



# Advocacy: Opening the front door to deeper benefits engagement

It's not enough to offer a great benefits package. Employees need to feel like you care for their well-being.

Quick link:  
Advocacy white paper

Employee benefits packages have been shown to provide measurable benefits for both employees and organizations. With the right mix and the right front-end navigation solution, benefits packages can drive costs down, enhance productivity and help employees live healthier lives.

Because the cost of providing benefits is significant, companies are hopeful to realize the full value of the dollars they invest. But chances are companies may not be enjoying the full value from their investment in their benefits packages.

According to Lynne Schaffler, VP of Product, Advocacy and Decision Support, Optum:

*"A good employee benefits program has measurable benefits for your workforce and for your business. With the addition of a front-end advocacy solution, these programs can lower cost, drive productivity and improve health outcomes for your employee population."*

Schaffler directs Optum Advocacy Solutions, a service that offers a single point of contact to help employees access the right health benefits at the right time.

## WHY YOU SHOULD CARE

Companies that earn the distinction of being great places to work invest in their employees. Offering a generous benefits packages is integral to their success. But the simple existence of generous benefits isn't enough.

Adding more benefits to the package may complicate matters. The more benefits a company puts in place, the more overwhelming and complicated it becomes to navigate and access those benefits. In that case, many excellent benefits go unused, and both the employee and the company lose.

But providing a human touchpoint is something your organization can do right now to help your employees better understand, access and use their current benefits.

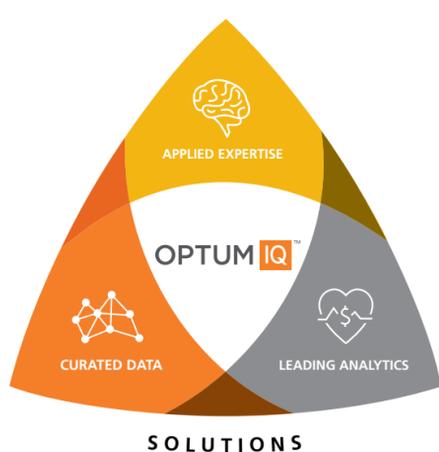
Ultimately, 42 percent of employees with access to personal benefits advocates are likely to recommend their employer as a great place to work, while only 27 percent of employees without access to advocacy would recommend their employer.<sup>1</sup>



## ADVOCACY CAN HELP YOUR EMPLOYEES FEEL GENUINELY CARED FOR

Employee advocacy provides intelligent, individualized support to the many services and resources your company offers, increasing engagement and participation in the programs you have purchased for your employees. By streamlining navigation, advocacy makes accessing all benefits easier and more personal. And the data suggests additional advantages.

*"There is a positive correlation between offering advocacy and a variety of different outcome measurements," Schaffler said. "Whether it be health care cost reductions, increasing your employee engagement or increasing your employee productivity."*



Behind the scenes, employee advisors are supported by data and analytics. Billions of data points from across health care continually combine and refine to anticipate sooner and predict with better precision, using relevant and actionable insights and information.

OptumIQ is the unique combination of curated data, leading analytics and applied expertise that helps to guide actions more intuitively. With OptumIQ, Optum Advocacy Solutions is able to provide relevant and timely answers, improve benefits navigation and optimize outcomes.



[VIEW THE COMPLETE WHITE PAPER](#)

To learn more about what makes a good advocacy program, please visit [www.optum.com/advocacy](http://www.optum.com/advocacy) or read the Optum white paper: [Advocacy: Opening the front door to deeper benefits engagement](#).

#### Source:

1. Optum Employee Engagement Study—Analysis is based on a survey of 1,200 employees of large U.S. companies who had access to an advocacy solution compared with those who did not have access.

11000 Optum Circle  
Eden Prairie, MN 55344  
optum.com

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