



WHAT ARE THE TOP THREE TAKE-AWAYS? 2016 ACCENTURE EMPLOYER HEALTH AND WELLNESS SURVEY

VIDEO TRANSCRIPT

RICK STEWART MANAGING DIRECTORY, ACCENTURE HEALTH

The 2016 Accenture Employer Survey is something that we put together because we saw a trend in the marketplace where employers were dropping health and well-being services from health plans and going to third parties. And we wanted to understand why that was happening, what trends were causing that to happen.

We went into the survey with a hypothesis that the larger the company, the more they would be investing in health and well-being programs. And that the smaller the employer, the more cost cautious they would be. What we learned is that wasn't the case at all. It really... The degree of desire to purchase these programs depended on the philosophy of the company. There were those companies who really believed that we want engaged employees, we want healthy employees. It's an important thing for us as employers to recruit and retain our people. And those that had that philosophy, invested heavily in these programs; those that were very cost conscious and bottom-line oriented were picking and choosing where they believed there was a positive return on their investment.

So the top three takeaways we got from the Employer Survey, number one, employers definition of value has changed. It's gone away from same-year financial return and towards this opaque definition of happiness. I want my employees to be engaged, because if they're going to be my employees – if I'm doing this right – for 10 to 15 years, and I want them to be happy and engaged, and that's going to drive that health over a long period of time. The second finding we had is they're actually listening to their employees to have their input in the decisions they make around which programs and services to purchase. That didn't always happen to be the case.

The third finding is they are looking outside of the health plan arena to purchase these services – looking to third parties now. And part of that's because they're not getting what they need from their health plans. And the other piece is they want something that's going to be broad and consistent across their employee base.