

2022 ANNUAL CONFERENCE & EXPOSITION

ADAMS COUNTY COLORADO

Becoming an Employer of Choice: Leveraging Benefits to Attract Talent in a Tight Labor Market

Friday, July 22, 1:45 PM – 3:00 PM | Location: Cottonwood 6-7 | Level 1

WiFi Network: Celerium4Counties

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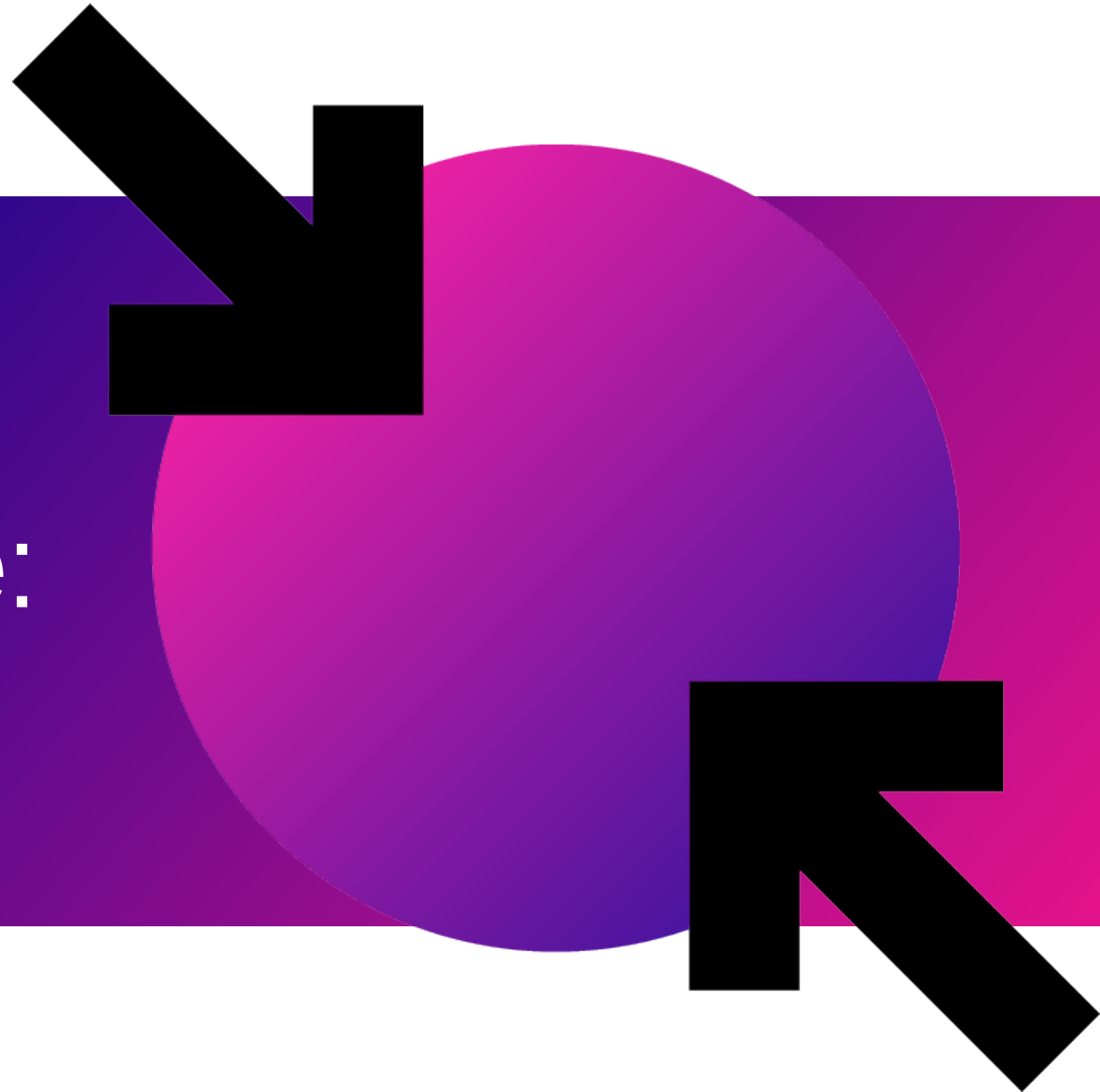




Becoming an employer of choice:

Leveraging benefits to attract talent in a tight labor market

Friday July 22, 2022



Today's headlines are somber... and conflicting

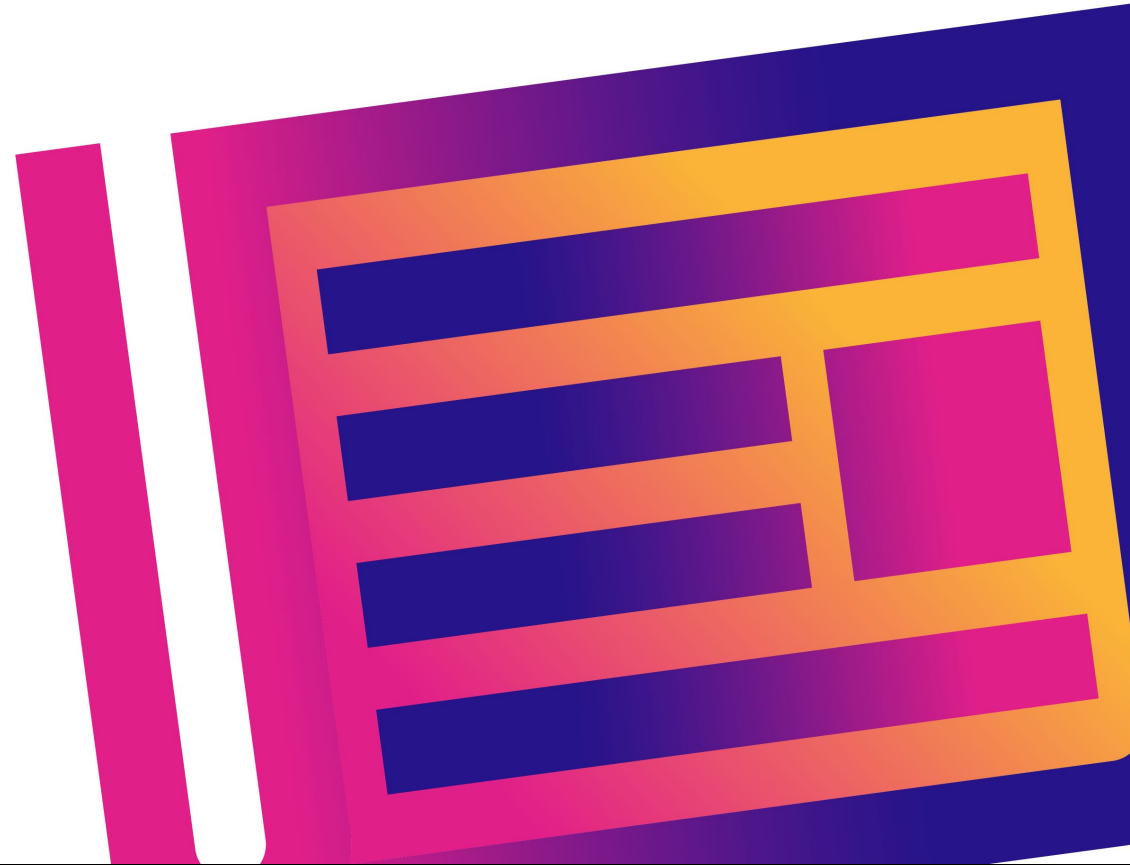
Employers need to attract talent...

- “The Great Resignation!”
- “The Great Reshuffle”
- “The war on talent continues”
- “Government staff levels still below pre-pandemic levels”

... while economic uncertainty persists

- Recession is looming
- Inflation at a 40-year high
- Interest rates at a 30-year high
- The worst year for US stocks in a half century

The pandemic stalled strategic initiatives at many organizations and we're helping employers take a fresh look in these dynamic times



Factors impacting employee retention (consider for VOI)

35%

of workers are considering a job change.

Wellbeing, DE&I and diverse benefits are key drivers of retention.



Satisfied with benefits package

Company shows it cares about wellbeing

Employer is committed to wellbeing

Benefits provide diverse offerings for a diverse workforce

Company shows it cares about wellbeing of family and dependents

Trust senior management

Employer does good job promoting benefits



Lower job satisfaction

Younger age

Don't feel good about my work

Don't care about the company's success

The company doesn't create environment where I can be productive

Diverse backgrounds are not respected

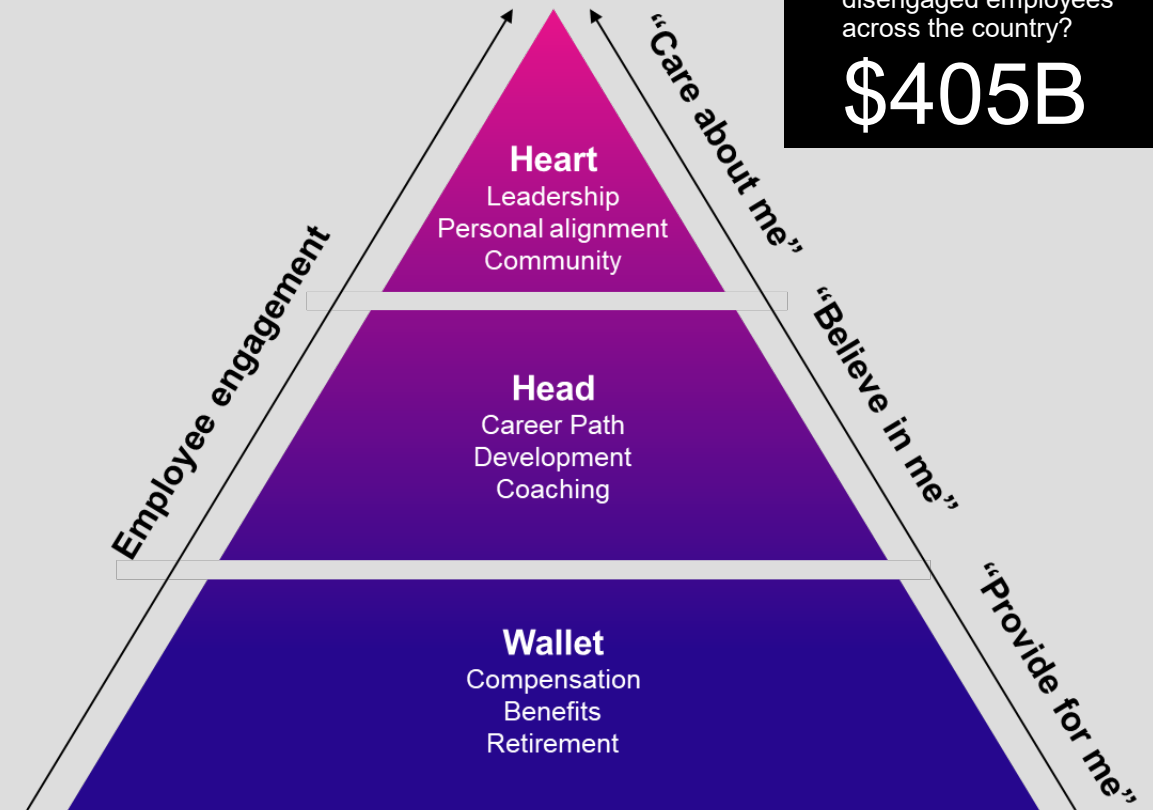
Company doesn't offer diverse benefits for a diverse workforce

Company is not committed to DE&I

Employers are asking...

“What does it mean to be an employer of choice?”

- To consistently attract, engage, and retain the right talent to deliver business results — especially in a time of reevaluation and resignation — you need something more than a best place to work award.
- You need to truly BE an employer of choice and best place to work.
- How do you get there?
 - Enhance your Employee Value Proposition
 - Align your Total Rewards to the current and future needs of your workforce
 - Improve employee engagement

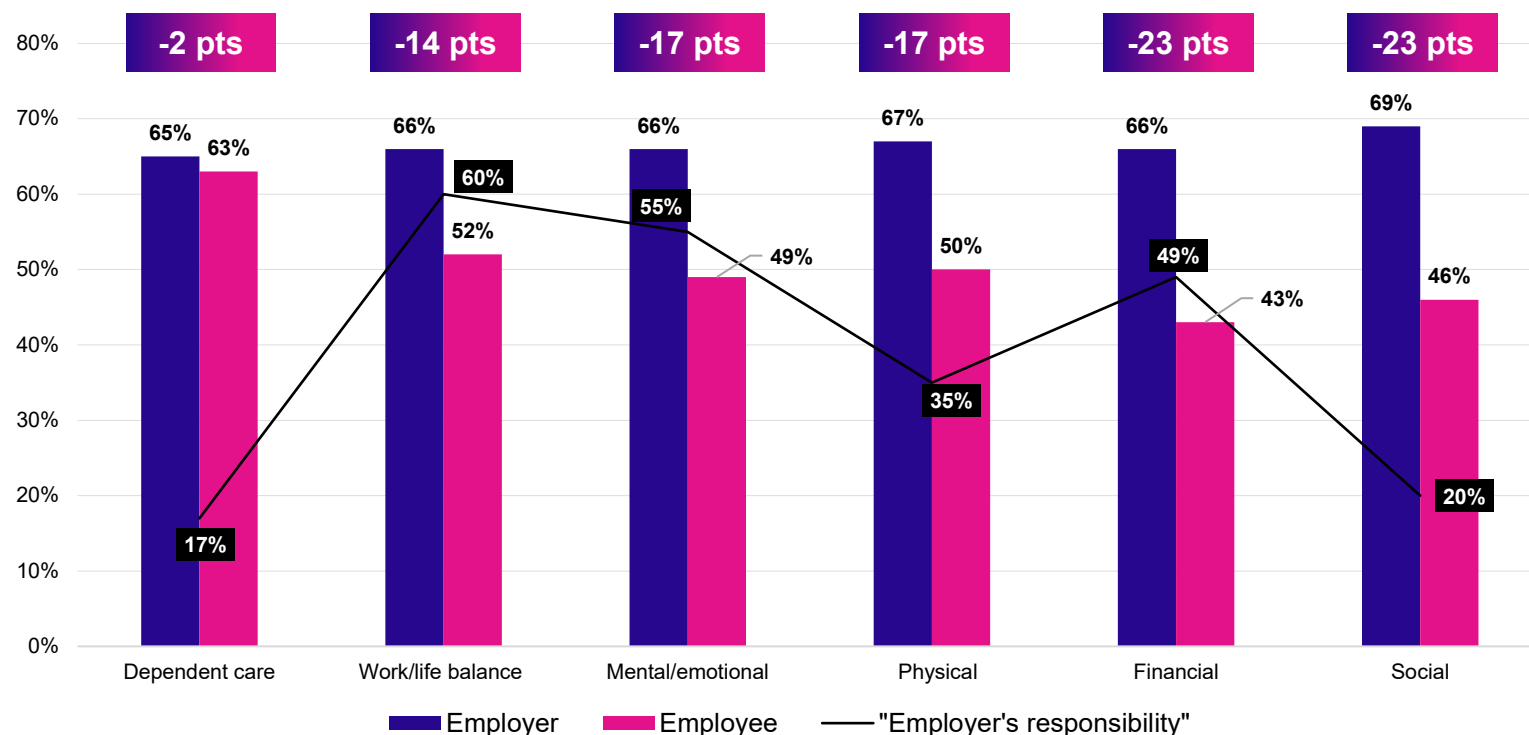


Organizations with top quartile engagement scores see:

- 20% higher productivity
- 21% higher profitability
- 59% lower turnover
- 40% higher quality
- 5x-10x higher shareholder returns over 5 years
- 233% increased customer loyalty

Employees rate their wellbeing lower than employers estimate

Employer estimates of wellbeing vs. employee self-ratings



Employers overestimate all aspects of wellbeing, especially financial and social; employees expect more support, especially for work/life, mental/emotional, and financial needs.

Focus on employee wants and needs

When offered options, employees want additional support across all pillars of wellbeing

Physical	Mental	Financial	Social	Dependent care	Work/life
26% Exercise	45% Stress	32% Financial coaching	24% Work relationship building	18% Child caregiving	34% Time-off policies
30% Improve sleep	36% Burnout	22% Emergency savings	24% Sense of purpose	15% Child tutoring	23% Vacation savings/support

What can employers do to convince workers to stay, and attract candidates looking for something better? These areas may represent low-hanging fruit.

There's a lot for employers to consider:

What are your biggest challenges today? In the future?

- a. Experiencing stress or burnout
- b. Addressing recruitment
- c. Addressing retention
- d. Working on culture change
- e. Doing well; no people challenges

Which areas are you in the process of increasing resources and/or communications?

- a. Diversity, equity & inclusion (DE&I) and/or social determinants of health
- b. Mental wellbeing support
- c. Financial wellbeing including via voluntary benefits
- d. Family building, caregiving, LGBTQ+
- e. Paid time off, flexibility

How are you enhancing how you attract and retain talent?

- a. Making changes to pay and/or bonuses
- b. Changing policies such as work flexibility
- c. Enriching current benefit offerings
- d. More aggressively communicating
- e. None of the above

Questions

For additional information on this and other topics, visit

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Becoming an Employer of Choice: Leveraging Benefits to Attract Talent in a Tight Labor Market:

By Supporting the Well-Being of Co-Workers with Whole Person Approach

NACo Annual Conference
July 22, 2022

We are in the midst of a paradigm shift for employers

Employers are re-evaluating how they support the health and well-being of their employees, drive engagement and keep their organizations healthy, while facing increasing costs.



20%

U.S. adults with obesity reported by all states and territories¹

42%

Adults reported gaining an average of 29 pounds since COVID-19²



Increased anxiety and depression

During the pandemic 4 in 10 adults reported symptoms of anxiety or depression up from 1 in 10³

Average depression scores (CES-D) increased more than 60% from 2019 to 2020⁴

Mental illness

21% of U.S. adults experienced mental illness in 2020⁵

Cost of job stress

Estimated job stress costs U.S. industry more than \$300 billion a year in absenteeism, turnover, diminished productivity, and medical, legal, and insurance costs⁶

Increased burnout

89% of employees now report their work-life has gotten worse⁷

1. CDC 2020 Adult Obesity Prevalence Maps.
2. Weir, Kirsten. The extra weight of COVID-19. The American Psychological Association. Jul. 1, 2021.
3. Panchal N, Kamal R, Cox C, et al. The Implications of COVID-19 for Mental Health and Substance Use. Kaiser Family Foundation. Feb 10, 2021.
4. Giuntella O, Hyde K, Saccardo S, et al. Lifestyle and mental health disruptions during COVID-19. PNAS. Mar. 2, 2021.
5. NAMI 2020 Mental Health by the Numbers.
6. 42 Worrying Workplace Stress Statistics. The American Institute of Stress. Sep. 25, 2019.
7. Moss, Jennifer. Beyond Burned Out. Harvard Business Review. Feb. 10, 2021.

Mental Health Conditions

Mental health conditions affect a person's thinking, feeling, behavior or mood and can deeply impact daily life and the ability to relate to others.



1 in 5

American adults
is affected each year
by **mental health and
substance use
disorders**¹



17%

of American youth
experience **at least
one mental health
disorder** each year²



61.2M

Americans had a
**mental illness and/or
substance use
disorder** in 2019³

1) Center for Behavioral Health Statistics and Quality, Substance Abuse and Mental Health Services Administration. "Behavioral health trends in the United States: Results from the 2014 National Survey on Drug Use and Health," 2015. Available at: <https://www.samhsa.gov/data/sites/default/files/NSDUH-FRR1-2014/NSDUH-FRR1-2014.htm>. 2) Whitney DG, Peterson MD. US National and State-Level Prevalence of Mental Health Disorders and Disparities of Mental Health Care Use in Children. JAMA Pediatr. 2019;173(4):389–391. doi:10.1001/jamapediatrics.2018.5399 3) Elinore F. McCance-Katz, MD, PhD. Substance Abuse and Mental Health Services Administration and U.S. Department of Health and Human Services. The National Survey on Drug Use and Health: 2018. https://www.samhsa.gov/data/sites/default/files/reports/rpt29392/Assistant-Secretary-nsduh2019_presentation/Assistant-Secretary-nsduh2019_presentation.pdf

Covid-19 Impact on Common Mental Health Conditions

Mental health conditions affect a person's thinking, feeling, behavior or mood and can deeply impact daily life and the ability to relate to others.



Social Isolation

Lack of social connectedness has been directly linked to increased morbidity and mortality.



Stress

30% of people experience “secondhand stress” from the stress of others. Stress is contagious, but so is wellness.



Anxiety

Anxiety disorders occur when we feel worried or fearful. Signs and symptoms can be mental and physical.



PTSD

For those who’ve been a target of discrimination, violence, or disturbing events could be at risk of developing a post-traumatic stress disorder (PTSD).



Depression

Depression is one of the most common mental disorders. Symptoms include changes in focus, energy, and outlook. It is important to see professional help.

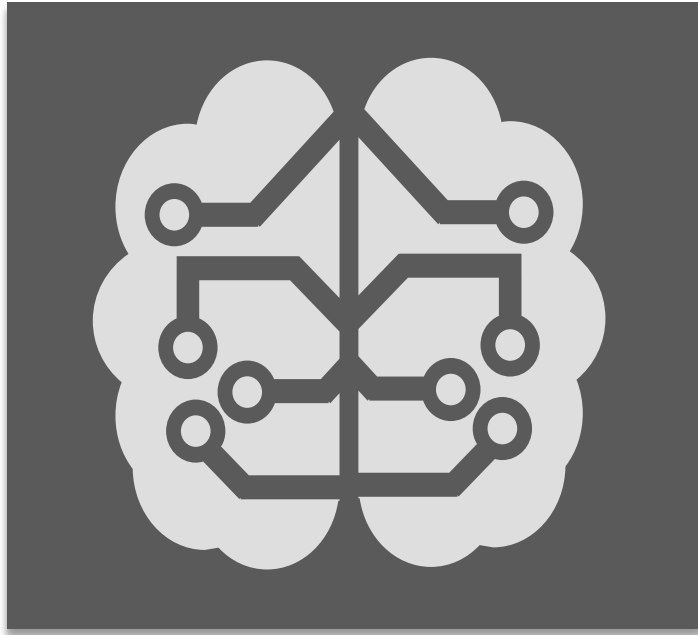


Grief

We often associate grief with loss of life, but grief can come from the loss of anything. Grief occurs on a spectrum and it may look different for each of us.

Mental Health

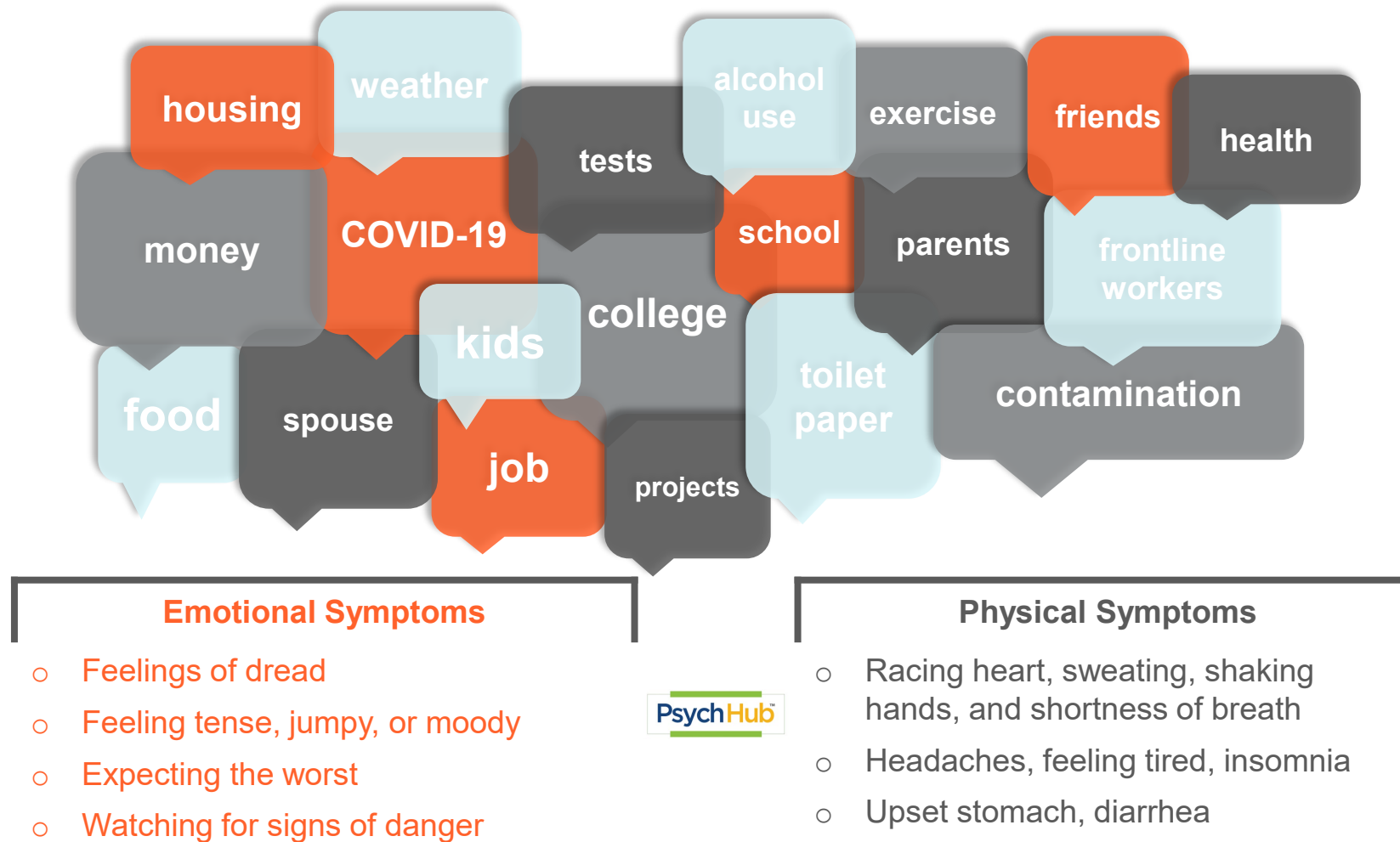
Mental health is a key component to one's overall health and wellness.



- emotional, psychological, and social well-being
- how we think, feel, and act
- how we deal with stress, relate to others, and make healthy choices

Anxiety

Anxiety occurs when you feel worried or fearful about everyday events.



Depression

Depression is one of the most common mental disorders in the U.S.



- Be there and listen
- Don't judge or criticize
- Try a small gesture
- Avoid the tough-love approach
- Don't minimize the pain
- Avoid offering advice or making comparisons
- Learn about depression
- Be patient

Psych Hub Videos on liveandworkwell.com

4. National Institute of Mental Health (NIMH); Prevalence of Major Depressive Episode Among Adults; February 2019; <https://www.nimh.nih.gov/health/statistics/major-depression.shtml>

Substance Use Disorder

PsychHub

Substance use disorder is when the recurrent use of drugs and/or alcohol causes significant health problems, disability, or failure to meet day to day responsibilities.

200%

Increase in the rate of deaths
from drug overdose between
2002 and 2017⁵

88,000

Deaths from alcohol-related
causes annually⁶



Taking care of those who take care of us

Health care workers and first responders face unique challenges — requiring tailored support

- Long shifts (prioritize needs of others)
- Fear and stigma about seeking care for mental health or substance use
- Trauma and PTSD
- Grief, loss, stress and burnout



76%

of health care workers **reported exhaustion and burnout** during the *first year* of the pandemic¹

50%

of firefighters have thoughts about ending their life. First responders contemplate **suicide at a rate up to 10 times higher** than the general population



Stock photo used. 1. Mental Health America analysis based on the responses of 1,119 health care workers surveyed on MHA Screening (mhascreening.org) from June 1 to September 1, 2020: mhanational.org/mental-health-healthcare-workers-covid-19.

MnFIRE Assistance Program (MAP)

- Offers an enhanced assistance program for firefighters throughout Minnesota
- Improves health of those who put their lives on the line to help others
 - 12% of all firefighters will develop heart disease at some point in their lives. **Cardiovascular** issues are by far the leading cause of officially recognized line-of-duty deaths.
 - 1 in 5 Minnesota fire departments reported at least one firefighter diagnosed with cancer; and 1 in 10 had multiple cancer cases
- Reduces lost workdays, improve retention and encourage recruitment
- Meets requirements from agencies such as National Fire Protection Agency
- Timely in COVID-19 environment
- **Right thing to do**



A specially designed mental wellbeing program for firefighters throughout Minnesota.



Early Results! Oct. '21 – Feb '22 reporting showed member engagement had **increased 100%** over previous program.



Outpatient providers who have training and expertise in treating firefighters - 650+ providers with trauma expertise in state of MN. Virtual services available everywhere in the state via 171 telemental health providers



Communications designed specifically to reduce stigma and drive program engagement



Clinically-vetted network of facilities, with dedicated programs for substance use disorder and PTSD services

Ingratiation with Officer Training program, planned integration with Peer support group

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6 Ways to End Stigma

Stigma is when a person is viewed in a negative way because of a personal trait considered to be a disadvantage.

