



MARTIN INSURANCE GROUP, LLP

CLIENT NEWS & ADVISORY

1st QUARTER - 2024 ISSUE

Employer Based Health Coverage – More Important Than You Know.

Hello Everyone,

We first want to start out by saying, we sincerely hope everyone had a fun and safe holiday season with their friends and family! We wish everyone a rewarding 2024.

We business owners/officers all understand the importance of your company offering employee benefits to attract and retain hard-working employees that we rely on day to day to operate our companies. However, in this newsletter we cover how it might be 'more' important than you ever realized before. There was a very informative data analysis report that was released in late December 2023, and we dissect some of the core findings below.

1. **Over 60% (165 million)** of the total US Citizen population sourced their health insurance through their or their spouse's employer.
2. **74% of the above 165 million US Citizens** were on plans sourced through their OWN employer. While 16% were spouses/dependents of those working for an employer who offered health insurance.
3. **53% of the 18-25 age group** had jobs/employers that offered health insurance. While this percentage shot up to 79% for the age groups 26-39 & 40-64.

If you are an employer (*no matter what size or industry*), the last finding should stand out the most as it means the VAST majority of the available US workforce (*not including elderly or children*) “expects” to work for a company that “offers” coverage. While **60%** of the total US population “depends” on an **employer that offers health insurance coverage**.

Among workers ages 18-64 years eligible for employer-sponsored health insurance (ESI) at work, share covered from own job or other sources, March 2023

Has Coverage from Own Job

Own ESI 74.4%

Not Covered from Own Job

Dependent ESI 14.6%

Nongroup 2.0%

Medicaid/Other Public 4.6%

Other 1.1%

Uninsured 3.7%

Notes: Self-employed workers excluded from estimate. A small share of people with own ESI also have other coverage.

Source: KFF analysis of the 2023 Current Population Survey ASEC Supplement • [Get the data](#) • PNG

Peterson-KFF
Health System Tracker

Gary Claxton and Matthew Rae Twitter KFF et al.

<https://www.healthsystemtracker.org/chart-collection/trends-in-employer-based-health-coverage/>

Overall Take Away:

The key take away is most private working age citizens seek and rely on an employer to not only 'provide' health insurance, but to make sure the coverage and pricing is 'as' if not 'more' comprehensive and affordable than the competing employer down the road.

The next natural question might be - "How does a company owner/officer make sure they are providing a competitive employee benefits package?" – To that would be several answers.

- 1. Proper Allocation of Funds** – A dollar earned can only be split in so many ways. So, making sure you are properly budgeting to fund an affordable and competitive offering to your employees is paramount. Remember – it is more cost effective to spend a little more to keep your 'current' employees happy, than to replace, rehire and retrain a 'new' employee.
- 2. Offer Voluntary Products** – Although there are specific laws for "Medical" insurance, almost every other kind of insurance can at least be 'offered' to your employees at no cost to you. These are known as Voluntary products, where you as the employer are the 'host' but your enrolled staff are fully funding the monthly premium via payroll deductions.
- 3. Self-Promoting** – A good employee benefits package does not hold any merit if your employees do not know about it. Be proud of what you are investing in and let it be known! Encourage participation in your policies during open enrollment, talk it up to your new hires and use it as a source of advertising when making help wanted postings. Your competitors are likely doing the same!
- 4. Make it Interesting** – Don't just stop at a basic medical plan, offer multiple options! As referenced in point 2 above, you can offer a slew of other policies at no cost to yourself. Reward those who have tenure with your company with a grading contribution scale. A larger benefits contribution will incentivize employees to stay with you for longer periods at a time.

The steps above are the core building foundation pieces, but there are many more options/strategies that you can implement in your own company. For further evaluation, give us a call at 210-236-9821.



*Taylor M. Martin, BA, REBC
Chief Executive Officer*



*Ted M. Martin, MPA, LUTFC, RHU, REBC, CLU
Founder & President*

"Helping Texas Employers, Employees and Families since 1986."



THE AMERICAN COLLEGE OF FINANCIAL SERVICES



CLU
CHARTERED LIFE
UNDERWRITER®

Other Specialized Services:

- **EMPLOYEE BENEFITS** –

Group Medical/RX	Group Dental/Vision
Group Basic/Supplemental Life	Group Short/Long Term Disability
Group Accident/Critical Illness	Employee HSA/HRA/FSA Account
Section 125/POP Plan	ERISA Wrap
Payroll	Benefit Administration/Enrollment Systems

- **PROPERTY & CASUALTY COVERAGE** – (through our alliance partners)

Auto/Property Insurance (Personal & Commercial)	
Workers Compensation	General Liability
Bonds – Fidelity, Surety, etc.	Umbrella Policies

Specialized Services for Individuals:

- **PERSONAL LIFE INSURANCE** -

Term Life	Whole Life
Indexed Universal Life	Joint Life Insurance

- **MEDICARE SUPPLEMENT & RETIREMENT-**

Medicare Supplements & RX Coverage	
------------------------------------	--



- New 'Instant' Term Life policies up to \$500K.
- 100% online application process.
- No medical exams for those who qualify.
- Call us or visit the link below for a free quote:

<https://www.helloplum.com/agent/martin-5665>



MARTIN INSURANCE GROUP, LLP

Registered Employee Benefits Specialists & Compliance Consultants – Risk Management Services

13333 Blanco Road Suite 212, San Antonio, Texas 78216 – Telephone: 210-236-9821

www.MIGLP.com