



What Employees Expect from Their Healthcare

Insights from consumers to help organizations drive engagement, utilization, and ROI.



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Your People Have Expectations

When organizations design their employee benefits, a primary goal is to offer health and wellness programs that workers and their families use and value. Utilization fuels health outcomes, and healthy outcomes mean happier employees and a higher ROI.

But here's the reality: people aren't always using the benefits their companies provide. When they do, the experience doesn't always meet their expectations. The question then becomes:

What do employees expect from their benefits and their healthcare?

Premise Health went directly to the source to find out. We conducted in-depth consumer research to understand what drives utilization and sustained engagement among employees with access to employer-sponsored healthcare.



Participants were asked:

*What do you want out of healthcare?
What gets you in the door – and keeps
you coming back?*

Answers varied across respondents, but one thing was clear: when sharing the exciting details of your benefits, **both the messenger and the messaging matter**. Let's dig into what employees want out of their benefits and their healthcare and how you can use that information to shape your employee communications strategy.





Action Starts with **Awareness**

Even the best healthcare benefit won't get used if your employees don't know it exists or don't understand its value. But the right communications strategy, paired with the right messenger, can drive action.



Key Insight #1

Employees want to hear about their benefits from you.

Consumer research showed that employees want to hear more about the benefits and services available to them.

In our study:

Many non-users are unaware the benefit exists or don't know the breadth of services offered.

Even users often underestimate available services (e.g., behavioral health, pharmacy, wellness programs).

Awareness gaps are a larger utilization barrier than dissatisfaction with care.

A “non-user” refers to someone who does not utilize their employer-sponsored healthcare benefits, such as onsite or nearsite health centers. A “user” is someone who utilizes their onsite or nearsite benefits.

“A lot more could be done to advertise available services.

– Non-user



Key Insight #2

The messenger is the message.

When it comes to their healthcare benefits, **your people wear two hats**: an employee hat and a healthcare consumer hat. This dual role means they consume and evaluate information differently.

As employees, they want to hear from you about their benefits as part of their total rewards.

As healthcare consumers, they want to hear from and have a relationship with their provider.



Survey research found that Premise members, specifically, expect to hear from Premise regularly.

76%

of Premise members want to hear directly from us about their wellness center

50%

of members prefer to receive monthly information from Premise

~20%

of our members say they'd like to hear from Premise more often, on a weekly cadence



Key Takeaway

Driving awareness requires both the right message and the right messenger.

Employer communications should position the onsite or nearsite wellness center as a core healthcare benefit, while healthcare provider communications should build familiarity with available services and set expectations for the care experience. Together, this dual-messaging approach reflects the dual role employees hold (as both workers and healthcare consumers) and helps improve engagement.

Messaging Shapes Perception and Engagement



Your benefits communications serve as the bridge between your healthcare offering and how employees perceive its relevance to their lives. For many healthcare consumers, they want information related to **quality, affordability, and ease of access**. When messaging reinforces all three, it helps turn awareness into action.



Key Insight #1

Effective benefits messaging blends quality, cost, and convenience.

Based on responses from both users and non-users, benefits communications about healthcare offerings are most effective when they clearly highlight quality of care, cost transparency, convenient access and location, and the full breadth of services available through their healthcare provider:

73% of survey participants rated quality of care as “very important.”

Cost ranks second only to quality in influencing healthcare decisions.

Convenience plays a critical role in driving first-time utilization.



Key Insight #2

Healthcare consumers are looking for a health partner.

Gone are the days of impersonal, transactional care. When it comes to healthcare, your people don’t just want a provider who treats them – they want one who partners with them.

In the study, **50% of survey participants** resonated with the term “health partner” as the ideal way to describe their provider relationship. Healthcare consumers want providers who offer clinical expertise, listen intently, communicate easily, and care about them personally.



What members are saying...

“

I feel more in charge of my health and know my physician is there to support me when we work together.

“

I want to be an active participant in my healthcare. I'm not the professional, but I think I have a say in what is best for me.



Key Takeaway

Employers can strengthen trust and drive engagement by clearly communicating why they selected their healthcare partner. In their role, healthcare provider communications should reinforce the full breadth of services available and highlight the collaborative, member-centered experience employees can expect.



Privacy Concerns = A Barrier to Use

Even with Health Insurance Portability and Accountability Act (HIPAA) protections, privacy is a concern among survey participants, especially union workers and employees age 50 and older. These concerns most often centered on data privacy, specifically fears that employers could access personal medical information. Participants also raised concerns about physical or “visibility” privacy, such as being seen entering a clinic or overheard during a visit.



Key Insight #1

Your benefits and healthcare communications should address privacy concerns with employer-sponsored healthcare.

When pursuing a marketing strategy for your onsite or nearsite wellness center, our study found:

Approximately one-third of participants expressed privacy-related concerns about using employer-sponsored or onsite healthcare.

Organizations should be explicit about privacy protections, using plain language – not just legal jargon.

It's important to show how confidentiality is protected in both records and the physical environment.

Member testimonials about trust and privacy go a long way – share them to help replace fear with confidence.



Key Insight #2

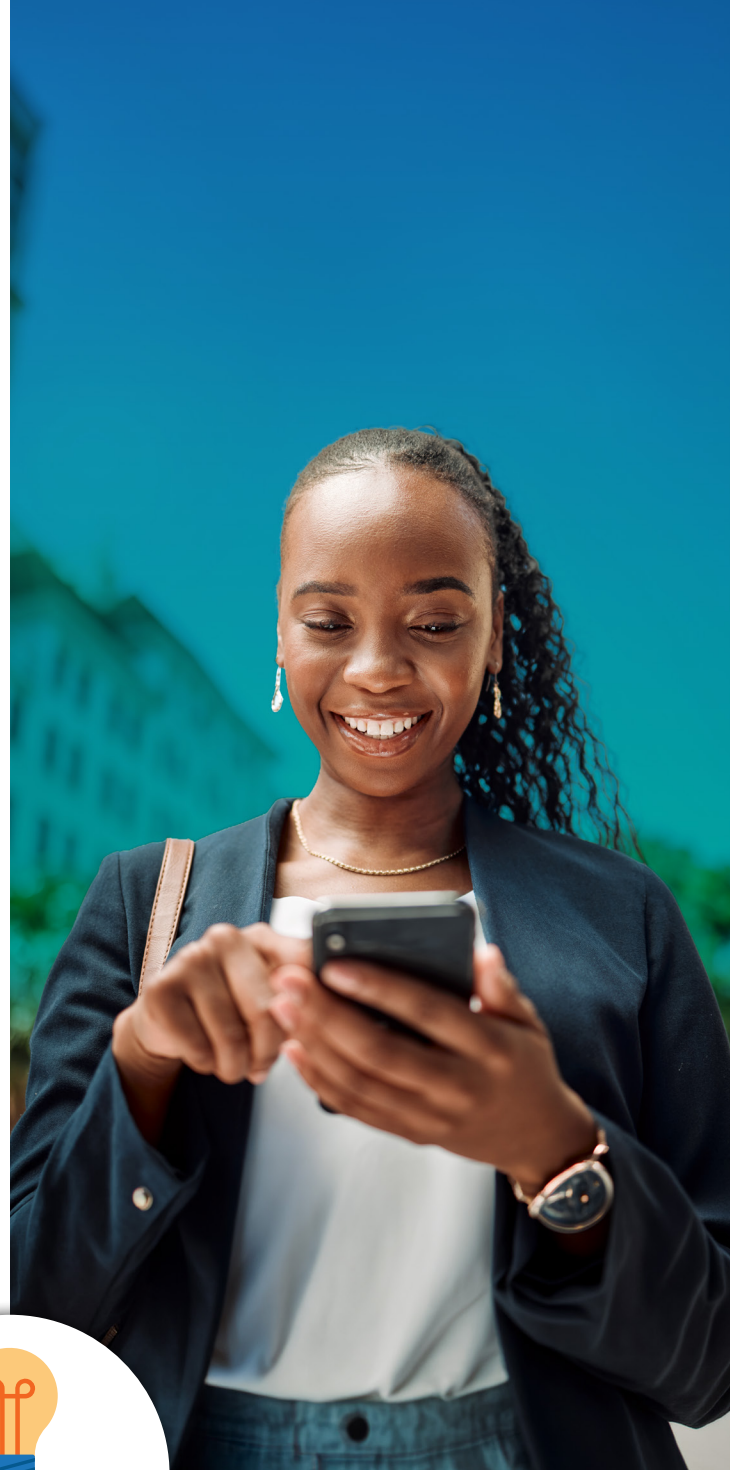
Timing matters – employers should communicate privacy protections early.

The majority of survey participants said they wanted to receive privacy-related communications during early interactions with their healthcare provider.

In our study:

More than 4 in 10 survey participants said they want to learn about privacy protections before they are established as patients.

Half of survey participants want information regarding privacy protections when scheduling their first appointment.



Key Takeaway

Privacy concerns can be a significant barrier to utilization. Employers should communicate that they intentionally chose an independent healthcare partner to deliver high-quality care and make it clear the employer organization cannot legally access personal health information. Healthcare providers, in turn, should reinforce their commitment to HIPAA compliance and confidentiality early and often, particularly before a member's first visit.

Whole-Person Care Drives Loyalty



Our research shows that awareness of convenient, high-quality, and affordable care plays a critical role in getting employees to consider using an onsite or nearsite wellness center. But awareness alone isn't enough to sustain engagement. **What brings people back?**



Key Insight

Employees value access to a broad range of high-quality services in one place.

Findings indicated that while convenience is a powerful driver of first-time visits, long-term loyalty as a healthcare consumer is built on the breadth and depth of services available onsite or nearsite.

Survey participants shared they want their onsite clinics to be a one-stop shop for care:

- > Preventive checkups and chronic condition management
- > Pharmacy access
- > Behavioral health
- > Occupational health
- > Fitness and wellness programs

Having services all in one place allows employees to rely on their wellness center as an ongoing source of care – not just a one-time solution.



Key Takeaway

Convenience may drive first-time visits, but loyalty is built through whole-person care. Employers should highlight the full ecosystem of benefits available to employees, while healthcare providers should emphasize their ability to deliver seamless, integrated care that supports ongoing health and wellbeing.

From Insight to Action

Member Marketing at Premise Health

At Premise, we drive member-facing marketing strategies in close partnership with the organizations we work with. **We help employers and unions engage their members to increase utilization, improve health outcomes, and increase their cost savings.**

Our approach brings together:

- > Leveraging data-driven insights and collaborating with employers on a dual-message strategy to reach the right member at the right time with the right message.
- > Building trust through transparency and proof of quality.
- > Communicating convenience, breadth of care, and cost clarity.
- > Tailoring messages for different employee populations.

When your employees see their healthcare benefit as the obvious choice, they use it more often. And when they use it more often, you see the outcomes you're looking for — in health, in productivity, and in ROI.

Here's how we've helped organizations supercharge engagement:

We used claims, engagement, and demographic data to identify priority member groups for a top 10 Fortune 100 tech client, **driving a 36% increase in scheduled appointments.**

We analyzed past campaign performance to refine when and how we connected with a global entertainment client's workforce, **achieving a 47% increase in completed visits.**

We evaluated member responses to previous outreach to refine service messaging for a Fortune 100 healthcare client, **resulting in a 40% increase in engagement.**

We grouped employees by their health needs and preferences to tailor outreach for a Fortune 100 financial services client, **leading to email open rates above 90%.**



Interested in increasing utilization and driving real ROI?

Our data-driven approach helps employers and unions drive engagement and deliver long-term value. Discover the power of partnership with Premise – contact us today.

**It's not simply a premise.
It's the future of healthcare.**

Let's talk about what you need, and how we can help.

PremiseHealth.com | (844) 407-7557



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