



**The Generations**

Millennials	Generation X	Baby Boomers	Traditionalist
Born after 1980 Age in 2014: 18 - 33	Born 1965 to 1980 Age in 2014: 34 - 49	Born 1946 to 1964 Age in 2014: 50 - 68	Born 1928 to 1945 Age in 2014: 69 - 86

Source: March 2013 Current Population Survey (IPUMS) and Pew Research surveys, Jan. and Feb. 2014

With four generations working side by side in the labor force—Millennials, Generation X, Baby Boomers and Traditionalist – employers are challenged by how to competitively offer employee benefits to meet the diverse needs of each group.

**VSPA**  
Veterinary Specialty Practice Alliance

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**Traditionalist (born 1925-1945)**

Concerned about maintaining their health so that when they do retire, they can enjoy it.

Comprise 3% of the total workforce in 2015 according to the U.S. Bureau of Labor Statistics (BLS).

**VSPA**  
Veterinary Specialty Practice Alliance

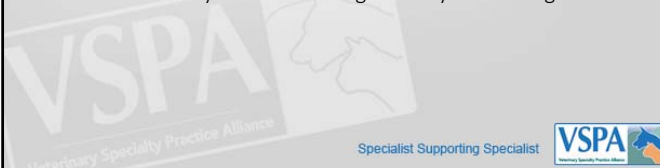
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### Baby Boomers (born 1946-1964)

Work Ethic: Driven, Committed, "Rewards come after paying one's dues."

Possibly, supporting grown children still and/or caring for elderly parents.

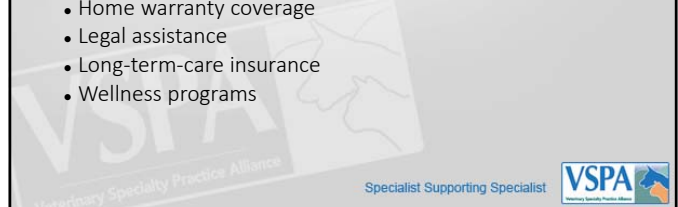
High earners, but concerned about retirement – when to retire and if they will have enough money for retiring.



### Baby Boomers (born 1946-1964)

Voluntary benefits that typically appeal to Baby Boomers:

- Auto insurance
- Discount programs
- Financial counseling
- Homeowners insurance
- Home warranty coverage
- Legal assistance
- Long-term-care insurance
- Wellness programs



### Generation X (born 1965-1979)

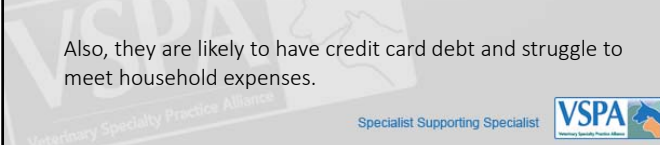
Work Ethic: "Work Hard, Play Hard,"

Interested in accumulating skills through different projects.

Keys to job retention are salary, autonomy, independence, and significant opportunities for promotion.

Life's financial stressors for this group include raising children, preparing for care of aging parents, saving for their financial future.

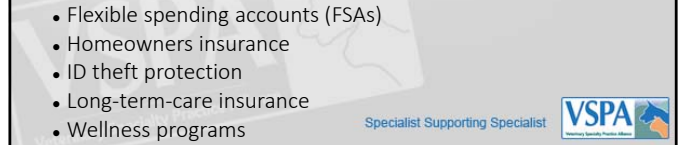
Also, they are likely to have credit card debt and struggle to meet household expenses.



### Generation X (born 1965-1979)

Needs include income protection, family support and help with long-term savings. Voluntary benefits most likely to appeal to members of Generation X:

- Child care
- Cybersecurity insurance
- Discount programs
- Employee assistance programs (EAPs)
- Employee purchase programs
- Financial counseling
- Flexible spending accounts (FSAs)
- Homeowners insurance
- ID theft protection
- Long-term-care insurance
- Wellness programs



## Millennials (born 1980-2000)

Value professional fulfillment

Expect rapid promotion and meaningful work or they will seek other opportunities

Juggle multiple jobs often and change employers frequently

Fear of eternal internships or being trapped in a routine job

Keys to job retention include personal relationships, multiple tasks and fast rewards

Average of \$29k in student loan debt for the average Millennial

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## Millennials (born 1980-2000)

Their needs include portable benefits, forced savings, financial education and concierge services. Voluntary benefits that would appeal to Millennials:

- EAPs
- Employee purchase programs
- Discount programs
- Financial counseling
- FSAs
- ID theft protection
- Tuition assistance
- Wellness programs

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## Generational Attitudes on Health Benefits



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### Millennials Embrace Technology

- Online health insurance enrollment platforms work best for this group
- Drawn to high deductible plans
- Want to keep more of their paychecks
- Remember, they can stay on their parents' health care plan until age 26
- Comfortable shopping online

### Generation X Seeks Flexibility

- Offer flexible health benefits platform that includes:
  - Child care
  - Elder care
  - Employee's own physical and mental health
- Simplify health care benefit options
- Offer more decision-making support based on their health care usage over the past year
- Make documents electronically available

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### Baby Boomers Have Options

- More likely to report health problems and thus accrue higher health care costs.
- Provide education on selecting appropriate medical plans, taking advantage of voluntary benefits, and maximizing health savings accounts and flexible spending accounts to better plan for medical expenses while also realizing tax savings.
- Benefit from the Affordable Care Act's removal of lifetime maximum benefits on medical plans.

### Traditionalists Adjust to New Era

- Traditionalists came of age with cradle-to-grave benefits that may no longer exist.
- It will be harder for them to adjust to a new way of managing their health care, their retirement and their career at this stage in the game, but it can be done.
- Needs both education and motivation on new medical care responsibility and retirement.

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## Benefits for All

### ID Theft Protection



### Legal Services



Few things are as disruptive for employees as legal difficulties and, with growing frequency, the aftermath of identity theft. Lost time at work, and distracted minds while on the job, also lower productivity and impact the bottom line.

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## Identity Theft Protection

- Nearly 75 percent of ID theft victims are between the ages of 20 and 59, the prime working years.
- ID theft is also on the rise. The Federal Trade Commission's Consumer Sentinel database reports that identity theft complaints have grown from 86,250 in 2001 to 290,056 in 2013.
- This jibes with U.S. census data that indicates that more than 250,000 people are victims of identity theft each year.
- About 25 percent of large U.S. employers offered ID theft protection in 2013, according to Towers Watson.

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## Legal Services

- 800,000 to 900,000 couples divorce each year and ? 1 million people filed for bankruptcy from April 1, 2013 to March 31, 2014  
—just two common reasons why employees might need access to legal assistance.

- Among employers with voluntary benefit programs, 55 percent make this option available to employees.

\*2013 survey of 320 large U.S. employers conducted by Towers Watson

- “Many employees earn around \$50,000 per year and don't have the cash flow to pay for expensive hourly legal fees,”

\*Holley Maher, a partner w/MRCT, an insurance, retirement & HR consulting firm in Clayton, MO

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## Choosing a Legal Services Plan

Like any benefit program, legal services come in all shapes and sizes, from simple referral services (which may be provided through an employee assistance program) to group legal plans offered through the workplace and funded via payroll deduction.

If considering a group plan, evaluate different offerings to see which will best meet each generation's needs such as:

- Writing a will or a living will
- Establishing a trust
- Resolving traffic violations
- Creating a health care power of attorney
- Reviewing miscellaneous legal contracts and documents
- Handling issues like adoption, divorce, and credit card/student loan debt

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## Choosing a Legal Services Plan

A few key questions to ask will help employers choose an appropriate plan:

- Is the network of law firms open or closed?
- Are dependents eligible for the plan?
- What free services, if any, are offered?
- What services are discounted and by how much?
- Does the legal services plan have an ample number of lawyers who specialize in required services available in the geographic area where all or most employees reside?

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## Cost Considerations

- Some employers subsidize legal services and ID theft programs.
- When paid by employees, a plan that offers both legal services and identity theft services can run anywhere from \$12 to \$25 per employee per month.
- Ask about available discounts for employees who purchase both benefits. Bundled products may also be available.

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By recognizing the value in voluntary benefits, employers can provide for their employees' diverse needs and improve the likelihood of retaining a loyal, motivated workforce.

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## Resources & Information:

- <http://www.shrm.org/hrdisciplines/benefits/articles/pages/voluntary-benefits-generational.aspx>
- <http://www.shrm.org/hrdisciplines/benefits/Articles/pages/legal-services.aspx>
- <http://www.shrm.org/hrdisciplines/benefits/articles/pages/generational-attitudes-health-benefits.aspx>

Will post URL's to List Serve



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