

The overarching goals we've seen in recent benefits research are to help (1) differentiate the carrier and (2) differentiate the employer.



Hot topics/ Trends in Group Benefits Research



Leave, leave, leave



Technology



Supplemental health



ER and BR
challenges/needs/gaps/pain points



Partnerships/point solutions



Workforce/demographic changes



Employee education/
communication/
enrollment



Brand/competitive
assessments/SWOT