

Asia Health on Demand 2023

Background

Global survey to understand how workforce needs and attitudes around employee benefits are changing in response to 21st century issues.

Who

17,531 employee respondents

Where

16 markets: Asia: China, Hong Kong, India, Indonesia, Singapore. Europe: Italy, Netherlands, Spain, UK. Latin America: Brazil, Colombia, Mexico, Panama. Middle East: UAE. North America: Canada and US.

When

Fielded in October-November 2022

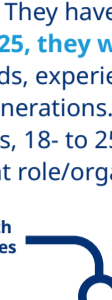


Using benefits as an expression of company values is going to be more important as life becomes more complex

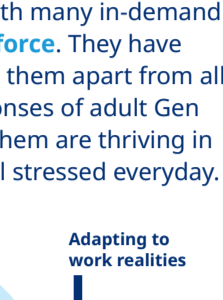
Benefits for all



Benefits for a fast-changing world

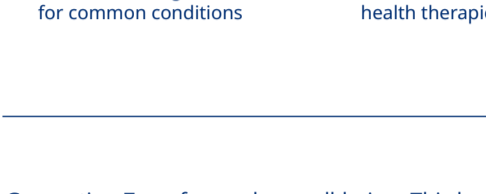


Benefits for healthier societies

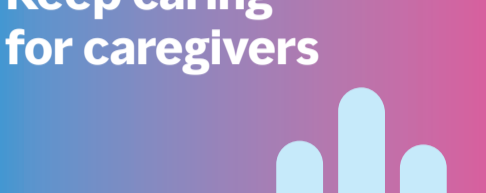


- Introduce Gen Z into your benefits mindset
• Keep caring for caregivers
• Make inclusive changes for meaningful impact
• Bring resilience for a "continuous crisis" era
• Intensify your impact on societal issues
• Balance human and digital health delivery
• Mitigate risk for the unwell
• Address health and risk protection gaps
• Design for emotional well-being

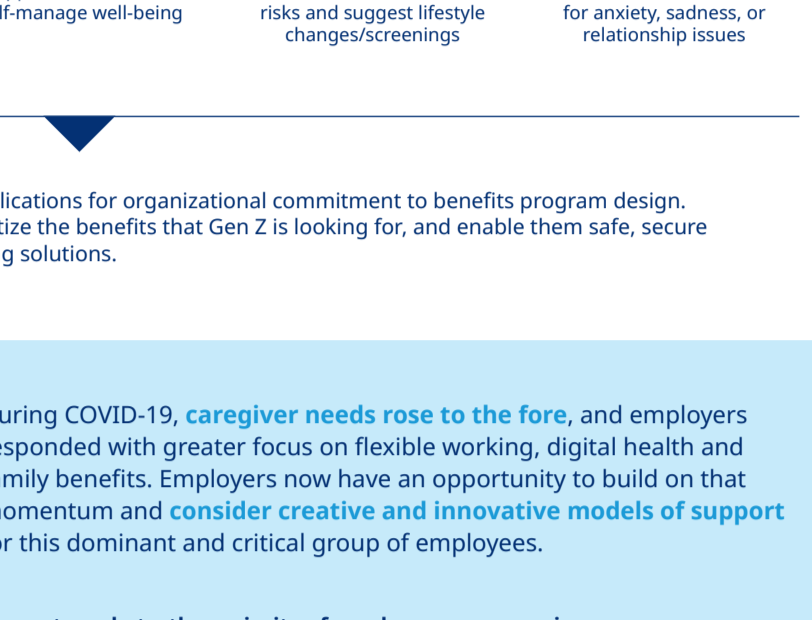
The majority of employees feel that their employer cares about their health and well-being.



However, less than two-third say the benefits they receive meet their needs.



There is a significant difference in how employees feel based on the benefits they employer provides.



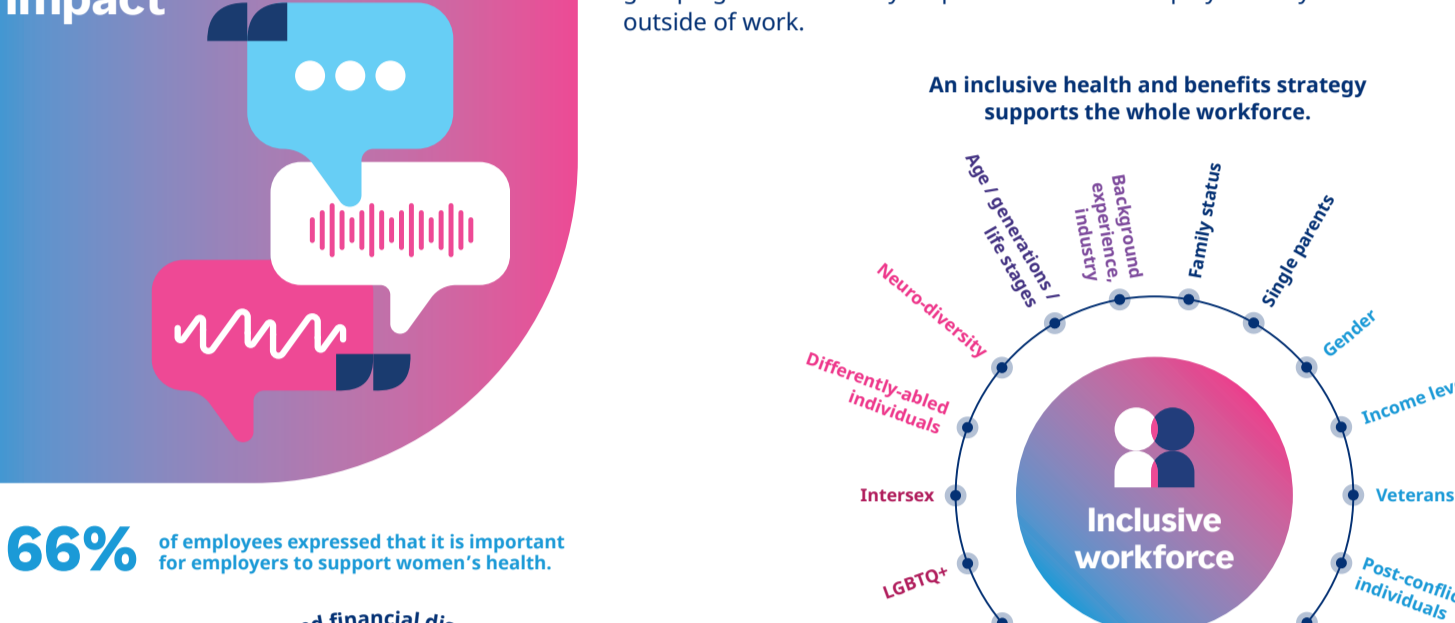
Consistent with prior years, our 2023 findings suggest that supporting the widest possible range of employee needs makes a difference. Providing meaningful benefits has moved well beyond an opportunity to differentiate the employee value proposition to an operational necessity, not to mention a mitigation against wage inflation.

Benefits for all

Introduce Gen Z into your benefits mindset



Generation Z (born between 1997 - 2012) forms 25% of the global population. They have just entered the workforce, with many in-demand skills. By 2025, they will comprise 27% of the workforce.



Generation Z are focused on well-being. This has important implications for organizational commitment to benefits program design. As a trusted influencer in the lives of their Gen Z workers, prioritize the benefits that Gen Z is looking for, and enable them safe, secure access to self-care, self-learning and digital health and well-being solutions.

Keep caring for caregivers



During COVID-19, caregivers need rose to the fore, and employers responded with greater focus on flexible working, digital health and family benefits. Employers now have an opportunity to build on this momentum and consider creative and innovative models of support for this dominant and critical group of employees.

In most markets, the majority of employees are caregivers. Caregivers are those who have caregiving duties to children, parents, family members or friends.



Caregivers are more likely to say that medical expenses have caused financial hardship for them or their family this past year.

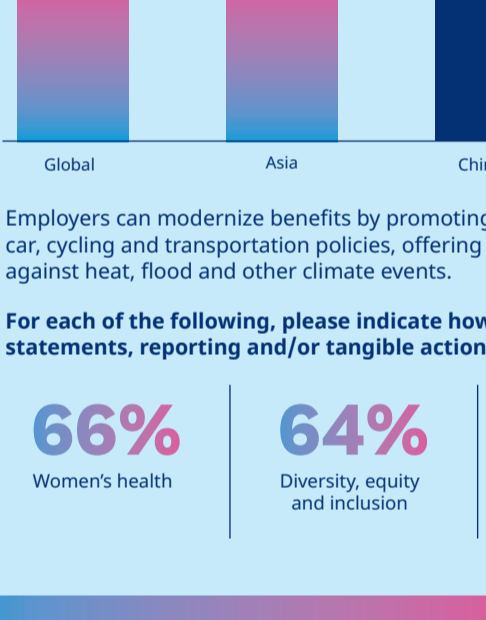
Table with 2 rows: Caregiver, Non-caregiver and 7 columns for regions.

This group prioritizes timesaving benefits that help them self-manage their own health and that of their family. Employers have an important opportunity to retain and recruit this cohort by creating a work culture that is more flexible and supports caregivers in practical ways.

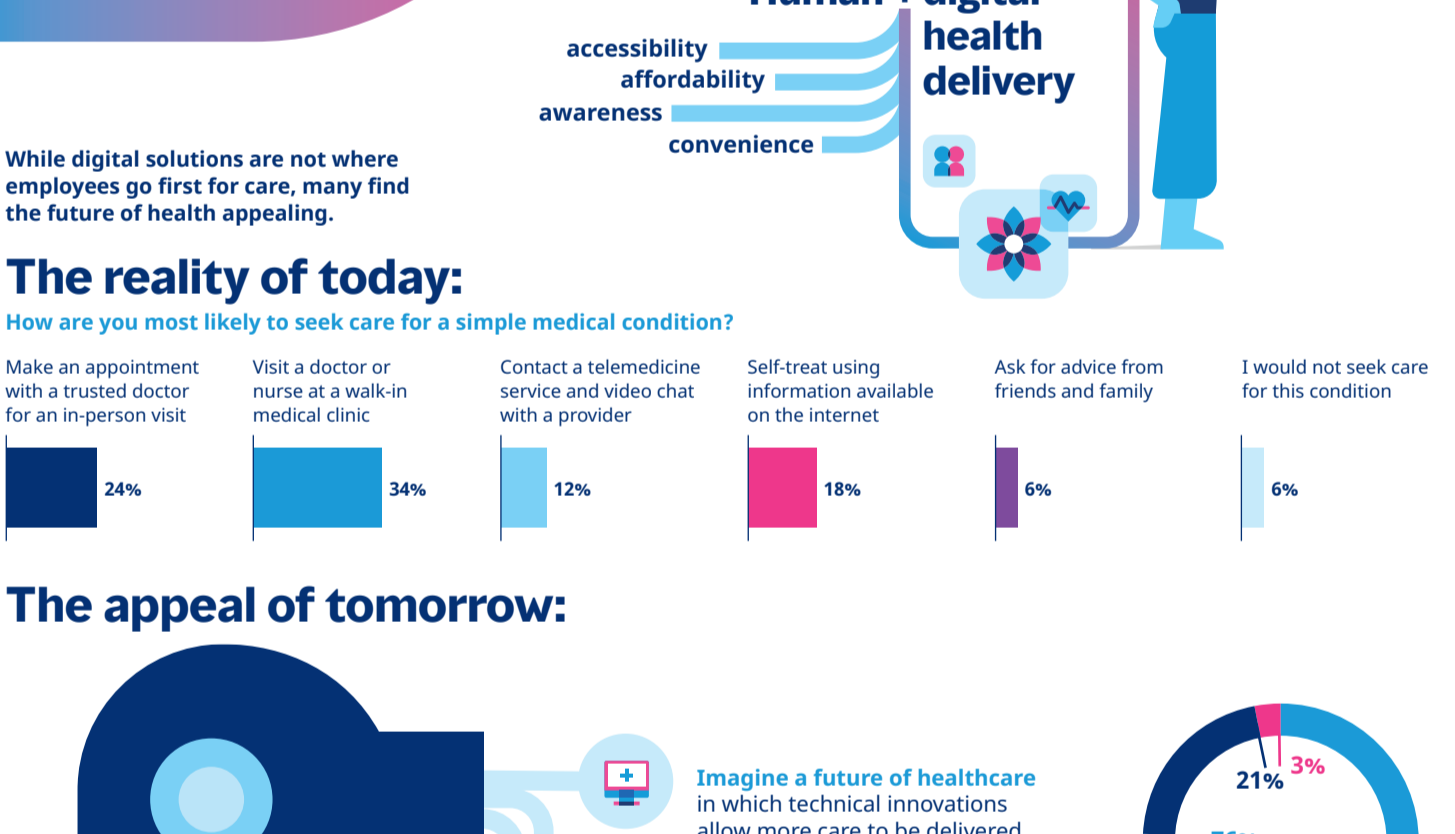
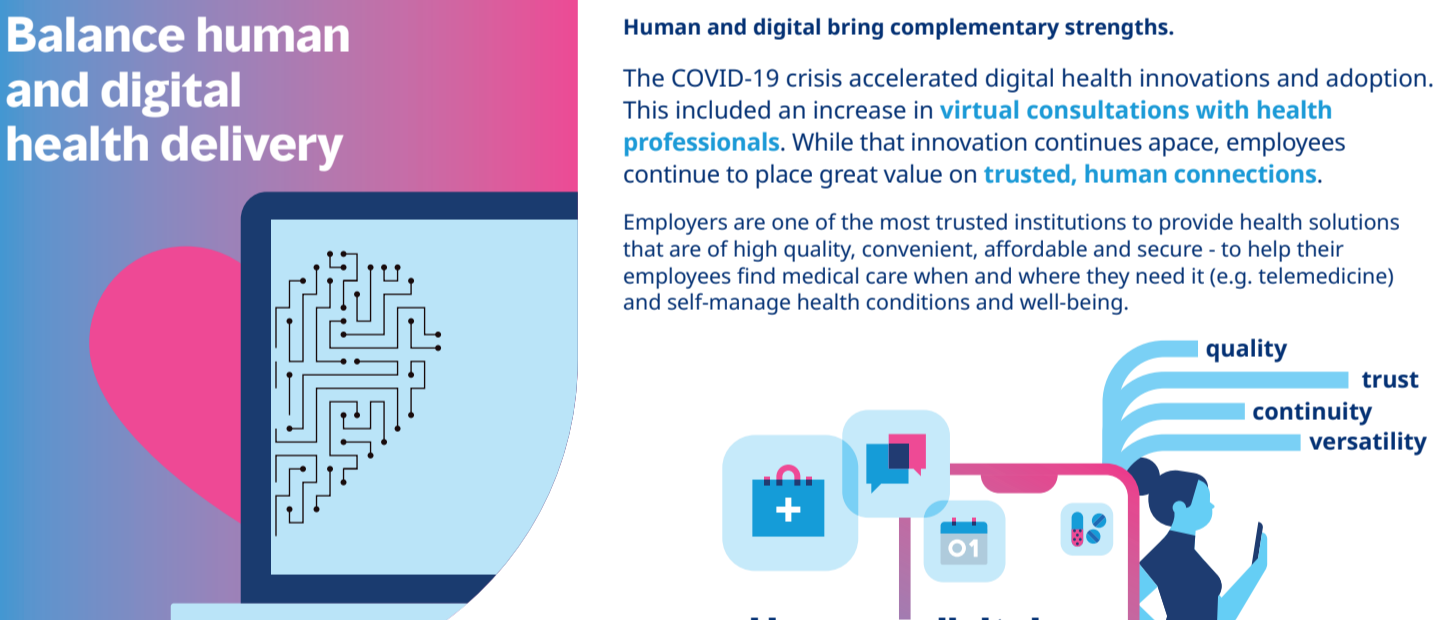


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Make inclusive changes for meaningful impact



The more employees understand the needs of their employees, the better able they will be to make inclusive changes for meaningful impact. Employers can ensure benefits meet their employees' needs by addressing all employees' life stages, understanding attitudes towards crises and health concerns, as well as targeting specific economic groupings and the many responsibilities that employees may have outside of work.



Benefits for a fast-changing world

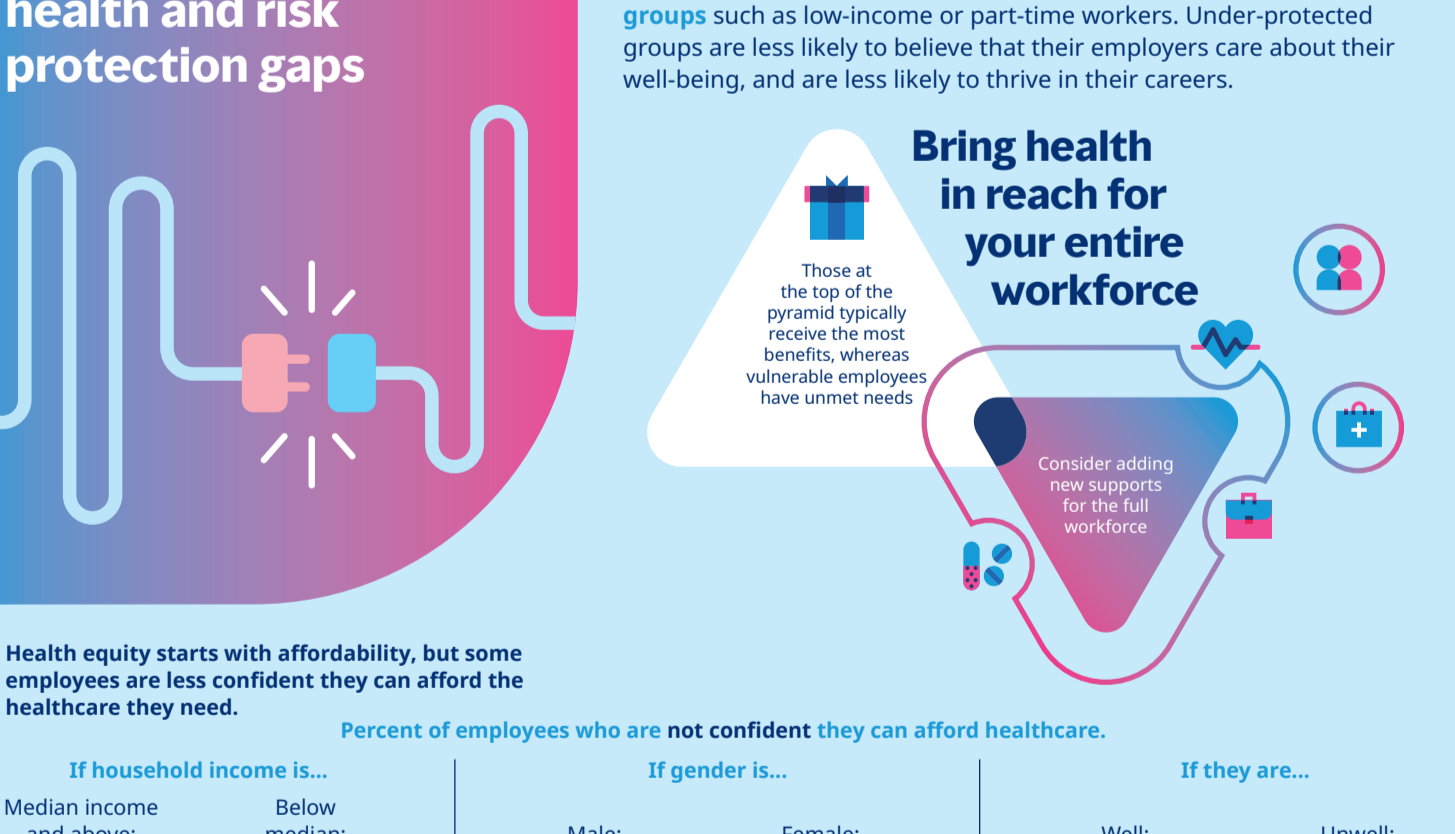
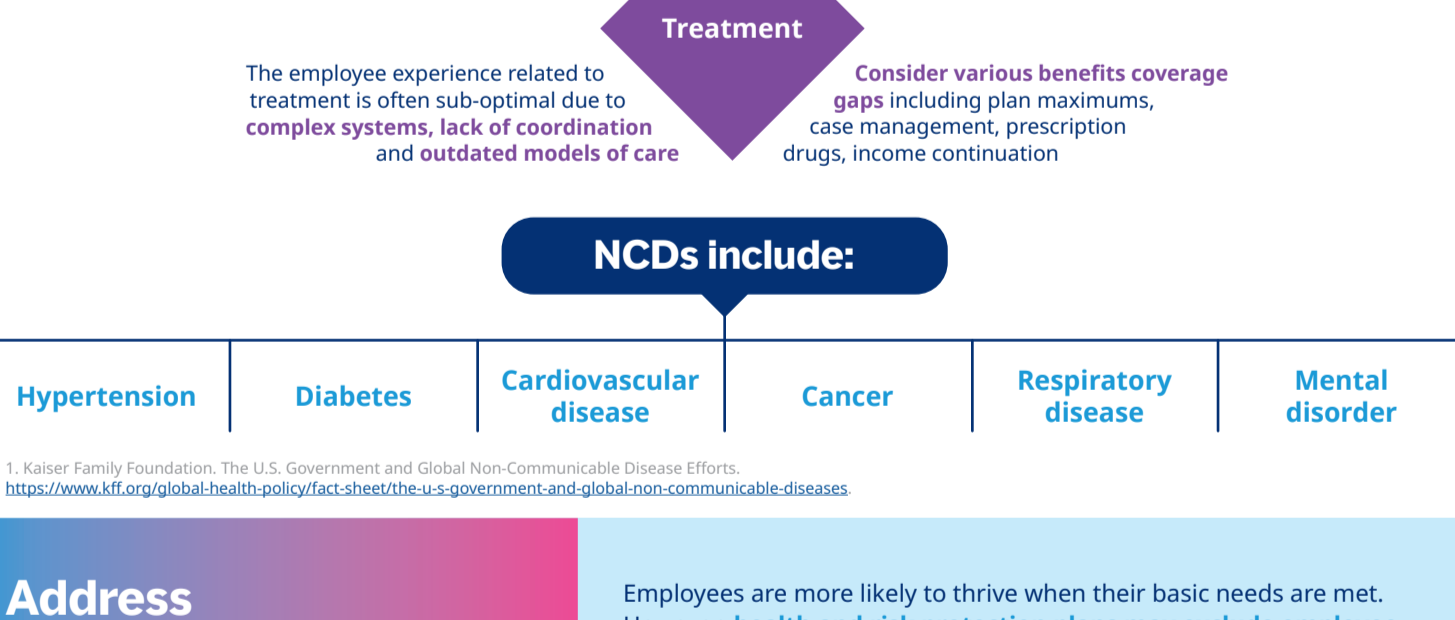
Bring resilience for a "continuous crisis" era



Ongoing macro-economic, environmental and political disasters have characterized the 2020s. Whether employees are worried about their personal safety or their ability to afford the basics, like healthcare for their families, it is inevitable that these concerns will affect their well-being and their work performance.

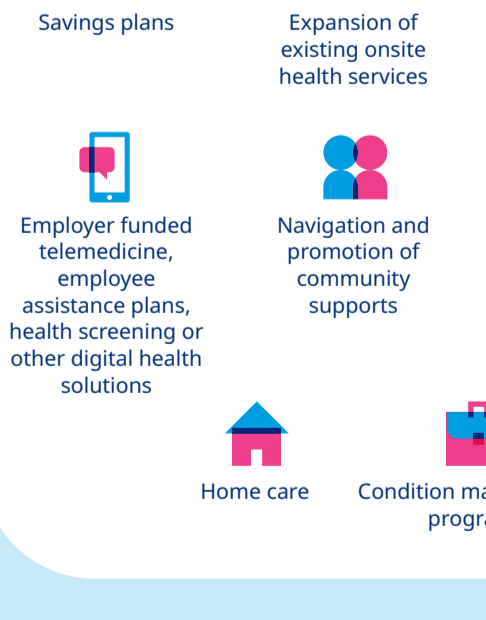


My employer would support me in an emergency or time of need. (Strongly Agree and Agree)



HR and Risk departments should work together on crisis scenario planning. This includes physical crises (such as floods, fires, and health emergencies) and for economic crises like high inflation and recessions.

Intensify your impact on societal issues



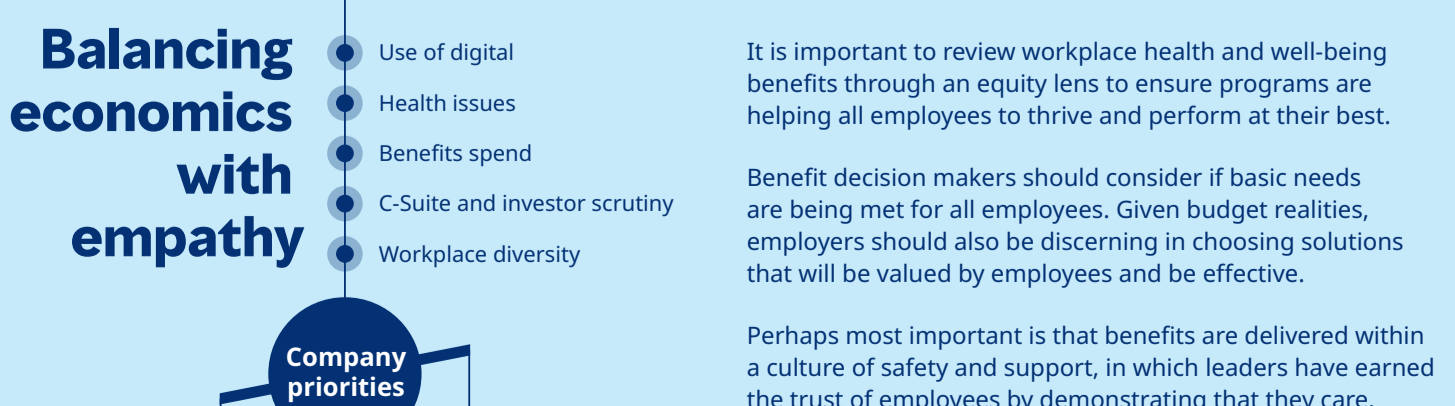
While global crises may not be under the control of employers, employees expect the businesses they work for to actively address some of the societal issues that underpin crises.

Employees want their employer to take an active stance on issues, many of which may be aligned with company purpose and values.

Employees who find it helpful to have a benefit that assists them with adopting an environmentally friendly lifestyle.



Employers can modernize benefits by promoting and offering employee programs to support net zero goals and climate adaptation, re-design car, cycling and transportation policies, offering sustainable investment options under savings plans, and preparing employees to mitigate natural, flood and other climate change events.



Balance human and digital health delivery



Human and digital bring complementary strengths. The COVID-19 crisis accelerated digital health innovations and adoption. This included an increase in virtual consultations with health professionals.



While digital solutions are not where employees go first for care, many find the future of health appealing.

The reality of today: 24% visit a trusted doctor for an in-person visit, 34% visit a doctor or nurse at a walk-in medical clinic, 12% contact a telemedicine service and video chat with a provider.

The appeal of tomorrow: 21% imagine a future of healthcare where care is delivered digitally and at home, 3% for virtual reality headsets, 76% for virtual assistants like Siri or Alexa.

Benefits for healthier societies

Mitigate risk for the unwell



We are all at our most vulnerable when we are unwell. Although physical or mental health problems are temporary conditions for many people, for others they are long lasting or permanent, and can affect their experiences of work and wider life.

Unwell employees feel much less positive about their work experiences, and are more likely to come to work while feeling physically or mentally unwell. Employees coming into the workplace while unwell can increase risk to the business and co-workers.



NCDs include: Hypertension, Diabetes, Cardiovascular disease, Cancer, Respiratory disease, Mental disorder.

Address health and risk protection gaps. Employees are more likely to thrive when their basic needs are met. However, health and risk protection plans may exclude employee groups such as low-income or part-time workers.

Bring health in reach for your entire workforce. Those at the pyramid typically receive the most benefits, whereas vulnerable employees have unmet needs.



Offering a full benefits package to all employees may not be a financial reality for your organization. Consider these steps to get there over time.



Design for emotional well-being. There are plenty of opportunities to broaden the scope of mental health benefits based on what employees find helpful, but businesses also need to understand the underlying causes of workplace stress.

Employees are looking for innovative benefits and solutions to help them and their families with mental health.



Nearly half of employees report feeling stressed in everyday life - stating work pressures, poor leadership, job security, toxic culture, and lack of flexibility in schedule or location as top 5 burnout factors.



Addressing employee stress and burnout starts with addressing psychological safety at the workplace.



Balancing economics with empathy

Use of digital, Health issues, Benefits spend, C-suite and investor scrutiny, Workplace diversity. It is important to review workplace health and well-being benefits through an equity lens to ensure programs are helping all employees to thrive and perform at their best.

Perhaps most important is that benefits are delivered within a culture of safety and support, in which leaders have earned the trust of employees by demonstrating that they care.

Learn more by reading our Health on Demand Report now.



For further information, please contact your local Mercer Marsh Benefits office.

About Mercer Marsh Benefits: Mercer Marsh Benefits provides clients with a single source for managing the costs, people risks, and complexities of employee benefits.