



BARK UP THE *RIGHT* TREE

Business Study

EVOLVE
RESEARCH



BARK UP THE *RIGHT* TREE

Executive Summary

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- Over a quarter of employers believe **access to health insurance is the biggest driver of a healthy workforce.**
- **Lack of basic skills**, technical skills and lack of problem solving/critical thinking are primarily **responsible for employers not being able to find capable employees.**
- Being able to offer **health insurance plays a major role in employee retention and acquisition.**
 - Benefits can be **just as important as salary.**



Executive Summary

- The top three items causing employers significant health challenges are:
 - Making positive healthy lifestyle choices
 - Losing weight
 - Reducing stress
- **Brokers play an extremely important role** in advising Oklahoma businesses of their health insurance options.



Executive Summary

- Most participants offered their employees health insurance.
 - The amount of coverage differs from employer to employer, but **affordability is key and dictates what an employer can offer.**
- **89% of employers reported increases to the cost of health insurance** at their last renewal.
 - Plans offered may have changed as a result, although many have put-off changes until “next year.”
 - Some employers have had to adapt and change their offerings as a result to keep costs affordable.



Executive Summary

- Workforce issues tend to relate to attracting “quality” or qualified staff.
 - Available workforce might not be qualified for the job.
 - Rural communities suffer from a limited pool of resources.
 - Some of which have substance abuse issues.
 - Potential workforce is not necessarily sure what the job/role entails before applying for a job.
 - Employers may not be able to pay well enough to attract the top level job candidates.



Executive Summary

- **Insure Oklahoma is seen as a vital resource in making healthcare affordable to employees.**
 - **Main criticisms of the program surround:**
 - The qualifying salary cut-off point being too low.
 - Having to administer each employee one at a time (larger businesses).
 - Lack of communication between Insure OK and the business offering insurance.



The Future

- Employers are uncertain of the future of health insurance.
 - Many employers feel they are nearing a “breaking point.”
 - If costs continue to rise, employers may be forced to reduce benefits or cut costs elsewhere.
- The changes to the ACA and the transition to a new government are leading this uncertainty.

