



Identifying Benefits Blind Spots

3 STEPS TO BUILDING A WELL-ROUNDED BENEFITS PLAYBOOK



From Salesperson to Strategic Partner

Let's face it, your clients don't just want to be sold something. They want you to be a trusted advisor.

Employers today expect their brokers to act as strategic benefits consultants, crafting customized solutions that align with business goals, workforce demographics and evolving employee needs. Yet, with too little time and resources, brokers are forced to go with cookie-cutter benefit solutions that fail to address the needs of their clients. To stand out and provide real value, brokers must take a broader, more strategic approach – one that considers the full scope of employee well-being and business objectives.

Seeing the big picture: building a holistic benefits strategy

The most effective benefits packages go beyond traditional health, dental and vision insurance to address the full spectrum of employee needs while supporting the organization's long-term success. A benefits strategy should enhance:

- Employee well-being and productivity
- Talent attraction and retention
- Corporate culture and engagement
- Employee financial security and work-life balance

In this guide, we'll walk you through three essential steps to building a well-rounded benefits strategy – by identifying gaps, building a more strategic benefits offering and positioning yourself as a trusted advisor.



According to the latest Broker Pulse Survey from New Benefits, 60% of clients added at least one non-insured benefit to their offering last year.

Step 1: Conducting a Benefits Audit

Uncovering gaps to build a stronger strategy

Before crafting a comprehensive benefits strategy, you must first assess the current landscape. A well-executed benefits audit helps you uncover hidden gaps, inefficiencies and opportunities for enhancement. By understanding how an employer's current offerings align with employee needs, company goals and industry benchmarks, you can create a benefits package that maximizes value and minimizes waste. In many cases, benefits plans are built incrementally over time – resulting in overlapping, underutilized or outdated offerings. A strategic audit enables brokers to streamline benefits, eliminate redundancies and introduce solutions that address emerging workforce priorities.

How to conduct a benefits audit

A successful audit requires more than just reviewing an employer's benefits checklist. It involves analyzing usage patterns, gathering employee insights and benchmarking against the market. Here's how to do it effectively:

- **Evaluate usage and engagement.** Look at participation rates, utilization data and employee feedback to determine whether benefits are being used effectively or are sitting idle. Low engagement could indicate communication gaps, insufficient promotion, limited accessibility or benefits that don't resonate with employees.
- **Analyze claims data.** Review healthcare claims, wellness program utilization and cost trends. Identify areas where costs are rising and determine whether there are more efficient alternatives, such as telehealth or advocacy programs that could drive savings.
- **Survey employees.** Direct employee input is critical to understanding what's working, what's missing and what needs improvement. Conduct surveys or host focus groups to gather real-world insights into workforce needs.
- **Compare against industry trends.** Benchmarking against competitor offerings ensures your clients remain competitive in attracting and retaining top talent. Are they providing the benefits today's employees expect, such as mental health support, financial wellness programs or fertility, surrogacy and adoption services?

Need help identifying the blind spots?

At New Benefits, we specialize in helping brokers uncover hidden opportunities within your benefits strategies. Our expert consultants partner with you to identify underutilized offerings, emerging trends and innovative solutions that ensure your clients provide benefits that drive engagement and retention.

Step 2: Filling in the Gaps

Transforming insights into actionable solutions

Once you've conducted a comprehensive benefits audit and assessed employee needs, the next step is to bridge the gaps in your client's benefits package. Many employers may not realize where their benefits fall short or how strategic enhancements can drive higher engagement, cost savings and workforce satisfaction.

How to match benefits to business goals

Every business has unique priorities, but certain challenges are universal. Here's how to align benefits with your client's specific goals:

- If healthcare costs are skyrocketing, recommend cost-containment strategies such as telemedicine or health advocacy programs.
- If employees struggle with financial stress, introduce financial wellness benefits and tax hotlines.
- If mental health is a priority, supplement traditional EAPs with on-demand mental health coaching or counseling services.
- If work-life balance is a concern, introduce caregiving support, legal services and discount programs that make everyday life easier.

Stay ahead of benefits trends

At New Benefits, we help brokers stay ahead of the curve by identifying emerging workplace trends and integrating the latest high-impact solutions. From caregiver benefits to financial wellness tools, our team works with you to craft customized, innovative benefits strategies that meet the evolving needs of today's workforce.

Step 3: Presenting Your Benefits Strategy

Turning insights into a compelling benefits story

Once you've built a data-driven benefits strategy, it's time to deliver a results-driven benefits program. Employers need to see how your recommendations directly align with their business objectives, address employee pain points and offer tangible value.

A strong benefits presentation does more than just list options. It tells a story and demonstrates how each benefit works together to support workforce well-being, talent retention and cost efficiency. Your ability to articulate this connection is what will elevate your status as a strategic benefits advisor.

Best practices for an effective benefits presentation

To ensure your recommendations resonate, structure your presentation around these key principles:

- **Tie recommendations to business goals.** Don't just list benefits. Explain why they matter. Show how each offering supports retention, employee engagement, cost containment or workforce productivity.
- **Go beyond the basics.** Standard benefits are expected. What makes your proposal unique? Include innovative, non-insured solutions that can directly impact productivity in the workplace, such as financial wellness programs, mental health resources or caregiving benefits.
- **Frame it as a strategic advantage.** Position the benefits package as a competitive differentiator that helps the company attract and retain top talent. Highlight why today's workforce values holistic well-being over just traditional healthcare.
- **Support clients with employee communication strategies.** A great benefits package is only effective if employees understand and use it. Recommend clear, engaging communication plans to boost participation and maximize ROI.

By framing your benefits strategy as a business investment rather than just an expense, you position yourself as an invaluable advisor who helps employers solve workforce challenges – not just check a box.

Driving engagement and ROI

At New Benefits, we go beyond offering innovative benefits. We help brokers ensure those benefits are understood and used. From white-labeled apps and portals to ongoing engagement strategies, we provide communication tools that maximize adoption and ROI – ensuring employees get the most out of their benefits and employers see real value.

Your Partner for Smarter Benefits Strategies

Turning insights into a compelling benefits story

At New Benefits, we do more than provide non-insured benefits. We help brokers unlock new opportunities and build benefits packages that truly make an impact. Whether you're looking to optimize existing offerings, introduce new solutions or enhance employee engagement, we're here to help.



Put us in the game

Let's collaborate to uncover hidden opportunities, introduce innovative solutions and solidify your role as a trusted advisor.



For more information, visit us at newbenefits.com, reach out to our sales team at newsales@newbenefits.com, or give us a call at **844.529.5785**.

