



# Give employees what they want

Employees clearly need the added protection of supplemental insurance. Aflac offers a simple way to provide your clients with benefits packages that help keep employees feeling happy, healthy and protected.

## Employees need supplemental insurance



**57%**

feel high anxiety about health care costs that go beyond what their plans cover.<sup>1</sup>



**58%**

of employees say they couldn't pay more than \$1,000 in out-of-pocket costs.<sup>1</sup>

## Inflation and high medical costs force employees to make hard choices<sup>1</sup>

One-third – 36% – of employees have had to make a difficult health care decision due to rising costs.

Had to choose between health care or paying a bill.

**21%**

Had difficulty affording a prescription

**17%**

Had difficulty affording recommended health treatment

**15%**

## Supplemental insurance is no longer 'supplemental'



**47%**

Nearly half of American workers view supplemental benefits as a key component of a comprehensive benefits program.<sup>1</sup>



More than

**50%**

of employees are interested in purchasing at least one supplemental insurance plan.



**80%**

of businesses offering supplemental insurance say doing so helps with employee retention.<sup>1</sup>



Yet only **1 in 3**

employers indicate they offer supplemental insurance.<sup>1</sup>



## People know – and prefer – Aflac



**85%**  
of consumers know  
the Aflac name.<sup>2</sup>



**94%**  
of businesses that use Aflac say they  
are likely to continue.<sup>3</sup>



Nearly  
**700,000**  
people follow the  
official Aflac Duck  
Facebook page.<sup>4</sup>



Among its top competitors, Aflac is the  
third most frequently offered brand as  
part of a company's benefits package.<sup>3</sup>

**Talk with your Aflac representative to learn how Aflac can help your clients provide the benefits employees want and need.**

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1 Aflac WorkForces Report. "Workplace Benefits Trends Executive Summary." Published November 2022. [Accessed 5.12.2023.](#)

2 Q1 2023 IMAP Consumer Research. "Tracking the Performance of the Aflac Brand and Advertising," April 2023.

3 Q1 2023 IMAP Consumer Research. "Tracking the performance of the Aflac brand and advertising among US businesses" April 2023.

4 Official @aflacduck Facebook page. Accessed 5.16.2023.