

VBA Peer Group Conference

NaTosha D. Palmer
Securian Financial



Industry updates



A look to the future

Eight takeaways from LIMRA/EY's workforce benefits report¹

- 1 2/3 of brokers say a multigenerational workforce will have a significant impact on benefits offerings
- 2 Nearly half of millennials view employer-provided benefits as more valuable now vs. pre-pandemic – 2x more likely than baby boomers
- 3 Employee interest in non-medical and non-insurance benefits is growing – driving 20% market growth over the next 5 years
- 4 70% of large employers plan to offer more benefits over the next 5 years
- 5 More than 4 in 10 employers believe employees will pay greater share of benefits premiums over next 5 years
- 6 67% of mid/large employers expect to rely on their brokers more over the next 5 years
- 7 On average, 60% of employees feel employers don't do a great job communicating to them about their benefits
- 8 8 in 10 employers believe technology will play a larger role in carrier selection over the next 5 years

1. Morbelli, Chris. [Harnessing growth and seizing opportunity: the future of workplace benefits](#). LIMRA and Ernst & Young. Published November 11, 2021.

Financial tools

Confidential





Benefit Scout

Effective decision support to help employees find their right fit

Takes the guesswork out of selecting products and coverage amounts



2.8M employees supported by Benefit Scout in 2022*

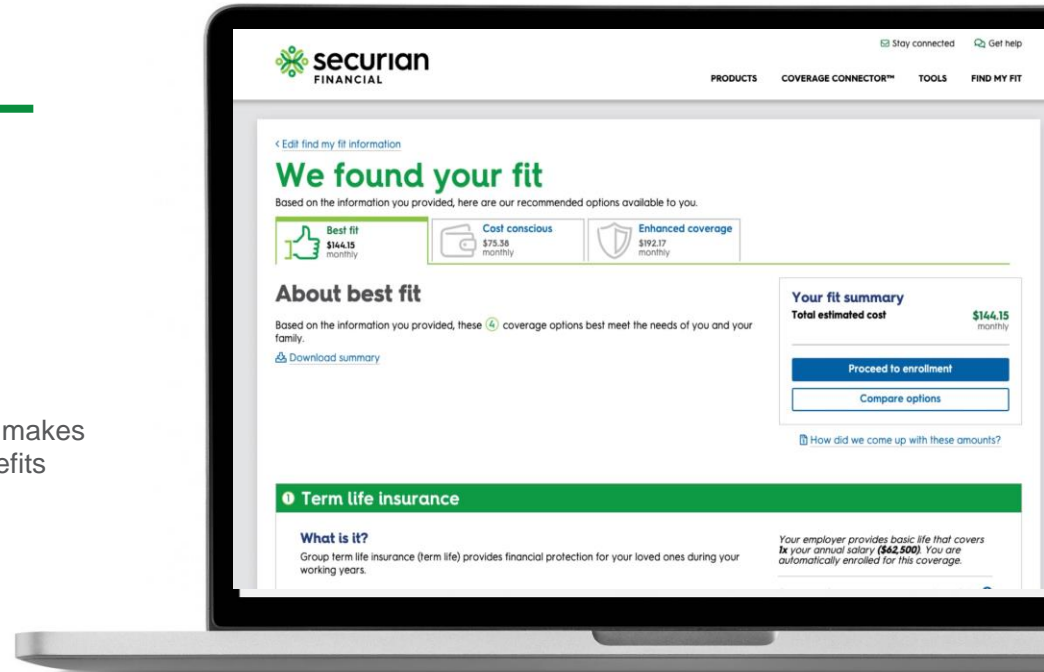
Of these users:

- 83% completed the experience
- 45% received a benefit recommendation
- 75% agree or strongly agree Benefit Scout makes it easier to understand their workplace benefits



Demo video: securian.com/benefit-scout

*As of April 2022





Benefit Scout®

- Interactive tool that helps guide employees through the **benefits decision-making** process
- It's quick, simple and clear communication
- Helps employees compare their benefit options and enroll with confidence

Map a Payout™¹

- Employees can build claim scenarios following an accident or hospital stay to **see their potential payout**
- **Customized** to employer plan design and **personalized** to each employee's options
- Educates employees about how the money can be used for expenses other than medical costs
- Innovative **comparison tool** is a patented technology

Coverage Connector™

- Helps employees see how their **benefits** can **work together** to complement one another
- **Connects** accident, critical illness and hospital indemnity with your **employer-offered disability and medical** insurance coverage



Demo video:
securian.com/benefit-scout

1. U.S. Patent No. 11,574,367

Integrated solutions for maximum value

Customer experience



Enhanced **digital experience** with decision support tools. Adjusted **medical underwriting** reviews of mental health in support of applicant. Preferred name leverage across all systems and platforms

Product options for all



Family and individual focused benefits such as Dependent Parent rider, mental health and PTSD benefits support health and financial needs and complement your existing employees' benefits

Third-party administrator strategic partnership with bswift



Through deeply fortified relationships and collaboration with **bswift**, we've created account management and implementation processes that make an **easy and seamless transition** for you and your employees



**Dedicated to our customers, steadfast in
our pursuit of excellence**



With the exception of Empyrean Benefit Solutions, Inc., Securian Financial's strategic partners are not affiliates of Securian Financial Group, Inc., Minnesota Life Insurance Company, or Securian Life Insurance Company. Securian Financial has contracted with the strategic partners to provide certain services. Each strategic partner is responsible for the services it provides and no strategic partner has the power or authority to obligate or bind Securian Financial in any manner beyond that to which the parties contractually agreed.

Group hospital indemnity insurance: Limitations and exclusions apply. Each of these voluntary policies have exclusions, limitations, reduction of benefits, terms under which the policy may be continued in force or discontinued. For costs and complete details of the coverage, contact Securian Financial Group. Products are issued by Securian Life Insurance Company under policy form series 15-32470 Hospital Indemnity Insurance; and/or a state variation thereof. Product availability and features may vary by state.

Group accident insurance: Limitations and exclusions apply. Each of these voluntary policies have exclusions, limitations, reduction of benefits, terms under which the policy may be continued in force or discontinued. For costs and complete details of the coverage, contact Securian Financial Group. Products are issued by Securian Life Insurance Company under policy form series 17-32525 Accident Insurance; and/or a state variation thereof. Product availability and features may vary by state.

Group critical illness insurance: Limitations and exclusions apply. Each of these voluntary policies have exclusions, limitations, reduction of benefits, terms under which the policy may be continued in force or discontinued. For costs and complete details of the coverage, contact Securian Financial Group. Products are issued by Securian Life Insurance Company under policy form series 18-32550 Critical Illness Insurance; and/or a state variation thereof. Product availability and features may vary by state. Group critical illness insurance: Benefits for covered conditions will be payable upon a diagnosis of a covered condition that satisfies the requirements of the policy and when all other policy requirements are met.

Insurance products are issued by Minnesota Life Insurance Company or Securian Life Insurance Company, a New York authorized insurer. Minnesota Life is not an authorized New York insurer and does not do insurance business in New York. Both companies are headquartered in St. Paul, MN. Product availability and features may vary by state. Each insurer is solely responsible for the financial obligations under the policies or contracts it issues.

Securian Financial Services, Inc.
[securian.com](https://www.securian.com)

Securities Dealer • Registered Investment Advisor • Member FINRA/SIPC
400 Robert Street North, St. Paul, MN 55101-2098 • 1-800-820-4205
©2023 Securian Financial Group, Inc. All rights reserved.
F94553 Rev 1-2023 DOFU 1-2023
2609156