

Engaging Your Millennial Workforce

Follow-up Guide



Millennials want...

Convenience

They want their health care to work the way they interact with other companies

Faster care

Because time is money, health care facilities need fast turnaround times to meet their expectations

Upfront estimates with promised results

Cost of health care continues to grow, so they expect other models of payment and ways to ensure greater value for the services they receive

Personalized and simpler health care

When understanding is low, surprises occur. Every time they think they get it, they experience a surprise cost, which leaves them feeling let-down and unprotected

What **YOU** can do

- Adapt your culture to address the needs and wants of millennials
- Promote your benefits package to attract and retain employees
- Offer and encourage use of technology and digital engagement for health care
- Make open enrollment simple and easy to understand for your employees
- Communicate often about benefits and share tailored information based on your employee population. Visit bcbsm.com/engage for tools to support
- Actively engage with your community to show you care about making it stronger and healthier



How the industry is responding to the wants of the millennials

1. Allowing flexible work arrangements

2. Promoting benefits packages

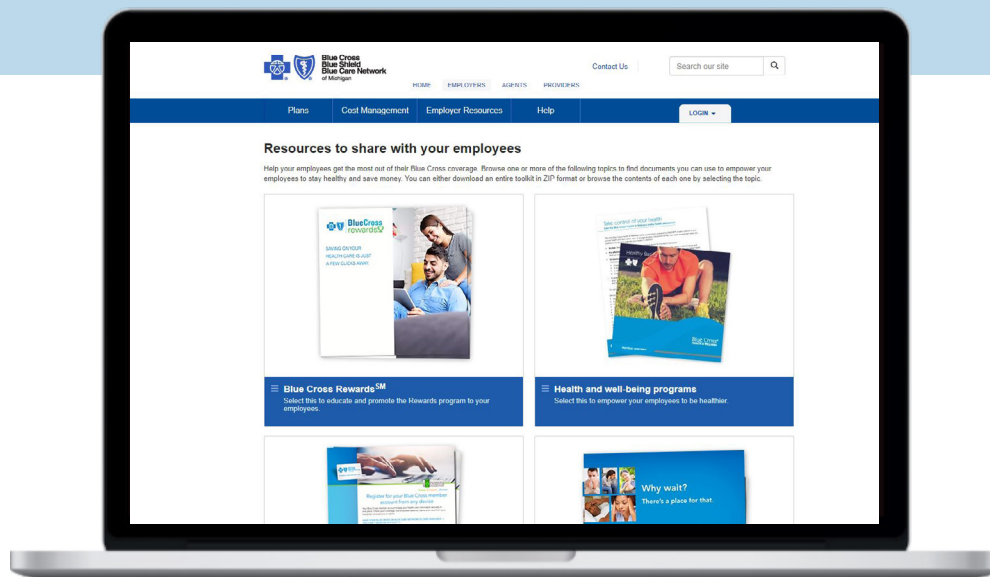
Top 3 ranked benefits:

Health insurance (54%)

Paid time off (45%)

Student loan forgiveness (41%)

3. Offering tuition reimbursement and scholarship programs



Choices for care

Show your employees they have options when it comes to where they go for care.

How to use an online account

Select this to help your employees manage their coverage online.

Getting care online

Select this to show your employees how to use Online VisitsSM.