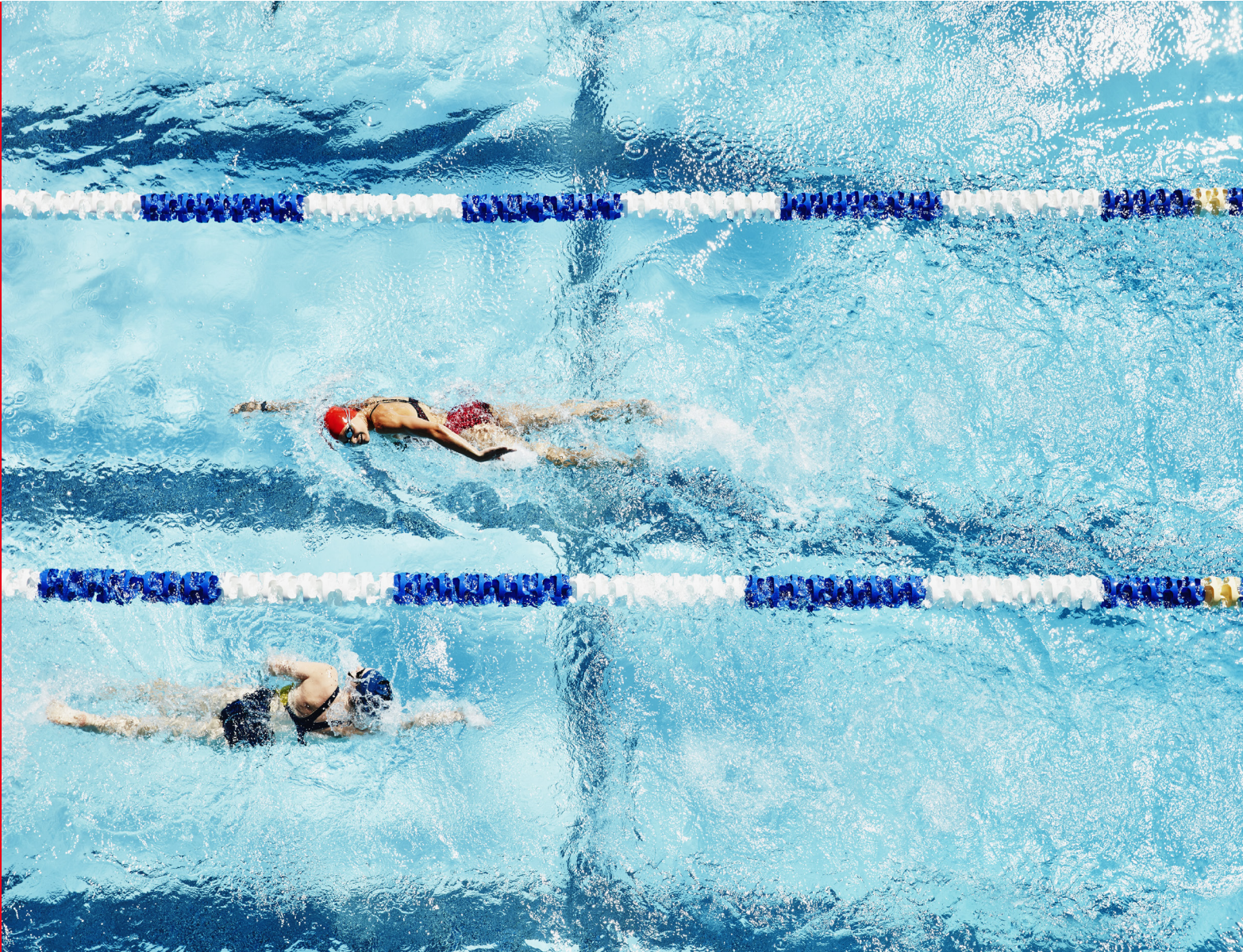




Aon Benefit Experience

# Cost Savings or World-Class Benefits? Choose Both.



# As Expectations Stack Up, Benefit Costs Pile On

Benefits now have a greater influence than ever before on an employee's choice of where to work. Employers are challenged to deliver optionality, flexibility, and more personalized benefits that support recruitment and retention of top talent — all while containing costs. How can you navigate this paradox of saving money and enhancing benefits, while also investing in employees and the organization?

## Making the Right Decision Seems Impossible

Although most employers (80%) believe their employees are highly satisfied with their benefits, only 58% of employees agree.<sup>1</sup> To make matters more complicated, health care costs for employers are projected to increase by 8.5%<sup>2</sup> in 2024 — almost double the average increase in plan costs seen over the last year.

# Get the Best of Both Worlds with Aon Benefit Experience

Now, you can provide a true consumer experience that maximizes personal choice *and* contains costs. **Aon Benefit Experience** empowers employees to make confident benefit decisions, provides unparalleled choice, and delivers best-in-market savings by providing:

- **Access to the Best Carriers and a Range of Plan Designs** — Employees get access to both national and regional carrier options along with different plan designs at varying price points, and can select the option that best fits their own needs
- **Decision Support** — Our proprietary *HelpMeChoose* decision support tool makes the buying decision simple and helps employees adeptly navigate offerings and personalize benefits
- **Lower Cost, Greater Value** — Free markets and fair competition drive value: Every carrier competes for every employee — driving costs down and benefit value up

<sup>1</sup> <https://www.aflac.com/business/resources/aflac-workforces-report/fact-sheets/default.aspx#top-insights>

<sup>2</sup> <https://aon.mediaroom.com/2023-08-22-Aon-U-S-Employer-Health-Care-Costs-Projected-to-Increase-8-5-Percent-Next-Year>

# How It Works

Aon Benefit Experience uses a unique managed marketplace approach for a better benefits experience. Three important features of the model include:

- Employers use a defined contribution model to provide a subsidy to employees.
- Employees use Aon's *HelpMeChoose* decision support tool to shop across carriers and plan options that best meet their unique needs.
- Geographic-based rates allow consumers to take advantage of best-in-market efficiencies.

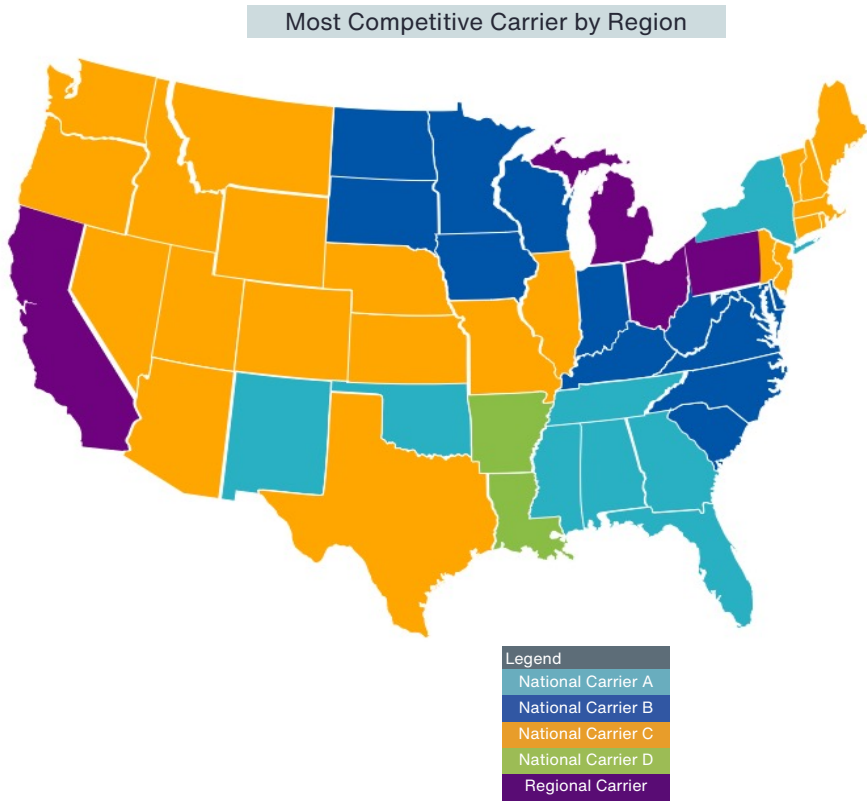
## 1 Defined Contribution Model

## 2 Employees Shop Across Plan & Carrier Options

Standardized Plans + Competing Carriers

## 3 Leverage Best-in-Market Strategy

22 Rating Bands







# The Value of Choosing Aon Benefit Experience

## For Employees:

- Broader Consumer Choice — Employees love optionality More Affordable Benefits — \$500 average out-of-pocket annual savings
- Member Advocacy — 60+ fully integrated point solutions that support better health outcomes
- Educated Benefit Consumers — Carrier selection is streamlined and guided through Aon's *HelpMeChoose* decision support
- Increased Satisfaction — 86% overall satisfaction with benefits through Aon Benefit Experience

## For Employers:

- Savings — 5-8% average top line savings in year one, and a historical trend of 2.5% over the last 11 years
- Benefits Harmonization — Turnkey solution for future growth and acquisitions
- Improved Recruitment & Retention — Competitive plan offerings based on employee's local market
- Reduced Administrative Burden — Aon helps manage the benefits program on your behalf, allowing HR teams to shift focus to other key priorities

Every Client Has Saved	Employees Love Choice
<b>5-8%</b> Average Year 1 Savings	 <b>Satisfaction</b> <b>86%</b>
<b>2.7%</b> Average 5-Year Gross PEPM Premium Cost Increase <small>(2.5% for 10-Year Life of AX)</small>	 Like to Choose Own Carrier <b>94%</b>
	 Confidence <b>86%</b>
	 <b>Help Me Choose Annual Savings</b> <b>\$500</b> <small>*PY'23 Employee Survey Results</small>

## A Win-Win for All

Our managed marketplace approach and consumer choice model give employees more options and flexibility, along with guided support that helps them make better benefits decisions. This strategy also drives immediate cost savings and eliminates budget volatility for an employer, without the complexity associated with typical marketplace solutions.

With Aon Benefit Experience, organizations can finally get it all: the ability to offer more benefit options while continuing to invest in their employees and business.



## Aon Is in the Business of Better Decisions

### About

Aon plc (NYSE: AON) exists to shape decisions for the better — to protect and enrich the lives of people around the world. Our colleagues provide our clients in over 120 countries with advice and solutions that give them the clarity and confidence to make better decisions to protect and grow their business.

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