GROUP AND VOLUNTARY BENEFITS

Benefit Profile
Better data. Smarter decisions. Stronger benefits.[SM]

The uncertainty created by the ACA and the fact that medical costs continue to rise can cause you to focus your energy on health benefits decision making.

Between 2000 and 2012 . . .

Employees continue to pay more for health insurance	Single coverage contributions increased[1]	Family coverage contributions increased[1]	Average salary increased[2]
	148%	162%	34%

This health care focus can mean less time spent on evaluating protection products important to the financial safety net of employees.

LTD • STD • LIFE • CRITICAL ILLNESS • ACCIDENT

Further, while health care decisions are heavily influenced by data and analytics, the decision making for protection products historically has not been afforded the same approach, leaving few ways to assess what employees really need.
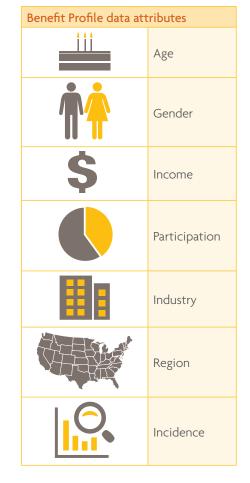
The future of benefits decision making will rely more and more on the insights from acquiring and appropriately utilizing relevant data.

Our Benefit Profile incorporates demographic analysis and benchmarking data into a single source for at-a-glance benefits planning beyond health care.

Decisions based on relevant data lead to a stronger benefits package

Benefit Profile data attributes

Icon	Attribute
	Age
	Gender
	Income
	Participation
	Industry
	Region
	Incidence

Our sources of data include census files; plan design data from Group MarketShare, LLC; insights from our thought leadership studies; and employee benefits industry data from well-known sources—all compiled into one report.

Sun Life Financial®

Our Benefit Profiles can save time and help you and your employee benefits broker:

1. MATCH products to demographics
Identify high-population segments and the incidence rates for various protection products

2. BENCHMARK against peers
Gauge position relative to other employers in SIC range and region by comparing disability plan features to Group MarketShare data

3. EVALUATE buying patterns
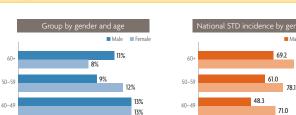Identify employee segments that are not buying (or are not buying enough) and consider enrollment and communication strategies to increase education

4. CREATE plans that appeal to all employees
Balance coverage with costs to ensure that plan options fit all income levels

5. COMPARE participation year to year
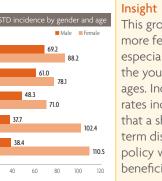Assess the impact of enrollment initiatives on participation results

Sample visuals

Group by gender and age
Male Female

Age	Male	Female
60+	11%	8%
50–59	9%	12%
40–49	13%	13%
30–39	8%	15%
0–29	3%	8%

National STD incidence by gender and age
Male Female

Age	Male	Female
60+	69.2	88.2
50–59	61.0	78.1
40–49	48.3	71.0
30–39	37.7	102.4
0–29	38.4	110.5

Claims per thousand lives per year

Source: Blue graph from Group census. Orange graph from Industry Averages from publically filed rate manuals, compiled by Smith Group. Assumes a 0/7-day STD Elimination Period.
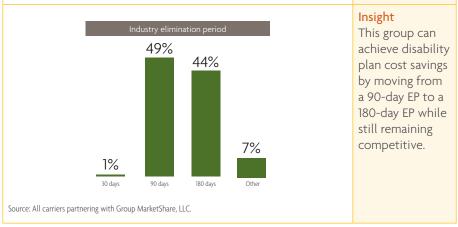
Insight
This group has more females, especially among the younger ages. Incidence rates indicate that a short-term disability policy would be beneficial.

Industry elimination period

30 days	90 days	180 days	Other
1%	49%	44%	7%

Source: All carriers partnering with Group MarketShare, LLC.

Insight
This group can achieve disability plan cost savings by moving from a 90-day EP to a 180-day EP while still remaining competitive.

EXAMPLES PROVIDED ARE FOR ILLUSTRATIVE PURPOSES ONLY.

Request a Benefit Profile today! Call your local Sun Life Employee Benefits Representative or our Employee Benefits Internal Sales Desk at 877-736-4739.

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