

# Voluntary Benefits Insights

## 5 myths revealed about voluntary benefits

Figuring out the best way to compensate your employees can be difficult.

Is it time to refresh your benefits?

Or is it time to add something new?

Or maybe you're just better off giving them a bump in salary?

As you weigh your options, don't overlook the important role that voluntary benefits can play in making your place of business a more attractive place to grow in their careers.

If you're having doubts, here are five common myths around voluntary benefits, along with facts and insights that show why they make such a great addition.

### **Myth 1: My business is too small to expand benefits**

One thing that makes larger companies attractive to employees is their robust benefits package. If you feel limited, you may have more options than you think! Offering a full line of benefits that includes dental, vision, disability and accident/critical illness coverage gives you another selling point when it comes time to recruit talent. As for the employees who are already working for you, benefits send a message that you care — and that can make them more apt to stick around.

### **Myth 2: Voluntary benefits are too costly**

Many employers do opt to pay for a portion of the benefits. At the same time, it's not uncommon to find dependents covering 100 percent of the costs. If that's a more realistic option for your business, a broker is an expert you can turn to who can offset some of these costs. Even if employees are covering the costs of voluntary benefits, you may see an increase in administrative costs. However, these costs are small, and some may be offset through payroll tax savings.

### **Myth 3: Employees are better off buying these on their own**

Sure, employees can purchase long-term disability insurance on their own, along with other kinds of insurance coverage found in most voluntary benefits packages. But if you offer these same benefits through the workplace, your employees can get access to the same benefits for a more competitive price.

### **Myth 4: There's no return on investment**

When doing the books, keeping people accountable for how they use their time and resources always makes good business sense. That can make adding benefits a tougher sell. View it from the employees' perspective, and the value of voluntary benefits starts to emerge.

Consider this: These days, even a good health benefits plan can leave large gaps in financial coverage, thanks to higher premiums and higher deductibles (which allow companies to continue offering coverage). When employees are faced with an emergency or critical illness, it comes with that added layer of stress: What will it cost? That's where accident and critical care voluntary benefits can add to their financial security.



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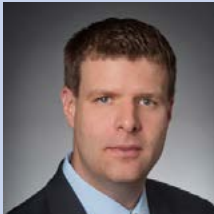
Also, consider a simple visit to the ophthalmologist or dentist. If the employees have insurance to cover the costs of their appointments and treatments, they're more likely to get the care they need. When potentially serious problems are caught early, that can help you realize longer-term savings.

When employees can access health care from a place of financial security, they'll be empowered to make better decisions about their health. And when they don't have to worry about coming up with thousands in out-of-pocket costs, they'll be less stressed. And that will show up at work through greater productivity, which is definitely a benefit for you.

## **Myth 5: But my employees want pet insurance!**

These days, some workplaces are looking at innovative ways to add benefits and perks. Pet care insurance, student loan repayment and gym memberships are just three that we're seeing. These options are certainly attention grabbing, but there is a downside. You may be hearing from a vocal minority, and end up leaving out others. That's why it's important to take the pulse of your entire workforce. Dig deep, ask questions and find out which benefits would make your workplace a more attractive and supportive place to grow their careers.

Ready to create a happier, more productive workforce? Offering an array of voluntary benefits is one piece of the puzzle. To learn more about how voluntary benefits can enhance your workplace culture, talk to one of our helpful brokers about how [Reliance Standard](#) can be a valuable partner.



### **About the author**

**Chris Wilson, Regional Practice Leader, Voluntary Markets**, has 22 years of sales and sales management success — as well as product and process expertise — in the Voluntary/ Worksite benefits marketplace. Prior to joining Reliance Standard in 2017, he was a Regional Manager for AIG Group Benefits, where he spent 18 years in escalating sales and sales management roles.

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