

Workplace Health: What Millennials Want

Millennial employee views on health care and the implications for communication

ABOUT THIS STUDY

Millennials – the largest generation in U.S. history – are of great interest to their Gen X and Baby Boomer colleagues and managers. While currently 35% of the age 20-65 workforce, Millennials are poised to become 50% in 10 years (Bureau of Labor Statistics).

This study explored how to engage Millennials in their companies' health and wellness benefits, and the related communication implications. ROC Group partnered with the Detroit Regional Chamber's HealthForward initiative to conduct focus groups with Millennial employees in various job types and industries.

For purposes of this research, Millennials were born 1981-1997 (Pew Research Center).

Looking for a fit

When I'm considering a job, I look for how you help employees stay healthy



CONSIDER THIS...

Promote your company values during recruitment, onboarding and beyond... Millennials are checking whether company values match their own

Encourage healthy behavior through tiny habits

To me, health is physical, financial, emotional and professional – not just my weight



CONSIDER THIS...

Highlight the resources that foster a healthy work environment (e.g., on-site fitness, standing desks, walking areas, mindfulness programs)

Advertise the programs and benefits that promote financial wellness (e.g., 401(k) plans and HSAs) and professional health (e.g., mentoring programs)

When it comes to the benefits I value, PTO is #1 by far



CONSIDER THIS...

Publicize any flexibility built into your work/life programs (e.g., telecommuting, flexible work hours, PTO)

Get creative in how you might link time off with wellness (e.g., extra time off as an incentive for a health challenge or community work)

Show you care about me; offer parental leave or on-site resources like a gym or childcare



CONSIDER THIS...

Let employees take charge by showing how existing programs provide them with power over their lives

Be all-encompassing in how you frame total rewards (parents-to-be section on the benefits portal/website, offboarding communication for people who leave the company)

Workplace Health: What Millennials Want

Finding what I need

I want year-round help using my benefits, especially when it comes to saving money and spending wisely



CONSIDER THIS...

Foster smart users

by focusing on the money-saving features of various benefits and tools

Target communication

using “point-of-purchase” tactics to communicate when relevant (e.g., a pregnancy leave and new-parent learning map distributed when a manager receives leave notification)

When I want health information, I go online

For advice, I go to co-workers and family... even my grandparents



CONSIDER THIS...

Build a first-stop

mobile and online experience outside the firewall

Look for ways

to use online or video employee testimonials

Include families

as a secondary audience (they’re big influencers) in your communication plans

Believing what I hear

When you say “health care,” I hear “confusing, bureaucratic and expensive”



CONSIDER THIS...

Assess potential trust issues

when planning communications and look for alternative messengers (potentially not HR or C-suite) for delivery

Clearly define health roles

so employees know what they need to do, and what they can expect from their employer, carrier, provider and even the government

Show information visually

with readily accessible “how-to” steps (e.g., an infographic explaining how to use an HSA)

I’m consistently evaluating you – do I believe you or not?



CONSIDER THIS...

Tell the whole story

to help employees understand company intentions and the advantages of what’s happening

Use the influence

of direct managers and co-workers to provide an authentic voice encouraging program participation

Test your messaging

in advance with a sample of employees to ensure they trust the information