

# Specializing in the healthcare industry

## The healthcare industry is changing; creating new challenges for employers and employees alike

As the landscape evolves, employers can help make sure employees understand these changes and how they affect their role both on a day-to-day basis and in terms of the hospital's big picture. At the same time, employers are faced with the challenge of providing competitive benefits for their employees while keeping costs manageable.

## Create satisfied employees

Attracting and retaining employees is vital in the healthcare industry. In some large hospitals, registered nurse turnover has resulted in up to \$10.5 million in organizational costs.<sup>1</sup> Voluntary benefits can improve the quality of your benefits offering, increasing employee satisfaction and loyalty.

Voluntary benefits can also help complement major medical insurance by supplementing and filling gaps in existing coverage. They give employees the freedom to customize protection to meet their personal needs. And, this protection can be offered at no extra cost to employers.



*With the power of voluntary benefits, Trustmark offers cost-effective solutions for hospitals to engage employees while helping to keep them well-protected – we make it easy.*

## Trustmark's suite of voluntary products

Universal Life, LifeEvents and Life + Care

Hospital StayPay

Accident insurance

Critical HealthEvents

Paycheck Protect



Trustmark has long-standing relationships with hundreds of healthcare clients<sup>2</sup>:

**140+ clients**  
with up to  
999 employees

**90+ clients**  
with 1,000 to  
9,999 employees

**10+ clients**  
with 10,000  
plus employees

<sup>1</sup>2023 NSI National Health Care Retention & RN Staffing Report. NSI Nursing Solutions, Inc. 2023. <sup>2</sup>Trustmark's book of business, 2024.

Voluntary Benefits



**47%** of employees know enough about their voluntary benefits offerings to make an informed enrollment decision.<sup>3</sup>

## Hospital employees need engagement

The healthcare landscape is changing. Now more than ever, hospitals need their staff to show higher levels of engagement. Trustmark can help hospitals adapt to these changes by communicating and engaging with employees during enrollment on a number of topics including:

- How employee performance affects hospital revenue
- General hospital protocols and procedures
- Benefits education to increase appreciation and understanding
- Wellness participation and program education
- 401(k) enrollment, dependent audit, or high-deductible health plan expansion

## How to reach employees

Trustmark engages employees through communication campaigns customized around each hospital's employee base. At the time of enrollment, we use personalized communication to introduce employees to their benefit options and communicate on topics of the employer's choosing. This way, not only is the communication tailored to each individual hospital, but direct communication allows us to tailor messaging to each individual employee.

**43%** of nurses say that better benefits would motivate them to stay in the profession.<sup>4</sup>

## Possible communication topics

- High-deductible health plan expansion
- Wellness program participation
- Pension program
- Benefit change
- Professional development and continuing education courses
- DEI training



**Are you ready to uncover the ideal solutions for the healthcare industry?**

Reach out to a Trustmark representative to explore the possibility of voluntary benefits.



<sup>3</sup> 5 Tips for Closing Benefits Communication Gaps. PPLSI. 2023. <sup>4</sup> Workforce Analysis: What are the Key Factors That Would Motivate Nurses to Stay in the Profession? Remington Report. 2023

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400 Field Drive  
Lake Forest, IL 60045  
TrustmarkVB.com

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