

BROKER GUIDE

Building a Benefits Strategy for Today's Part-Time Workers

Learn how to use non-insured
benefits to help your clients reward
and retain part-time employees.

Non-Insured Benefits for Part- Time Employees



A RETENTION GAME-CHANGER IN
A SHIFTING EMPLOYMENT LANDSCAPE

Part-time employment is on the rise as workers seek greater flexibility, but job satisfaction is declining and voluntary turnover is increasing. With this shift in workforce dynamics, employers are being challenged to develop retention strategies that solve for part-time employment's traditionally high turnover without undoing the cost benefits of this hiring strategy.

THE GOOD NEWS
IS THAT PART-TIME
WORKERS ARE TELLING
US EXACTLY WHAT
THEY WANT: **BENEFITS.**
**BE THE BROKER THAT
DELIVERS THEM.**



Part-Time Employees Are Often on the Move...

2x the turnover rate of full-time staff, on an industry-by-industry basis.

51% of part-time workers say they're considering a job change within 12 months.

...and Part-Time Benefits Are Becoming the Expectation

40%

of employers with a staff of 1,000–4,999 offer part-time workers some form of health coverage.

53%

of employers with a staff of 5,000+ offer part-time workers some form of health coverage.



KEY TAKEAWAY: Though part-time employment is more common, retention is still a major struggle. Health benefits for part-time employees are becoming the standard at forward-thinking companies, so all employers with part-time staff must begin giving this strategy serious consideration.

Voluntary Turnover Is Increasing...



70%

of all U.S. turnover is now voluntary.

2x

Voluntary turnover has doubled in the last decade.

...and Benefit Reevaluation Is an Employee Demand

66%

of workers say benefits are more important now than before the pandemic.

80%

of job seekers say employers need to reevaluate their benefits offerings post-pandemic.



KEY TAKEAWAY: With voluntary turnover at an all-time high and a strong push being felt for a reevaluation of benefits in the post-pandemic economy, employers must find a cost-effective way to provide part-time employees with benefits.

ONE MESSAGE IS CLEAR:

Benefits Are Critical to Retention



Today's workforce is very different. Not all talent wants a full-time, 30-year career at the same company. A lot of workers today want more flexibility. If we want the benefits of a flexible workforce to become more mainstream, we need to give it the benefits a [full-time] job would provide.

— John Chuang, CEO & Co-Founder, Aquent



At UPS, our part-time roles are a proven path to full-time opportunities, but that's not the only reason people seek out part-time roles at UPS. The competitive pay, industry-leading benefits and stability that come with part-time jobs at UPS create a world of possibility for our employees.

— UPS Corporate



KEY TAKEAWAY: In today's fiercely competitive job market, offering non-insured benefits to part-time employees is more than just a perk. It's a strategic move that can impact your clients' bottom line. These benefits not only enhance employee engagement and loyalty but also provide an edge in recruitment, improve retention rates and foster a more productive and motivated workforce.



All Signs Point to Non-Insured Benefits

Offering non-insured benefits to part-time employees is a game-changer for affordably promoting loyalty and retention. These programs, which are not insurance, are offered by partners like New Benefits and include high-demand benefits like virtual mental health and wellness programs, health advocacy, caregiver support and much more.

NON-INSURED BENEFITS ALLOW EMPLOYERS TO RESPOND TO THE OVERT DEMANDS OF PART-TIME JOB SEEKERS, DRIVING IMPROVED RETENTION AND MORALE WHILE STAYING AHEAD OF THE BENEFITS CURVE.

N+B
creating advantage

We've made it easy to offer non-insured benefits to part-time employees.

MIX AND MATCH FROM NEW BENEFITS' INDUSTRY-LEADING PORTFOLIO OF 40+ CURATED BENEFITS. OR LET OUR EXPERTS TAILOR A STRATEGY BASED ON YOUR CLIENTS' EMPLOYEE POPULATION, GOALS AND BUDGET.

✓ Health Benefits

Provide a layer of healthcare support with these popular non-insured health benefits.

- Virtual Primary Care
- Online Wellness
- Mental Health
- Discount Pharmacy
- Health Advocacy

✓ Health Discounts

Help part-time employees tackle rising costs with money-saving discount programs.

- Vision
- Dental
- Chiropractic
- Diagnostic Imaging
- Lab Testing
- Pet care

✓ Other Programs

Give employees tools to manage their finances, protect against identity theft and more.

- Financial Wellness
- Tax Hotline
- Identity Theft Monitoring and Resolution
- Legal Services
- Roadside Assistance



Explore even more options at [NewBenefits.com](https://www.NewBenefits.com)

Ready to create a benefits strategy for your clients' part-time workforce? We can help.

NEW BENEFITS HAS 30+ YEARS OF EXPERIENCE AND WILL CUSTOMIZE PRODUCTS AND SERVICES TO FIT YOUR SPECIFIC NEEDS AND OBJECTIVES.

Since 1990, New Benefits has partnered with innovative brokers, employers and other organizations to shape the next generation of benefits and provide scalable services to ensure member engagement and results. Today, we are transforming the future of the industry through a customizable, online storefront and a member portal and app that drive enrollment throughout the year. Equally important to our tailored approach and ever-expanding products and services, our deeply experienced experts bring new ideas that continue to drive value for our broker partners, more than 4,000 groups and millions of members across the nation.

Contact us at **844.529.5785** or **NewSales@NewBenefits.com**.
Learn more about us by visiting **NewBenefits.com**