



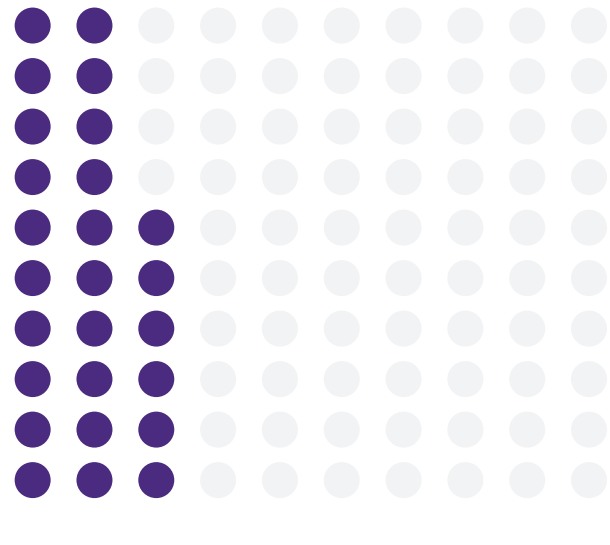
Industry Insights

Deliver effective employee outcomes through better benefits literacy

When it comes to choosing a health plan, a lot is at stake. It's no wonder employees often feel stressed and uncertain when reviewing their options. But a new HealthEquity survey of more than 600 working Americans reveals that employers who prioritize benefits literacy can help their people gain confidence when enrolling in plans – and feel greater satisfaction with the results.

Many employees feel stressed and lack confidence when choosing a health plan

26% More than a quarter say choosing a plan is stressful.



Employees under age 35 were more likely to report feeling stress (29%), as were Hispanic/Latino employees (31%).

And more than 1 in 10 employees (13%) say they aren't confident they elected the right health plan for their needs.

Employees' biggest challenges when selecting a plan were:



Understanding the differences between the types of plans available (20%)



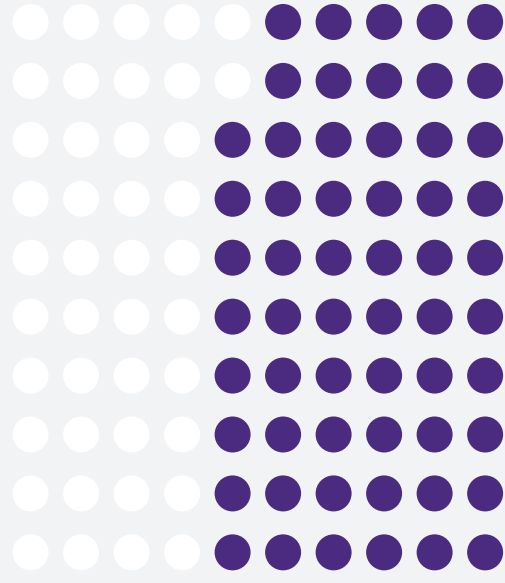
Selecting a plan that meets their healthcare needs (19%)



Calculating estimated benefits and/or out-of-pocket costs (18%)

Employees who don't understand their benefits are less likely to choose an HSA-qualified plan.

Enrolling in a high-deductible health plan (HDHP) paired with a Health Savings Account (HSA) helps employees limit their healthcare spending while saving for the future. But lack of understanding may be deterring some employees from choosing these benefits.



More than half (58%) of survey respondents were offered an HDHP, but many didn't sign up because of uncertainty.

46% were unsure how an HDHP would save them money.

34% said they always used a different type of plan and wanted to stay with what they knew.

18% didn't understand how HDHPs work.

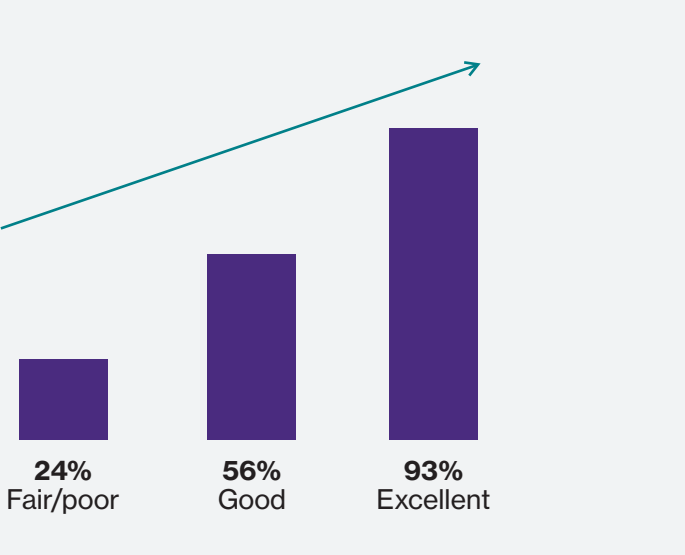
Employees feel better about their choices – including HSAs – when they understand their options.

Employees who have an excellent understanding of their benefits are almost **4x more confident** they chose the right plan for their needs, when compared with those who have a poor understanding.



They also experience less stress, difficulty, and second-guessing regarding their benefits, and they're less likely to take extraordinary measures to manage healthcare costs.

Better understanding of healthcare benefits...



increases confidence in choosing the right plan for their needs



reduces second-guessing about whether you selected the right plan for their needs

Employees with a poor to fair understanding of their benefits are also twice as likely to put off care or treatment as those with an excellent benefits understanding.

And employees with better health benefits literacy **value HSAs especially.**

38% of employees with an HSA can't imagine not having one.

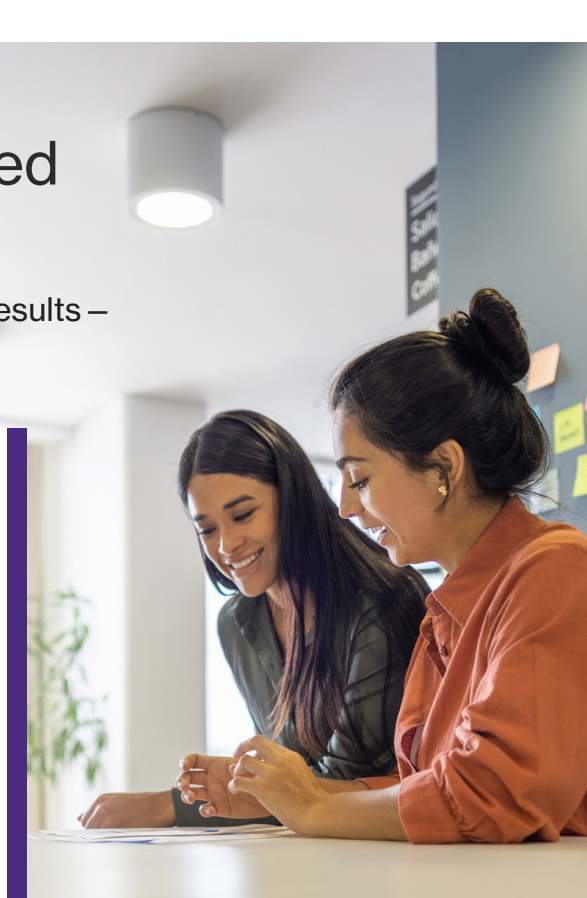
54% of employees with an HSA and an excellent understanding of their benefits can't imagine not having one.

Better benefits literacy is correlated with higher employer satisfaction.

Employees who understand their benefits experience better results – and they credit their employer with those positive outcomes.

54% of employees say their health benefits understanding contributed to their overall job satisfaction.

97% of employees who are satisfied with the support they get to understand benefits say they'll stay with their employer for at least 2 years.



“Increased benefits literacy translates into heightened confidence and informed decisions about health and financial wellbeing.”

Tene Raymond,
HealthEquity Director Consumer Engagement

About the survey respondents

HealthEquity surveyed 627 employees enrolled in a health insurance plan through their employer in April 2024.

