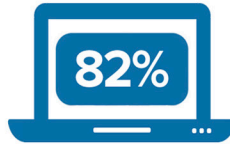


Everyone wants a better enrollment experience. But employers and employees aren't on the same page about what that means.



45% of employers don't offer online benefits management, but 82% of employees say it's important to have.¹



78% of employers think their employees are fully on board with their benefits plan, but only 59% of employees say they're highly satisfied with their benefits.¹



79% of employers say their employees understand the costs of health care, but only 48% of employees say they do.¹

Employers could take a cue from their best-in-class peers.



61% of best-in-class midsize employers believe that strong communication leads to behavior change, compared with 27% of regular employers.²

Better benefits communication helps employees understand what they're choosing. Making sure everyone knows what's at stake can lead to improved enrollment participation and benefits utilization—and ultimately, more satisfied employees who want to stick around.

Start the conversation today: Contact your Aflac benefits advisor or visit [Aflac.com/business](https://www.aflac.com/business)

¹ Aflac. "Workplace benefits trends: executive summary 2023-2024." Published 2023. [Accessed 4.19.2024.](#)

² Gallagher. "Best-in-Class Benchmarking Analysis." Published 2023. [Accessed 4.19.2024.](#)