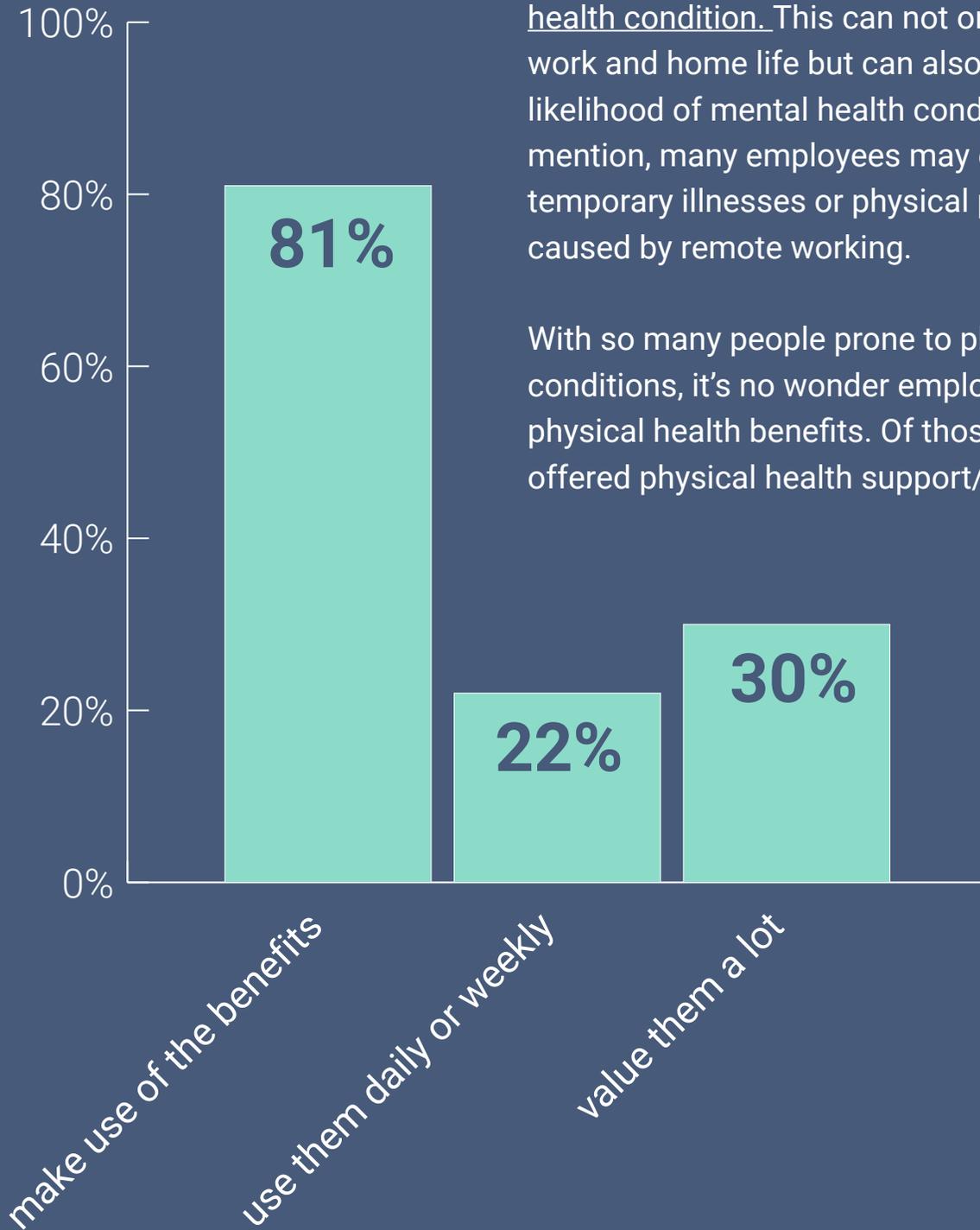


Employee Assistance Programmes (EAPs).

# Physical health services

One in four UK employees has a physical health condition. This can not only impact their work and home life but can also increase the likelihood of mental health conditions. Not to mention, many employees may experience temporary illnesses or physical problems caused by remote working.

With so many people prone to physical conditions, it's no wonder employees value physical health benefits. Of those who are offered physical health support/services:



## What you can do

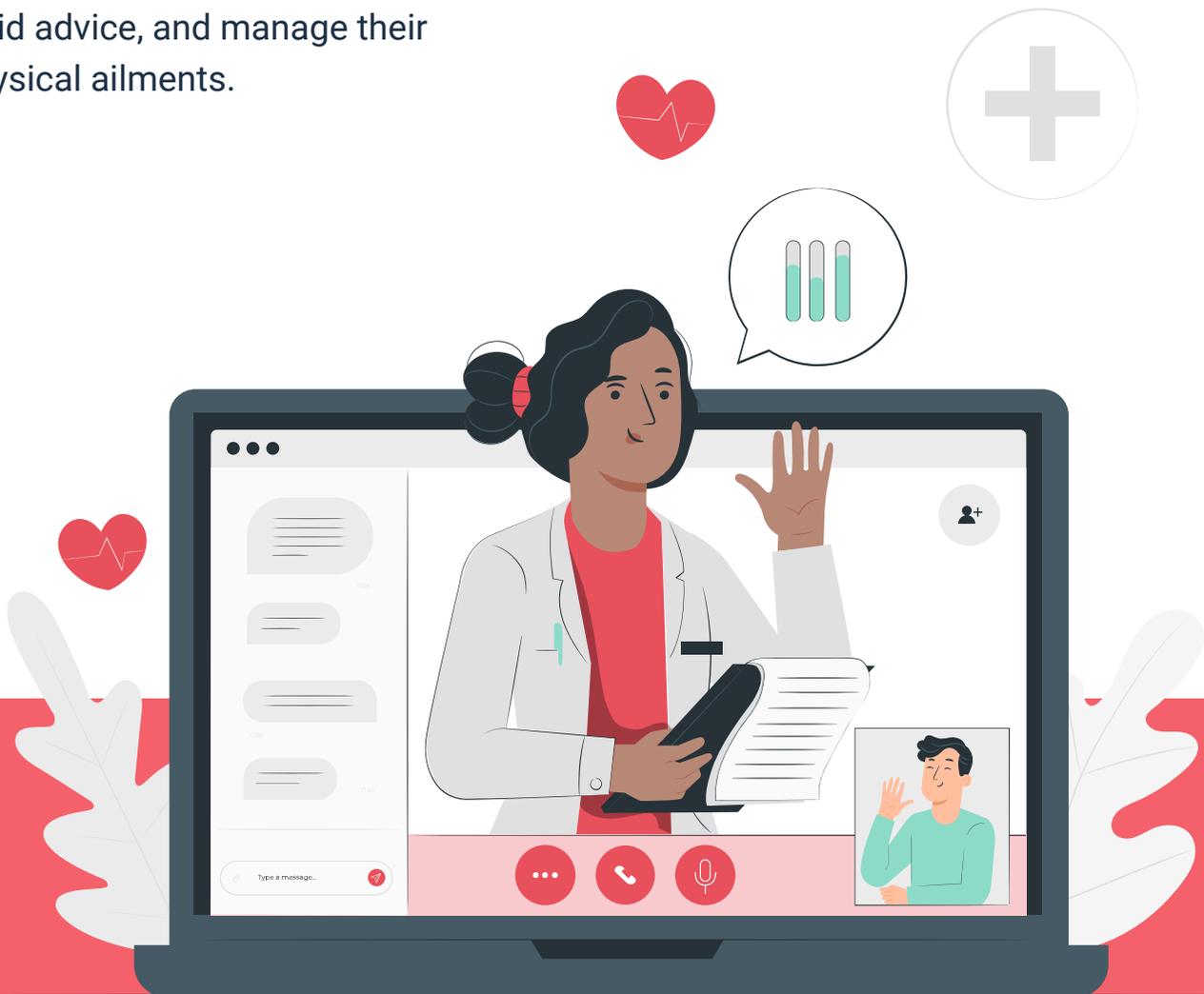
The chances are you offer some form of sick leave benefits. But is that enough for your workforce?

Remember, many working-age people prioritise their health over their careers.

These people are also living in the midst of an [NHS crisis](#). This hinders their ability to make GP appointments, access clinically-valid advice, and manage their physical ailments.

So, think about the impact you could have. Your benefits could ease your employees' lives both inside and outside of the workplace.

Once again, we'd suggest researching further benefits, such as [24/7 virtual GP services](#). These services can eliminate waiting times, [streamline prescription orders](#), and allow for instant, at-home care.



# Determine what *your* employees want

According to our research, employees rate the following health benefit categories the highest:



## Health insurance

What's more, 82 percent of workers recognise the link between good physical and mental health.

**This indicates a need for holistic healthcare benefits, as well as private and financial benefits that complement out-of-work health services.**

But you can take this further with some digging.



## Private healthcare



## Mental health and wellbeing

Ask your employees what health benefits they would prefer. You may choose to send out an anonymous survey or hold a company meeting to discuss priorities. It's important not to make assumptions or follow wider industry trends - listen to your people.

Once you have an idea of the benefits you'd like to offer, it's time to consider how your employees will use them.



## Sick pay/leave

# Don't underestimate personalisation

Over 60 percent of employees receive generic health-related benefits. (This means everyone in their organisation receives the same cookie-cutter services.)

Of these employees, **78 percent say they would value personalised services somewhat or a lot**, should their employer offer them.

Let this direct your health benefits decisions. You could try to select personalised services, such as:



Face-to-face appointments with qualified healthcare professionals.



Interactive health assessments that deliver tailored recommendations.



Fast, clinician-directed triage services.



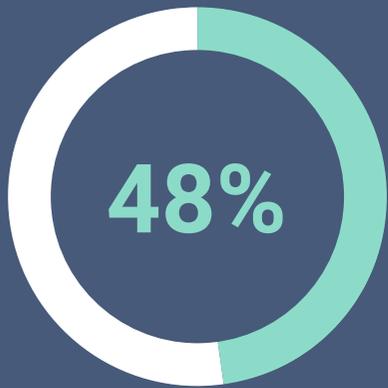
Long-term psychological services, personalised to individual employees.

# A note on convenience and accessibility

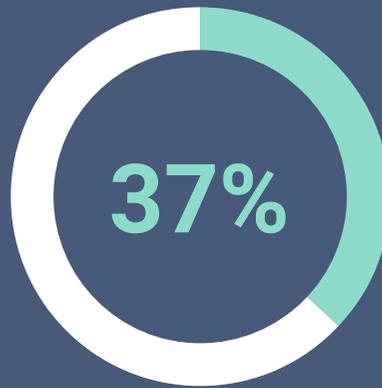
In the digital age, user experience is king.

Healthcare services that feel inaccessible will not benefit your employees. And, if they don't benefit your employees, they certainly won't benefit your retention goals.

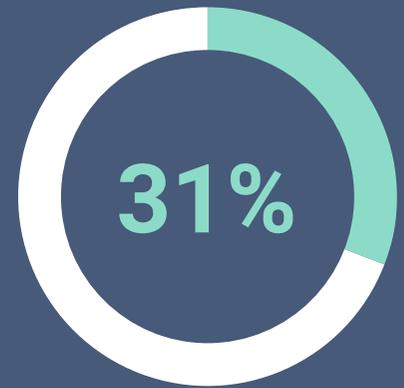
Our research reveals that:



**of employees would like to access health-related benefits via a website.**



**would like to access them via an intranet.**



**would like to access them via a mobile app.**

So don't waste time and money on printed resources and HR-gated services. Choose benefits that align with user experience expectations and give your employees autonomy.

# Provide further guidance and support

You've listened to your employees' needs. You've selected your mental and physical health benefits. You've even considered usability and personalisation.

But there's still one piece left of the puzzle.

**To ensure your employees actually use and value your health benefits, you need to communicate them appropriately.** Otherwise, your workforce may forget they exist.



We recommend:

- Creating messaging around these services, detailing what they are and their benefits. (And sharing this with your line managers.)
- Writing accessible policy documents and user guides.
- Referring to these benefits on your careers page, job postings, and social media profiles.
- Reminding employees about these benefits during 1-1s, company meetings, or after unforeseen events (for example, the death of a loved one).
- Encouraging employees to share their success stories, should they feel comfortable doing so.

**With one in ten employees claiming they don't know enough about their company's health benefits, communication is crucial.**

# Keep your staff healthy and happy with Symbio

If our research has revealed anything, it's this: **your employees want valuable mental and physical health benefits.** And they're willing to move elsewhere if you don't provide them.

Of course, you're probably already aware of this. **After all, 56 percent of employers state they want to improve staff wellbeing.** They simply "don't feel like they have the right training or guidance", according to Mind.

This guide highlights what benefits your employees want and how they want to access them. Now, it's up to you to choose the *right* service; one that's convenient, trustworthy, personalised, digital and holistic.



Our health and wellbeing app, **Symbio**, ticks all these boxes and more. It provides high-quality personalised recommendations, assistance programmes, virtual GP services, counselling and more, all from one convenient platform. With a focus on holistic mental and physical care, it empowers your employees to build resilience and improve their overall wellbeing.

But it can also benefit employers, too. With data-driven insights, you can better understand the wellbeing of your workforce and what services they make use of. This data will help you continually learn, identify areas for improvement, and boost staff retention.

To see the app in action, **get in touch with the HealthHero team.**

