

Canada Innovative Benefits Survey 2023

View key findings from 373 employers.

Background

Purpose of Innovative Benefits Survey:

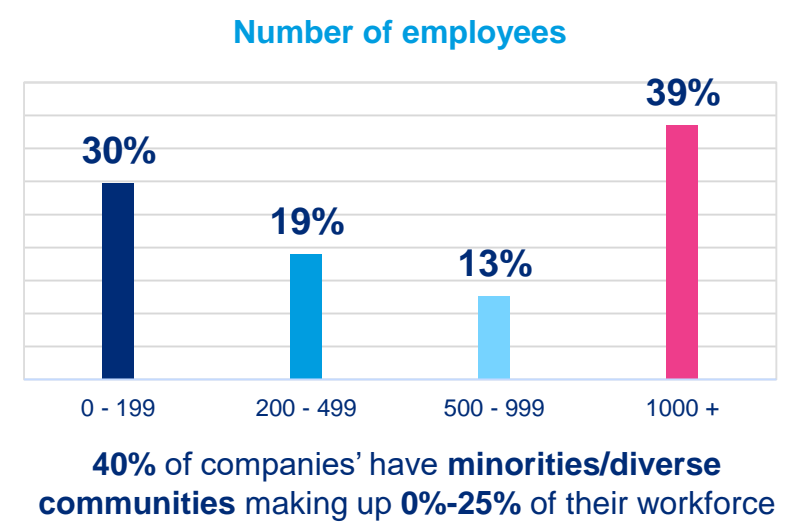
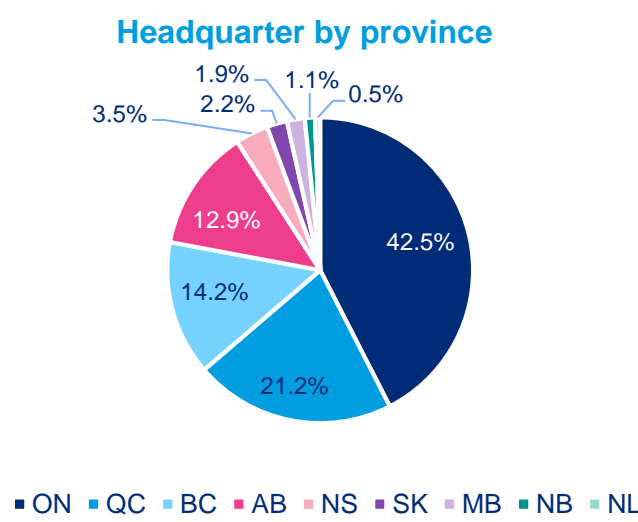
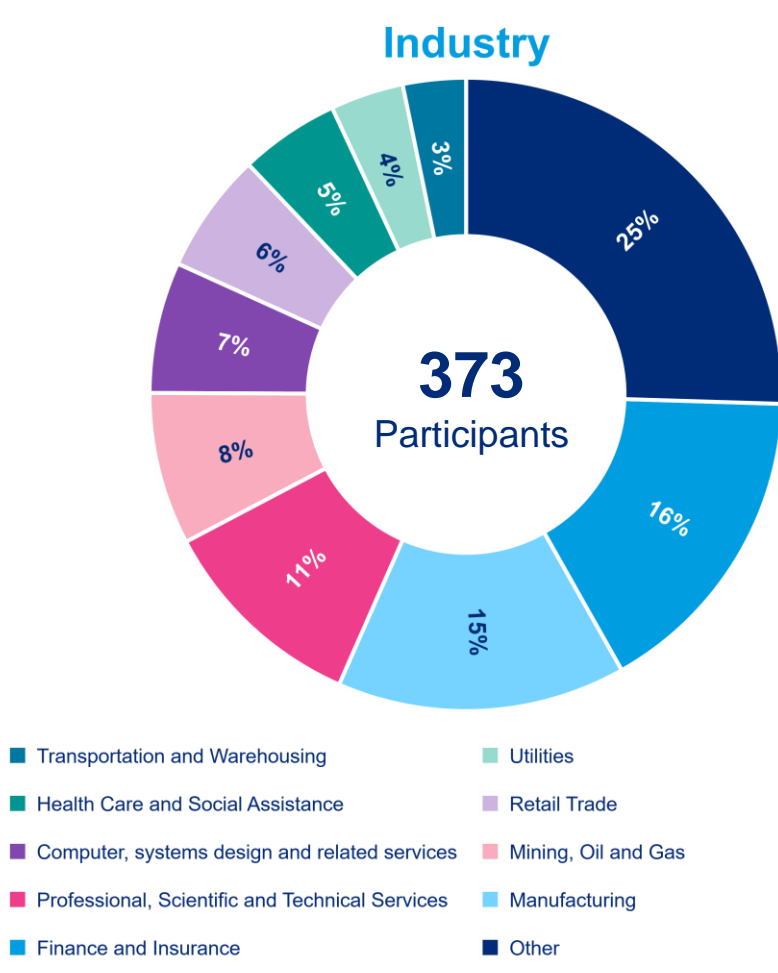
Understanding the prevalence and adoption of emerging and innovative benefits by employers in Canada to meet the needs and interests of employees

In the past decade, the number and frequency of emerging and innovative benefits has increased dramatically, driven by:

- Innovations in technology in the health space
- The need to identify ways to fill the gap that remains in access to quality care
- The interests and needs of an evolving workforce in a tight labour market

Participant demographic highlights

When: Conducted January 12-February 8, 2023



44% of responding companies have a **female employee population distribution of 25%-49%**.

63% of companies were **private sector**, 25% of companies were **public sector**, and 12% of companies were **non-profit**.

The majority (59%) of companies reported an **average employee age between 35 and 44**.

Key highlights

Attraction and retention is the driving incentive for employers investing in emerging and innovative benefits.

Bright spots Progress has been made by employers	Learning curves Employers still have a ways to go and need to mind the gaps
<p>Nearly 60% offering ergonomic assessments and 55% provide telemedicine in supporting physical wellness</p> <p>Employers making some headway with financial wellness: budgeting and other financial wellness education and support (51%), discount program (59%) and financial coaching (36%)</p> <p>28% provide stand-alone integrated health & wellbeing platforms including incentives and challenges and 45% providing fitness subsidies</p> <p>Mental health a clear employer priority specifically:</p> <ul style="list-style-type: none"> • 64% offer anti-stigma and education on self-care; • 48% provide online assessments/resiliency training and • 57% offer virtual therapy network access • 49% provide mental health training for managers 	<ul style="list-style-type: none"> • Gen Zers are looking for preventative health and screening tools yet only 33% of employers provide health assessments, and genetic testing (e.g. nutrigenomics) as a screening tool has very low adoption (<5%). • With half of Canadian employees being caregivers, offering more support should be a priority, but less than 10% provide child or eldercare programs or applications. • More inclusive benefits for meaningful impact is an emerging area where employers are investing — 32% offer fertility benefits, and 18% provide gender affirmation benefits, but adoption and surrogacy allocations are offered by less than 10%. Few offer non-traditional healers. This is also an immature market and is still growing. • Employees receiving such benefits are primarily still non-union hourly, salaried and executives, but employers also need to consider union hourly, contractors and other employee groups.

Opportunities

Get ahead of the competition by identifying and understanding key focus areas of improvement:

- Designing benefits for all: introduce Gen Z into your mindset and keep caregivers top of mind
- Better supporting mental health
- Offering financial wellness solutions plans
- Refining programs to be more diverse, equitable and inclusive
- Driving resilience and mitigating risk
- Accelerating digital health delivery

Contact us today to get started.