TECHPOINT + NFP

2022 TOTAL REWARDS

Indiana Tech Trends Report
In a hyper competitive talent market, it’s increasingly important to create a meaningful total rewards and compensation program that supports your strategy. Why? So you can attract and retain the talent you need to be successful. To help you on your journey, TechPoint has partnered with NFP’s total rewards consulting practice to provide relevant and current market data for the Indiana tech community. This data serves as a starting point in building a framework for making confident and competitive total rewards and compensation decisions.
CONFIDENTIALITY DISCLAIMER

This survey was developed for tech and tech-driven employers that employ individuals in Indiana.

And we ask that you keep it confidential. You may use this survey only within your own company for internal human resources planning and may not modify, sell or transfer it. If you desire to reproduce or share the survey (in whole or in part) outside of your company, you must first obtain the written consent of TechPoint and NFP. Any use of the information contained in the survey is not a substitute for seeking expert legal, consulting or other advice on the reasonableness or appropriateness of compensation and/or benefits levels and practices.
NFP is a community-minded, locally-rooted benefits and compensation advisory firm in Indiana with a quarter century of brand equity and client success stories. Combined with a global benefits powerhouse to add further depth and breadth to employer teams like yours. Get to know our experts!

LEARN MORE AT NFP.COM/FIRSTPERSON
Mission41K

With your help, we can inclusively grow the Indiana tech workforce by 41,000 workers by the year 2030.

Take the pledge. Join the mission. techpoint.org/mission41k
Compensation
We used market data to benchmark 10 positions in the tech field, as defined by TechPoint’s Career Pathways and Competency Maps. We benchmarked each position based on the core functions and competencies of each job. The report includes a range of data for both base salary and total cash compensation (TCC), which includes annual cash incentives. The data is rounded to the nearest 100.

The survey data represents various company sizes (FTE and revenue size) and industries (all industries and tech-specific industries) in Indiana. We aged the data to a common effective date of January 1, 2023.

More senior experience levels aren’t included in this report. NFP can be engaged to benchmark senior or other positions for your company for an additional investment, if desired.
Job titles and responsibilities can vary significantly by company. As such, it’s important to match jobs to compensation data based on the description rather than the title. These are the job descriptions used for the market data in this report.
PRODUCT DEVELOPMENT

Associate/Junior Developer

Under the direction of a developer, Associate/Junior Developers are heavily involved in programming by implementing simple code or modifying established applications. They may be responsible for responding to client support requests by investigating, analyzing, debugging, and rectifying simple issues. They gather user needs to develop and maintain software solutions and work within a team to design and complete projects.
IT & CYBERSECURITY

Business/Data Analyst

Conduct organizational studies and evaluations, design systems and procedures, conduct work simplification and measurement studies, conduct business intelligence and data analyses, prepare operations and procedures reports. Includes program analysts and management consultants.
SALES

Business Development Representative

Expand the company’s customer base and sell technical products through a combination of market research, networking, and outreach.
IT & CYBERSECURITY

Cloud Administrator

Analyze, test, troubleshoot, and evaluate existing network systems, cloud networks, servers, and other data communications networks; optimizing the configuration and performance of existing systems and recommending new ones to improve efficiency and ensure networks operate correctly with minimal interruption.
IT & CYBERSECURITY

CRM/Salesforce Administrator

Enable users to get the most out of Salesforce technology by working with stakeholders to define system requirements, customize the platform, and stay updated on the platform’s new tools, capabilities, and updates.
Using the NIST Cybersecurity Framework (Identify, Protect, Detect, Respond, Recover), a cybersecurity specialist plans, implements, and monitors hardware and/or software security measures for information systems, and operational infrastructures.
IT & CYBERSECURITY

IT Support Technician

Provide technical assistance to computer users. Answer questions or resolve computer problems for clients in person, or via telephone or electronically. May provide assistance concerning the use of computer hardware and software, including printing, installation, word processing, electronic mail, and operating systems.
PRODUCT DEVELOPMENT

Product Owner

Evaluate and research market and competitors during product development, develop strategies and tactics while cross coordinating with other departments, establish production processes, prioritization, and overseeing each step of development from conception to launch.
PRODUCT DEVELOPMENT

Project Manager

Project managers ensure that a project is completed on time, within budget, and that its objectives are met. They oversee the project, manage the team, ensure the most efficient resources are used and ensure that all parties involved are satisfied.
SOFTWARE DEVELOPMENT

Software Developer

Develop, create, and modify general computer applications software or specialized utility programs. Analyze user needs and develop software solutions. Design software or customize software for client use with the aim of optimizing operational efficiency. May analyze and design databases within an application area, working individually or coordinating database development as part of a team. May mentor other software developers/coders, particularly if interested in a management path.
Based on the market data from published salary sources, below are the ranges for base pay and total cash compensation (TCC), which includes 25th, 50th, and 75th percentile data. Total cash compensation includes any annual cash payments (e.g., bonuses, incentives, commissions) and excludes benefits such as retirement plan contributions and equity/stock options.
PRODUCT DEVELOPMENT

Associate/Junior Developer

- **Base Pay**
  - 25th Percentile: $62,800
  - 50th Percentile: $72,900
  - 75th Percentile: $79,800

- **TCC**
  - 25th Percentile: $65,500
  - 50th Percentile: $74,400
  - 75th Percentile: $82,500
IT & CYBERSECURITY

Business/Data Analyst

<table>
<thead>
<tr>
<th>25th Percentile</th>
<th>50th Percentile</th>
<th>75th Percentile</th>
</tr>
</thead>
<tbody>
<tr>
<td>$65,800</td>
<td>$72,600</td>
<td>$82,100</td>
</tr>
</tbody>
</table>

Base Pay

TCC
Business Development Representative

- Base Pay
- TCC

**25th Percentile**
- Base Pay: $63,800
- TCC: $64,900

**50th Percentile**
- Base Pay: $73,800
- TCC: $77,000

**75th Percentile**
- Base Pay: $82,200
- TCC: $86,000
IT & CYBERSECURITY

Cloud Administrator

<table>
<thead>
<tr>
<th>25th Percentile</th>
<th>50th Percentile</th>
<th>75th Percentile</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base Pay</td>
<td>$81,300</td>
<td>$90,900</td>
</tr>
<tr>
<td>TCC</td>
<td>$83,800</td>
<td>$94,000</td>
</tr>
</tbody>
</table>
IT & CYBERSECURITY

CRM/Salesforce Administrator

<table>
<thead>
<tr>
<th></th>
<th>25th Percentile</th>
<th>50th Percentile</th>
<th>75th Percentile</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base Pay</td>
<td>$69,400</td>
<td>$73,800</td>
<td>$80,500</td>
</tr>
<tr>
<td>TCC</td>
<td>$67,300</td>
<td>$75,600</td>
<td>$82,100</td>
</tr>
</tbody>
</table>
IT & CYBERSECURITY

Cybersecurity Specialist

<table>
<thead>
<tr>
<th>Position</th>
<th>25th Percentile</th>
<th>50th Percentile</th>
<th>75th Percentile</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base Pay</td>
<td>$91,300</td>
<td>$104,500</td>
<td>$115,800</td>
</tr>
<tr>
<td>TCC</td>
<td>$95,100</td>
<td>$108,800</td>
<td>$121,400</td>
</tr>
</tbody>
</table>
IT & CYBERSECURITY

IT Support Technician

<table>
<thead>
<tr>
<th>25th Percentile</th>
<th>50th Percentile</th>
<th>75th Percentile</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base Pay</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TCC</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Base Pay: $46,500 to $58,300
- TCC: $47,200 to $59,900
**PRODUCT DEVELOPMENT**

### Product Owner

<table>
<thead>
<tr>
<th>25th Percentile</th>
<th>50th Percentile</th>
<th>75th Percentile</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base Pay</td>
<td>$96,600</td>
<td>$106,700</td>
</tr>
<tr>
<td>TCC</td>
<td>$86,600</td>
<td>$93,800</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$111,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$120,600</td>
</tr>
</tbody>
</table>
**PRODUCT DEVELOPMENT**

### Project Manager

<table>
<thead>
<tr>
<th>Percentile</th>
<th>Base Pay</th>
<th>TCC</th>
</tr>
</thead>
<tbody>
<tr>
<td>25th</td>
<td>$94,500</td>
<td></td>
</tr>
<tr>
<td>50th</td>
<td>$106,700</td>
<td></td>
</tr>
<tr>
<td>75th</td>
<td>$119,100</td>
<td></td>
</tr>
</tbody>
</table>

Base Pay and Total Compensation (TCC) ranges for Project Manager.
**PRODUCT DEVELOPMENT**

**Software Developer**

<table>
<thead>
<tr>
<th></th>
<th>25th Percentile</th>
<th>50th Percentile</th>
<th>75th Percentile</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base Pay</td>
<td>$70,300</td>
<td>$81,700</td>
<td>$88,700</td>
</tr>
<tr>
<td>TCC</td>
<td>$71,900</td>
<td>$84,100</td>
<td>$91,900</td>
</tr>
</tbody>
</table>
Range of Pay

When evaluating the market for pay, it’s important to consider the implicit meaning behind the full range of pay reflected in the benchmark data. We encourage you to keep the following factors in mind when considering the most appropriate place within a range for an employee. The salary ranges are as follows (continue to next page).
<table>
<thead>
<tr>
<th>TITLE</th>
<th>BASE 25TH</th>
<th>BASE 50TH</th>
<th>BASE 75TH</th>
<th>TCC 25TH</th>
<th>TCC 50TH</th>
<th>TCC 75TH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Associate/Junior Developer</td>
<td>$62,800</td>
<td>$72,900</td>
<td>$79,800</td>
<td>$65,500</td>
<td>$74,400</td>
<td>$82,500</td>
</tr>
<tr>
<td>Business/Data Analyst</td>
<td>$63,300</td>
<td>$70,700</td>
<td>$79,300</td>
<td>$65,800</td>
<td>$72,600</td>
<td>$82,100</td>
</tr>
<tr>
<td>Business Development Representative</td>
<td>$63,800</td>
<td>$73,800</td>
<td>$82,200</td>
<td>$64,900</td>
<td>$77,000</td>
<td>$86,000</td>
</tr>
<tr>
<td>Cloud Administrator</td>
<td>$81,300</td>
<td>$90,900</td>
<td>$102,800</td>
<td>$83,800</td>
<td>$94,000</td>
<td>$106,700</td>
</tr>
<tr>
<td>CRM/Salesforce Administrator</td>
<td>$67,300</td>
<td>$73,800</td>
<td>$80,500</td>
<td>$69,400</td>
<td>$75,600</td>
<td>$82,100</td>
</tr>
<tr>
<td>Cybersecurity Specialist</td>
<td>$91,300</td>
<td>$104,500</td>
<td>$115,800</td>
<td>$95,100</td>
<td>$108,800</td>
<td>$121,400</td>
</tr>
<tr>
<td>IT Support Technician</td>
<td>$46,500</td>
<td>$51,700</td>
<td>$58,300</td>
<td>$47,200</td>
<td>$52,800</td>
<td>$59,900</td>
</tr>
<tr>
<td>Product Owner</td>
<td>$86,600</td>
<td>$96,600</td>
<td>$111,000</td>
<td>$93,800</td>
<td>$106,700</td>
<td>$120,600</td>
</tr>
<tr>
<td>Project Manager</td>
<td>$94,500</td>
<td>$106,700</td>
<td>$119,100</td>
<td>$102,500</td>
<td>$114,400</td>
<td>$127,700</td>
</tr>
<tr>
<td>Software Developer</td>
<td>$70,300</td>
<td>$81,700</td>
<td>$88,700</td>
<td>$71,900</td>
<td>$84,100</td>
<td>$91,900</td>
</tr>
</tbody>
</table>
Salary Structure

Companies typically create a salary structure using the market 50th or 75th percentile data as an anchor point for the benchmark positions. Creating a salary structure has the following advantages:

1. Ease of administration, as multiple similarly situated jobs are placed into a single grade.
2. Ease of communication with managers, recruiters, and employees (if desired).
3. Clearly demonstrates the relationship between positions and promotional opportunities.
4. Allows new positions and roles to be more easily placed within the structure based on comparisons to similar jobs.
Salary structures are customized for a specific company, which isn’t included in this report. NFP can be engaged to create a specific salary structure for your company for an additional investment, if desired.

**Final Observations**

Each company is different. The information included in this report is generalized and a starting point for your compensation program. As your company develops, it’s prudent to periodically evaluate your compensation program to ensure it’s consistent with your compensation philosophy and aligned with the market range based on the experience and contributions of each incumbent.

NFP provides a robust suite of compensation services, including customized benchmarking, salary structure development,
incumbent pay analysis, executive compensation analysis, and total rewards philosophy/statement development.

If you’d like to take the next step with your compensation strategy, please contact Vice President, Total Rewards Practice Megan Nail at megan.nail@nfp.com.
1. **Revisit your compensation philosophy** in the context of other rewards programs and the overall employment proposition provided by your company. Clarify how best to further align your current pay practices with the market and your intended philosophy.

2. **Identify which employees are furthest away** from the market data for someone with commensurate experience and level of contributions, and in the context of your compensation philosophy. Commit to an approach to narrow the gap.

3. **Budget for additional equity adjustments**—above and beyond the general salary increase budget or as a carve out of the current budget. This helps advance individuals who should be further along in the range based on the factors discussed previously and align pay to your compensation philosophy. Consider a pay equity study to ensure your current pay rates and practices are in agreement.

4. **Take time to craft your employment story** so prospective and current employees understand the value of all connection points they have to your company beyond the paycheck. Consider distributing Total Rewards Statements that highlight the non-cash investments you make in your employees, including medical, paid time off, and other programs and perks.

**Compensation**

When evaluating the activities above, be sure to capitalize on your investment by linking to the performance management program and prioritizing changes for high-performing employees who are making a positive impact on the company. Do not continue investing in employees who aren’t meeting expectations or are on a performance improvement plan.
Maximize Your Total Rewards Strategy
Every person on your team has a different reason for coming to work each day.

How do you create a valuable employee experience that meets their unique needs?

bit.ly/maximizingmytotalrewards
Benefit Offering
Using benchmarking from Indianapolis-based tech companies served by the local NFP team, we evaluated the “core” benefits being offered currently. We benchmarked not only if the benefit was offered but also the makeup of the benefit structure as well as the funding styles to support the cost of offering. When reviewing the medical plan offerings, we did make observations on both the group as a whole and based on the break down by employer size.
Traditional medical benefits include coverage of health care needs. This runs the span of preventive care such as well-child checkups, mammograms, and PSA testing all the way to catastrophic care in the event of a tragic event. Medical plans can vary in type from HMO, PPO, and HDHPs most commonly. The funding of these plans also can vary from a fixed premium each month to direct employer funding of the plans with an identified level of financial protection at a group level. The most common way of paying for this coverage is a split of premium costs at some level between and employer and the employees that elect the coverage.
MEDICAL BENCHMARK DATA

Funding Types

- Fully Insured:
  - 1-50 employees: 27
  - 51-125 employees: 8
  - 125+ employees: 2

- Modified Self-Funded:
  - 1-50 employees: 1
  - 51-125 employees: 2

- Self-Funded:
  - 1-50 employees: 1
  - 51-125 employees: 3
  - 125+ employees:
MEDICAL BENCHMARK DATA

Number of Plans Offered

<table>
<thead>
<tr>
<th>Number of Plans</th>
<th>One</th>
<th>Two</th>
<th>Three+</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-50 Employees</td>
<td>11</td>
<td>17</td>
<td>1</td>
</tr>
<tr>
<td>51-125 Employees</td>
<td>1</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>125+ Employees</td>
<td></td>
<td></td>
<td>5</td>
</tr>
</tbody>
</table>
### MEDICAL BENCHMARK DATA

#### Types of Plans

<table>
<thead>
<tr>
<th>Plan Type</th>
<th>1-50</th>
<th>51-125</th>
<th>125+</th>
</tr>
</thead>
<tbody>
<tr>
<td>At Least One HDHP</td>
<td>17</td>
<td>9</td>
<td>5</td>
</tr>
<tr>
<td>At Least One PPO</td>
<td>9</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>Dual Choice</td>
<td>6</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>HDHP Only</td>
<td>20</td>
<td>4</td>
<td>1</td>
</tr>
</tbody>
</table>

*Employees:*
- **1-50**
- **51-125**
- **125+**

---

2022 TOTAL REWARDS INDIANA TECH TRENDS REPORT | BENEFIT OFFERING: MEDICAL
MEDICAL BENCHMARK DATA

Pharmaceutical

PBM Carve-Out

- 1:1-50
- 3:125+

Preventive Rx

- 1:1-50
- 1:125+
MEDICAL BENCHMARK DATA

PPO Plan

Plan Design

<table>
<thead>
<tr>
<th>Employees</th>
<th>Deductible</th>
<th>Out-of-Pocket</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual</td>
<td>$2,000</td>
<td>$6,273</td>
</tr>
<tr>
<td>Family</td>
<td>$4,455</td>
<td>$8,833</td>
</tr>
<tr>
<td>Individual</td>
<td>$857</td>
<td>$2,736</td>
</tr>
<tr>
<td>Family</td>
<td>$1,545</td>
<td>$5,471</td>
</tr>
</tbody>
</table>

Cost & Contribution

<table>
<thead>
<tr>
<th>Employees</th>
<th>Monthly Premium</th>
<th>Employee Contribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual</td>
<td>$1,808</td>
<td>$399</td>
</tr>
<tr>
<td>Family</td>
<td>$1,908</td>
<td>$318</td>
</tr>
<tr>
<td>Individual</td>
<td>$2,427</td>
<td>$103</td>
</tr>
<tr>
<td>Family</td>
<td>$2,127</td>
<td>$103</td>
</tr>
</tbody>
</table>

Average Coinsurance

- 1-50: 78%
- 51-125: 79%
- 125+: 84%

Employer Subsidy %

- Individual: 87%
- Family: 89%
- Individual: 83%
- Family: 85%
MEDICAL BENCHMARK DATA

HDHP Plan

<table>
<thead>
<tr>
<th>Employees</th>
<th>Deductible</th>
<th>Out-of-Pocket</th>
<th>Average Coinsurance</th>
<th>Cost &amp; Contribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-50</td>
<td>$3,162</td>
<td>$4,169</td>
<td>93%</td>
<td>$565</td>
</tr>
<tr>
<td>51-125</td>
<td>$2,927</td>
<td>$4,728</td>
<td>93%</td>
<td>$702</td>
</tr>
<tr>
<td>125+</td>
<td>$5,941</td>
<td>$9,459</td>
<td>97%</td>
<td>$1,625</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Employees</th>
<th>Monthly Premium</th>
<th>Employee Contribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-50</td>
<td>$565</td>
<td>$50</td>
</tr>
<tr>
<td>51-125</td>
<td>$73</td>
<td>$73</td>
</tr>
<tr>
<td>125+</td>
<td>$198</td>
<td>$198</td>
</tr>
</tbody>
</table>

**Plan Design**

- **Deductible**
  - Individual: $3,162
  - Family: $2,927
  - 1-50 Employees: $3,162
  - 51-125 Employees: $2,927
  - 125+ Employees: $5,941

- **Out-of-Pocket**
  - Individual: $4,169
  - Family: $4,728
  - 1-50 Employees: $4,169
  - 51-125 Employees: $4,728
  - 125+ Employees: $9,459

- **Average Coinsurance**
  - Individual: 93%
  - Family: 93%
  - 1-50 Employees: 93%
  - 51-125 Employees: 97%
  - 125+ Employees: 97%

**Cost & Contribution**

- **Monthly Premium**
  - Individual: $565
  - Family: $73
  - 1-50 Employees: $565
  - 51-125 Employees: $73
  - 125+ Employees: $198

- **Employee Contribution**
  - Individual: $50
  - Family: $73
  - 1-50 Employees: $50
  - 51-125 Employees: $73
  - 125+ Employees: $198
Health Savings Account

Groups That Provide HSA Contributions

- 1-50: 24/44
- 51-125: 12/44
- 125+: 7/44

Employer HSA Contributions

- 1-50 employees:
  - Individual: $560
  - Family: $1,235
- 51-125 employees:
  - Individual: $613
  - Family: $820
- 125+ employees:
  - Individual: $632
  - Family: $740

MEDICAL BENCHMARK DATA
“Ancillary benefits” is a broad term that includes many things outside of medical plan coverage. For the purposes of this report, we have included dental, vision, group term life, voluntary term life, and some additional voluntary benefits. These benefits can be funded completely by an employer, completely by the employees, or in a cost sharing approach.
ANCILLARY BENCHMARK DATA

Group Term Life Insurance

Offer Coverage: 37/44

Plan Details

- Offer VTL: 32
- Flat Benefit: 18
- Multiple of Salary: 19

Benefit Average: $157,222
Guarantee Issue: $146,528
## ANCILLARY BENCHMARK DATA

### Short Term Disability Insurance

<table>
<thead>
<tr>
<th>Offer Coverage: 34/44</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Choice</td>
</tr>
<tr>
<td>Multi Choice</td>
</tr>
</tbody>
</table>

**Contribution Type**

- **Voluntary**: 28
- **Non-Contributory**: 6
- **Contributory**: 9

**Benefit**

- **Percent Average**: 59%
- **Weekly Maximum**: $1,542.35
- **Max Salary**: $131,262.69

**Funding**

- **Self-Funded**: 33
- **Fully Insured**: 24
ANCILLARY BENCHMARK DATA

Long Term Disability Insurance

<table>
<thead>
<tr>
<th>Benefit Offering: Ancillary</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Contribution Type</th>
<th>33</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self-Funded</td>
<td></td>
</tr>
<tr>
<td>Fully Insured</td>
<td></td>
</tr>
</tbody>
</table>

Offer Coverage: 34/44

- Single Choice
- Multi Choice

Benefit

- Percent Average: 60%
- Maximum Monthly: $7,809.00
- Max Salary: $154,749.21
- Max Benefit Period: 23 Plans have SSNRA
- Own Occ: 24 Months

Max Salary: $154,749.21
Max Benefit Period: 23 Plans have SSNRA

- Offer Coverage: 34/44
- Benefit Percent Average: 60%
- Maximum Monthly: $7,809.00
- Max Salary: $154,749.21
- Max Benefit Period: 23 Plans have SSNRA
- Own Occ: 24 Months
ANCILLARY BENCHMARK DATA

Dental

- Single Choice
- Multi Choice

Offer Coverage: 43/44

Benefit Design

- Single Deductible: $46.00
- Family Deductible: $137.00
- Annual Max: $1,314.00
- Lifetime Orthodontic Max: $1,177.00
- Preventive Coinsurance: 100%
- Basic Coinsurance: 82%
- Major Coinsurance: 53%
- Ortho Coinsurance: 50%

Contribution Type

- Voluntary
- Non-Contributory
- Contributory

Funding

- Self-Funded
- Fully Insured
ANCILLARY BENCHMARK DATA

Vision

- Single Choice
- Multi Choice

Offer Coverage: 40/44

Contribution Type

- Voluntary
- Non-Contributory
- Contributory

Funding

- Self-Funded
- Fully Insured

Benefit Design

Exam Copay: $10.00
Materials Copay: $23.00
Contacts Copay: $18.00
Exam Frequency: Every Calendar Year/Every 12 Months
Lenses Frequency: Every Calendar Year/Every 12 Months
Frame Frequency: Every Other Calendar Year/Every 24 Months
Contacts Frequency: Every Calendar Year/Every 12 Months
Single Premium: $7.11
Family Premium: $21.39
ANCILLARY BENCHMARK DATA

Worksite Benefit Offerings

- Offer Accident: 15
- Offer Critical Illness: 13
Medical Plans

For the full tech population regardless of size, the majority of them are offering a health plan on a fully insured platform. With the predominance of the group being under 50 enrolled on the medical plan, this is not surprising as it is the most predictable and comfortable funding arrangement due to cash flow and risk. 15 of the employers offer only high deductible health plan options while 19 of them offer at least one PPO. On average, employers are paying 90% of the premium for employees and 84% for families that chose a HDHP. For the PPO, employers are contributing 87% of the premium for employees and 81% for families.
When reviewing 29 small employers (those with 1-50 employees), we see that they tend to offer a traditional fully insured medical plan with one or two plan options available for employees to select. 90% of the groups listed have at least one HDHP and 77% of them only offer HDHP. Most HDHPs have a deductible for singles just about $3,500 annually and $7,000 for families whereas the PPO with a copay structure have deductibles at $2,000 and $4,500. To help offset those costs, about 38% of these employers are contributing to the health savings accounts on average $560 to health savings accounts for employees only and $630 for families. When considering the premiums employees pay towards the coverage, these employers pay about 91% of the single and 82% of the family for their HDHP offerings and 87% and 78% for the PPO.

Medium tech employers (those with 51-125 employees) on the
Designing offerings to augment your compensation strategy supports a robust recruitment and retention strategy...

Medical plan are starting to consider their funding options of their health plan. 20% of them have a modified self-funded arrangement but none have taken a jump into self-funding. They are migrating towards offering two or three health plan options with half of them offering dual choice between a PPO and HDHP. The plan designs of employers of this size do not vary significantly from small employers (those with less than 50 employees). The HSA contribution by the employer is a slight bit higher at $600 for employee only and $700 for families to help offset the deductible and out of pockets costs. The premium split for employers sits at 92% and 87% for the HDHP and 91% and 85% for the PPO.

Large employers (those with more than 125 employees) bring about a change in the funding style with more of them being self-funded bringing more possible financial upside and strategic flexibility to their platform. All the employers offer 3 plan options...
with one offering only HDHPs while all the others have at least one PPO. Large employers are contributing $800 to employee health savings accounts and $1,300 to family health savings accounts. The companies are subsidizing 88% of the HDHP premiums for singles and 87% for families. With the PPO, the subsidies sit at 84% and 83% accordingly.

Ancillary Offerings

When considering supplemental benefits to the medical plan, tech-based employers are offering a wide range of benefits. When considering life insurance benefits, 84% of the groups pay for a policy for all employees while 73% offer a voluntary benefit for employees to purchase coverage. 78% of them offer short term disability (with 71% of those paying the full premium)
and 84% long term disability (with 81% of those paying the full cost). Nearly 100% offer a dental plan and 91% offer vision with 60-70% of them contributing to these financially at some level. A third of the groups are offering additional voluntary coverages such as critical illness and accident policies that help offset the cost of medical expenses when meeting deductibles and out of pockets. One observed gap in benefit offering is long term disability and key person life insurance to cover those with salaries that extend beyond what is covered by the group LTD and providing protection to the company in the event a key leader is unfortunately lost and the gap that is presented.

Well-being

Looking at the NFP 2022 US Benefit trend reporting, employers...
are making commitments to their employees through their employee well-being investments. With 40% of employers spending $201 - $600 per employee and another 27% spending over $601. This falls in line with the overall trend of meeting employees as well as their household where they are with not only their physical health but also emotional and mental health needs. This is being accomplished through digital employee assistance programs, lifestyle spending accounts, and incentives for preventive care compliance. Well-being has stretched into a “perks” conversation to include things like remote work, various leave policies for life event needs, child/elder care support programs and even educational assistance/loan reimbursements.

About 60% of employers both nationally and in the Midwest offer some form of wellness incentive for participation in activities, screenings, and more. This is accomplished through gift cards, HSA
Employees are the ultimate consumers of what employers have to offer and the NFP US Benefits Trend Report is designed to help employers align those offerings - from compensation and benefits to culture to growth and development - with where employees are or where they want to go.

Contribution as well as medical plan premium differentials. The goal is to meet people where they are, provide them resources, and leverage data where possible to make informed decisions.

**Executive Benefits**

Often group life and disability plans don’t extend coverage for those that are at an executive level or have higher incomes. Designing offerings to augment your compensation strategy supports a robust recruitment and retention strategy for leaders and mitigate the cost of replacing these key employees. Offerings such as Key Person Life, Non-Qualified Deferred Compensation, as well as Individual Disability Protection are all trending offerings to negate the impact of the great resignation.
Employee communications is the malnourished superhero of your total rewards program.

**Employee Communications**

If your internal communications strategy hasn’t evolved since 2020 forced global innovation in a way we’ve not experienced in generations, today is the day to begin. NFP has pushed its own practices toward digital, mobile-first, binge-streaming and same-day shipping experiences. The approach must be integrated so all efforts feel as if they are tied to the overall company mission, vision and values. Benefits has never (truly) been about a one-time open enrollment event because it has far-reaching impact for individuals and families 24/7/365. To meet this need, resources such as digital guides that team members can access when they need it are now commonplace and leveraged in educational efforts that span the calendar year. The common thread in all of this: quality communication.
Employee communications is the malnourished superhero of your total rewards program. It’s good to have a compensation philosophy; it’s great when it’s easy to understand without ever taking Introduction to Philosophy. Quality comms is comprised of several components: an understanding of your organization’s mission/vision/values, a tone of voice compatible with company culture, and a framework through which everything can be filtered then measured. NFP leverages a simple and effective tool to guide this process: LASSO™.

Listen - What are you hoping to accomplish? What are employees saying? More often than not, what your leadership team thinks is not exactly what your employees may experience. Employee feedback can come from multiple resources such as surveys, focus groups or suggestions.
**Assess** - Put a magnifying glass to your data, employee feedback, marketing channels, cadence, and even what content you’re including in your communications. Digging into your data is where you can see whether your communications are working or not.

**Strategize** - Build an approach and deliberate outline of how to improve your organization’s communications strategy. Whether you’re leveraging an internal communications team or a partner like NFP, include logistics like timing and content creation.

**Start** - Send the email, kick off the campaign, post the video, respond to comments. This is where the real work begins. Execute on all the time and energy that’s brought you to this point. Stick to the plan and trust the process.
Optimize - Review your results and make necessary enhancements. If you don’t have a plan in place to evaluate if what you are doing is working, then all the work you’ve put into everything up to this point was worthless. Allow your process and methodology to flex, evolve and scale. Just like your business.

Final Observations

As with any employer strategy, benefits offerings will vary depending on your business goals, desired employee experience and budget allocations. A few keys to foundational success are being clear on what that desired experience is, having all key stakeholders involved in strategic discussions and measuring your movement towards your desired experience over time. Identifying that desired experience helps employers be clear in what they are
hoping to accomplish and over what period of time. In having all stakeholders at the table from the beginning, you will avoid making decisions and investing resources that may get hung up in a leadership conversation later. Measurement can be done through surveys, onboarding and exit interview conversations, benchmarking, plan performance metrics and other avenues. NFP is happy to help with these conversations, metrics and strategic planning.

If you’d like to take the next step with your benefit offering or employee communication strategy, please contact Vice President & Consultant Laura Butler at laura.butler@nfp.com or Vice President, Employee Communications Amos Haffner at amos.haffner@nfp.com.
Whether you are designing benefits for the first time as a start up or evolving your offerings as a more mature organization, we would suggest you consider at least these key points as you build your strategy:

1. **Build an ideal employee experience.** What does this look like at your organization? How are you setting yourself apart in this to help attract and retain the talent you desire? Once key stakeholders agree, align your work, budgets, communication, and timelines to reaching this outcome.

2. **Data and measurement can be key!** Even if you can’t get the traditional medical plan data, you can use various benefit benchmarking tools, survey data, focus group conversations, participation metrics, and more! Setting out KPIs and tracking them year over year will help you modify your plans as needed to reach your ideal outcome.

3. **Meet your employees where they are.** There is a vast world of opportunity of perks and benefits you can offer. Listen to your employees, recognize each person (and their family) is at a different point in life, and while you will be tempted, you won’t be able to meet every need. Align where you can with flexibility where possible.

4. **Communicate clearly with your constituents:** leadership, employees, and stakeholders. Implementing a framework such as LASSO will provide you with structure and a lens to thoughtfully and intentionally communicate with your organization. Create space to listen, move forward thoughtfully and strategically and take the time to examine the results of your efforts.
The Boost

Don't think of it as a newsletter, but a head start on what's next.

Weekly emails to accelerate your HR career

bit.ly/nfpboost
NFP is a leading insurance broker and consultant that provides employee benefits, specialized property and casualty, retirement, and individual private client solutions through our licensed subsidiaries and affiliates. Our expertise is matched by our commitment to each client’s goals and is enhanced by our investments in innovative technologies in the insurance brokerage and consulting space.

NFP has more than 6,900 employees and global capabilities. Our expansive reach gives us access to highly rated insurers, vendors, and financial institutions in the industry, while our locally based employees tailor each solution to meet our clients’ needs. We’ve become one of the largest insurance brokerage, consulting, and wealth management firms by building enduring relationships with our clients and helping them realize their goals.

NFP.com