

# Benefits BULLETIN

JULY 2024



## Employee's Expect More from their Employer in 2024

### A Message from Janice Graham Director of Sales



In 2024, employees have placed a premium on personalization and empathy from their employer when it comes to employee benefits. In doing so, an employer must respond to the diverse needs of today's multigenerational workforce. Delivering on an employee's expectation means employers must understand what their employees want and why they want it. To maneuver this, employers are examining three key themes that will shape employee benefits in 2024.

- **Benefits and Talent** – Employees are increasingly motivated to stay in or leave a job because of benefits, and employers must tailor benefits to their employees' unique needs.
- **Whole-Person Health** – Employers need to address the many factors that influence a person's wellness that is outside the box of a traditional medical plan.
- **Health Care Costs** – Employers strain to meet their employees' needs while mitigating the increasing cost of care and are turning to plan optimization and data transparency to avoid shifting costs to employees.

Employer's encounter both challenges and opportunities when it comes to balancing the cost of premiums with the need to offer competitive benefits to their employees.

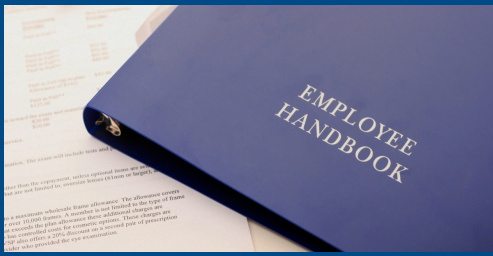
At Infinity Benefit Solutions, we are dedicated to assisting employers in navigating the complexities of a medical plan and finding the solutions that work best for our client's needs.

## INDUSTRY NEWS

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**Interest in Health Premium  
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Thorough Employee Handbook  
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Employees

## WELCOME TO THE INFINITY FAMILY

We're delighted to extend a warm welcome to our newest client. It's with great excitement that we embark on this journey together as your trusted benefits consultant. We eagerly anticipate forging a strong professional bond with you and your esteemed employees. Here's to a prosperous collaboration ahead!



Topline Promotions



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