



INTEGRATED
BENEFITS
INSTITUTE

Innovative Benefit Design for Women's Health

How the utilization of women's health benefits impacts workplace outcomes such as attendance, retention, and productivity.



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RESEARCH OBJECTIVES



1

Assess how programs including maternity care, mental health support, reproductive health services, menopausal care and preventive care affect employee retention, job satisfaction, and productivity.

2

Investigate the adoption, effectiveness, and impact of digital health solutions on women's health issues, focusing on accessibility, user satisfaction, and health outcomes.



METHODOLOGY

We conducted a quantitative survey study designed to gather comprehensive data on the utilization of health programs, adoption of digital health solutions, and employee outcomes.

SURVEY

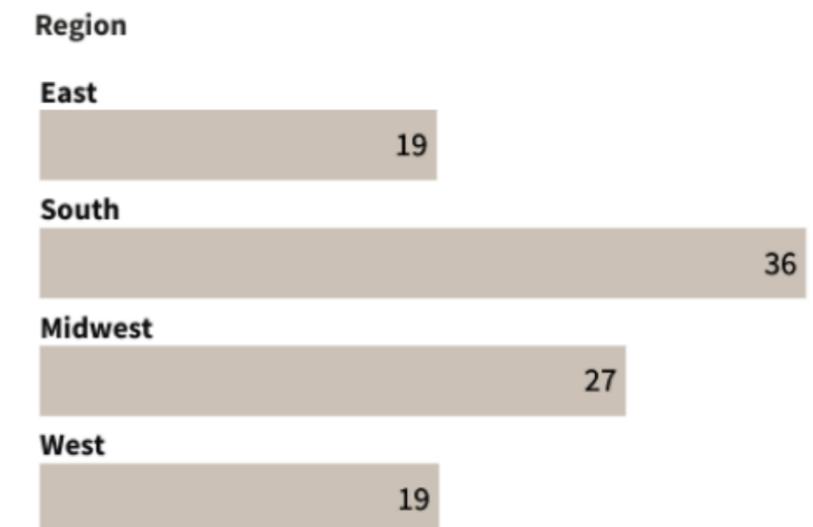
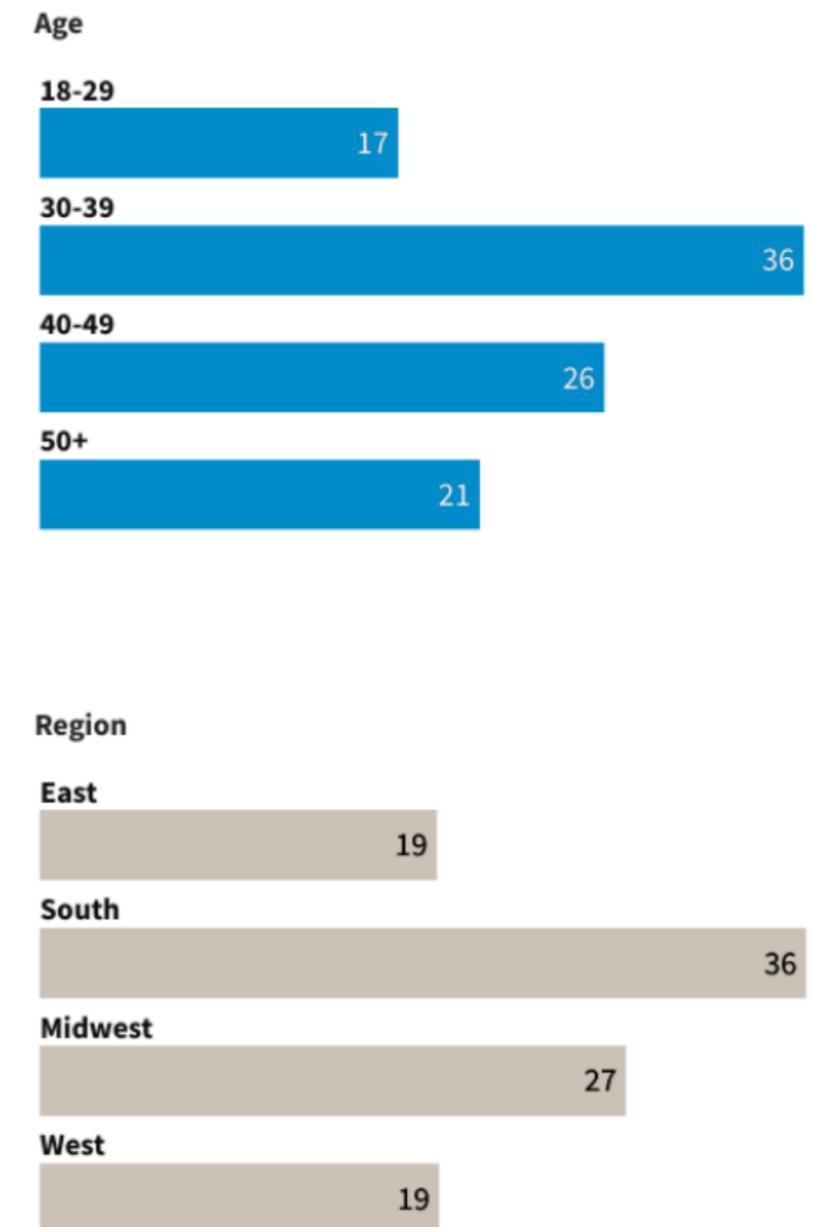
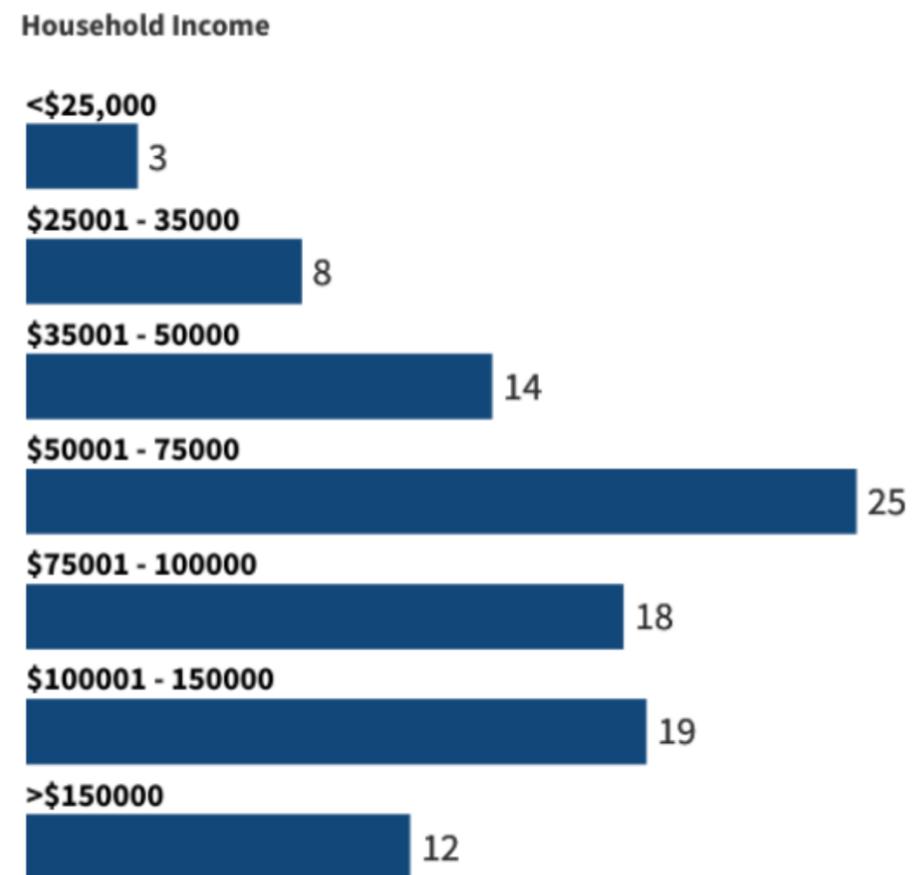
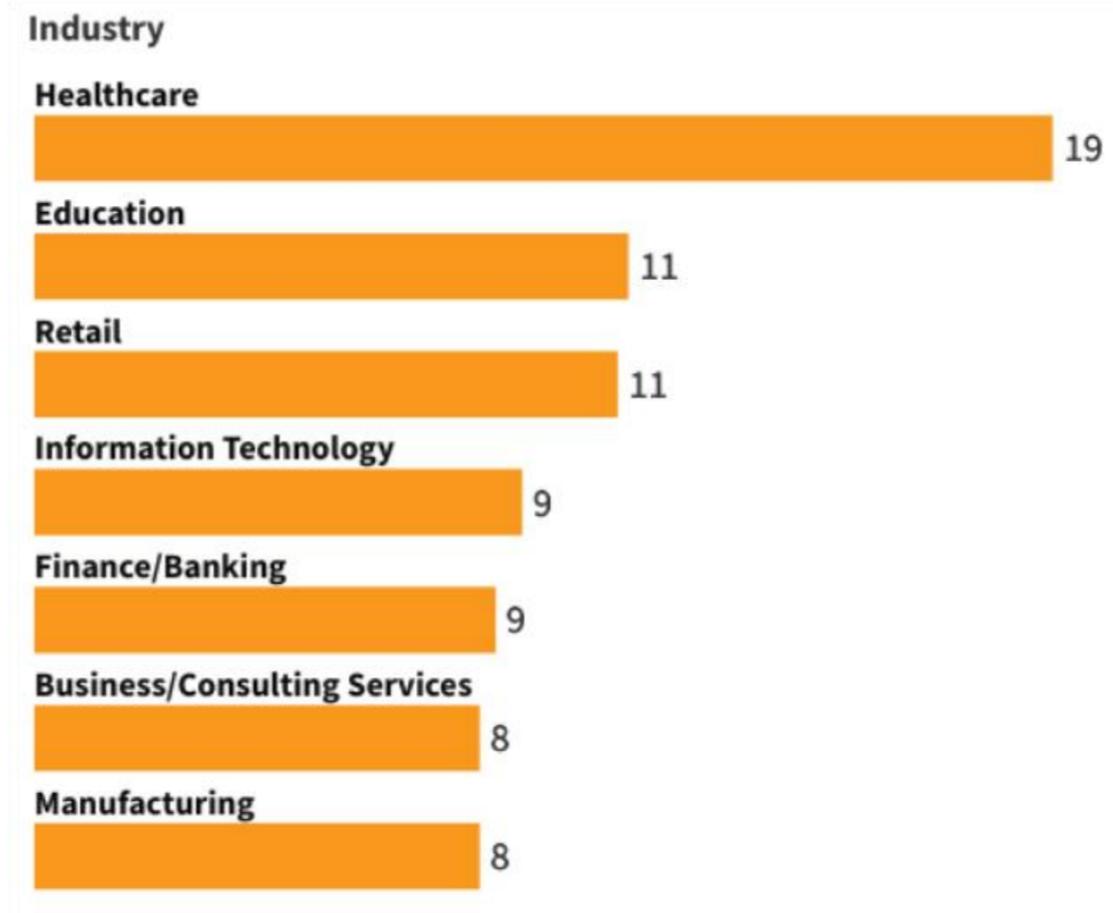
- We designed the survey to gather data on the availability and impact of women's health benefits offered by employers.
- Questions assessed awareness of women's health benefits, communication methods, and satisfaction with these methods.
- Participants were asked about the importance of these benefits, their impact on talent attraction and retention, and their influence on workplace attitudes.

DATA COLLECTION

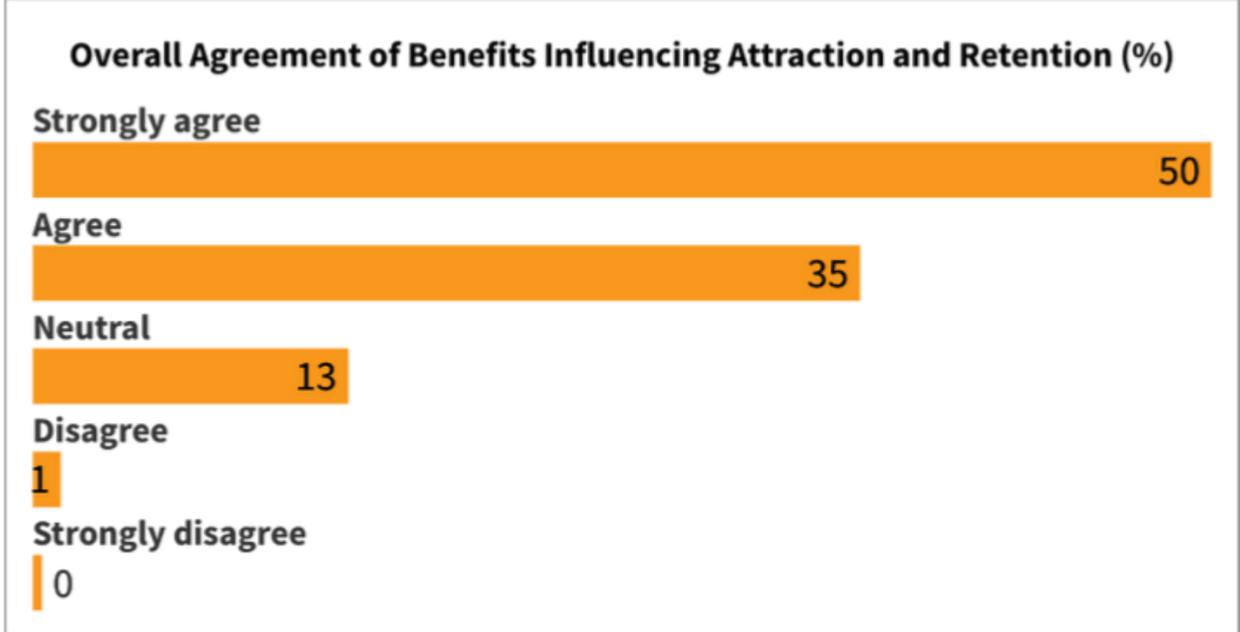
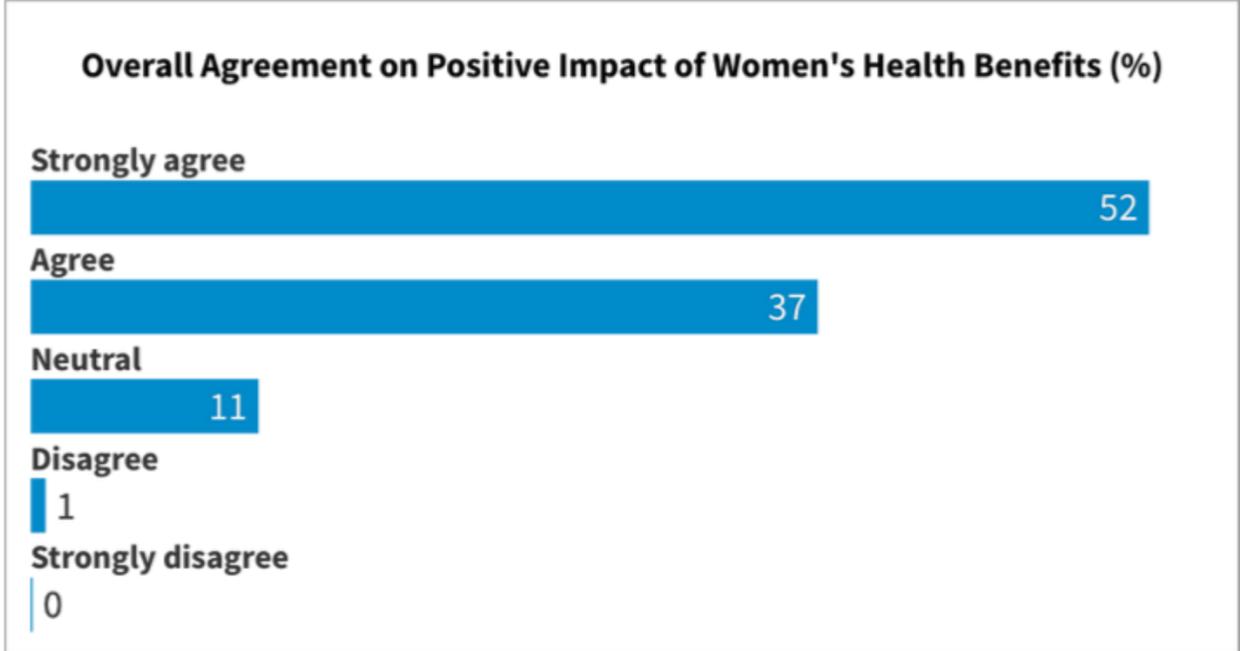
- IBI worked with a third-party survey firm for sampling and survey distribution.
- The vendor implemented quality control measures such as attention checks and data validation to ensure the integrity of the collected data.
- After the data collection periods ended, the vendor provided the raw survey data, which the IBI research team then cleaned, coded, and prepared for analysis.

Sample

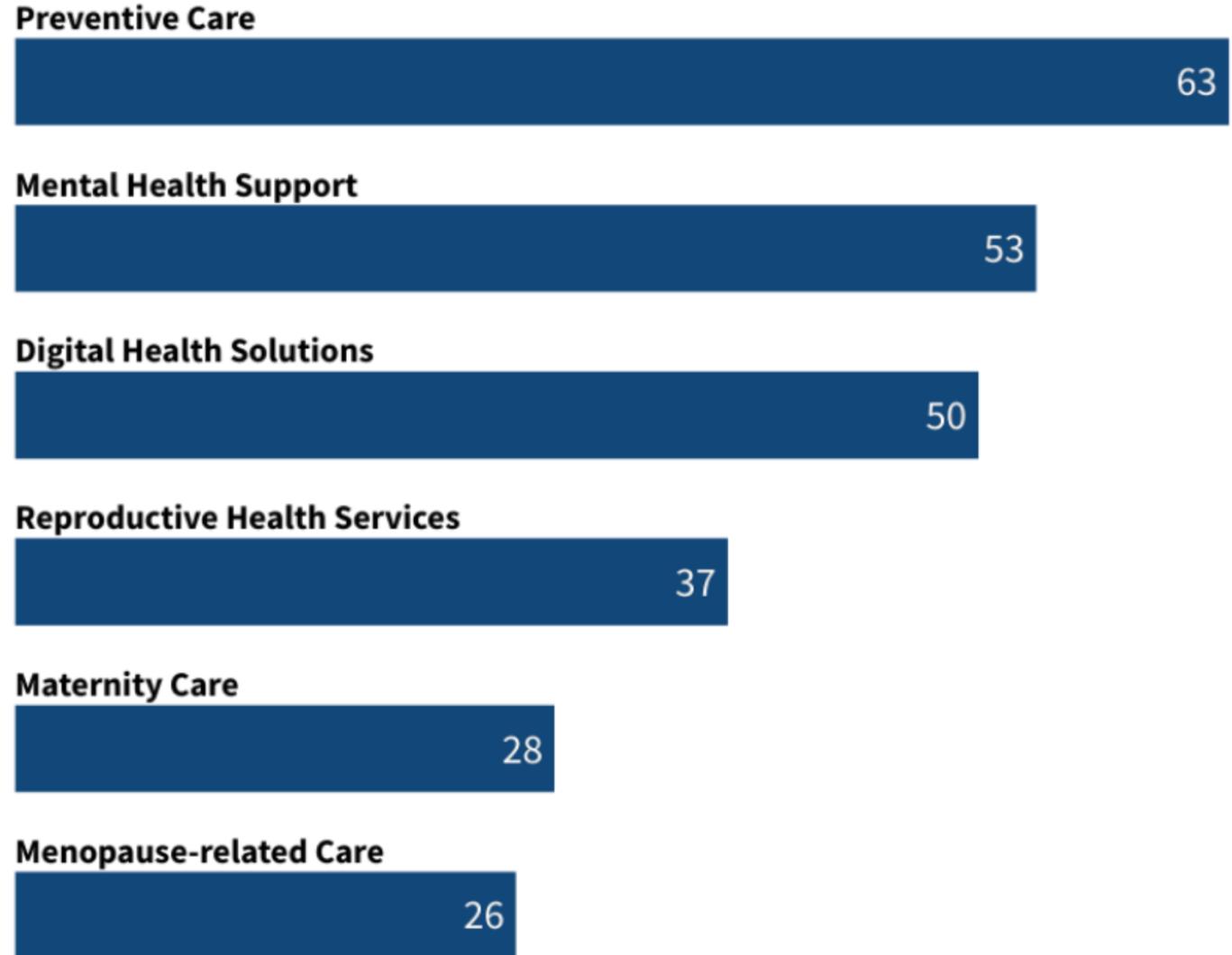
Sample: 1001 female employees in the United States.



Overall Perceptions & Use of Women's Benefits

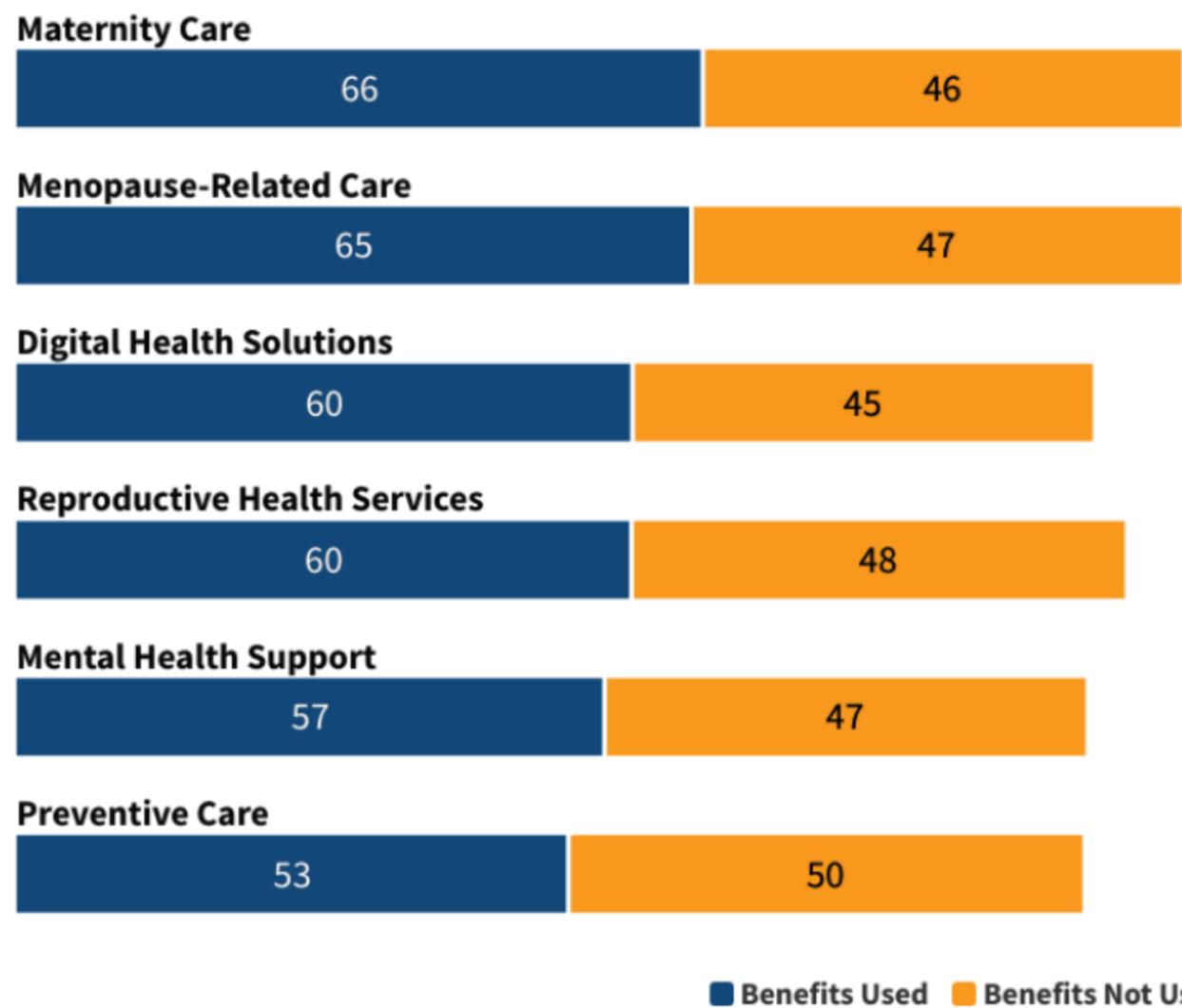


% of Respondents Who Used Each Benefit Type

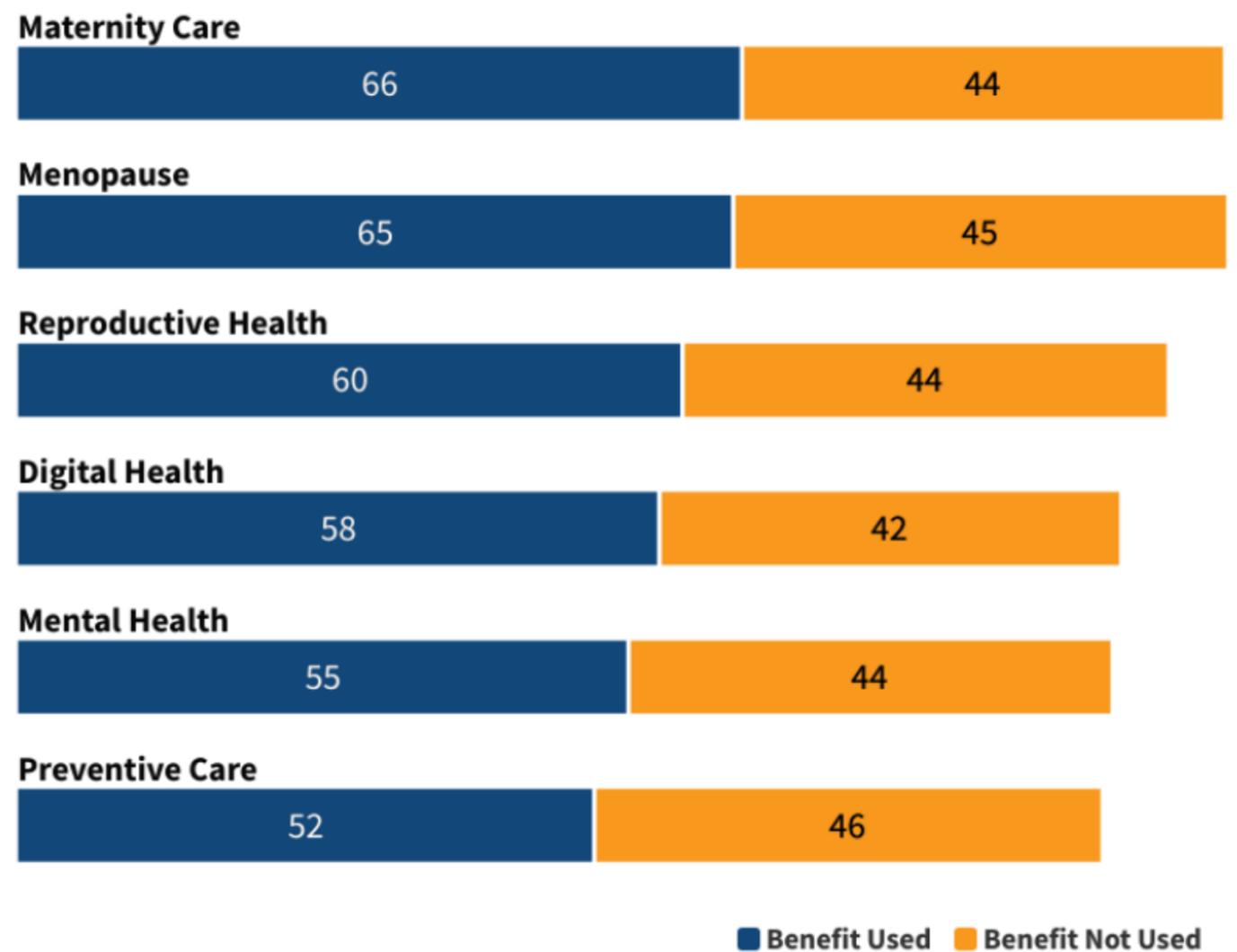


Benefits used and Impact on Perception

Positive Impact Rated by Benefit Users and Non-Users (%)



Positive Impact on Attraction and Retention Rated By Benefit Users and Non-Users (%)



Barriers to Utilization of Benefits

Barriers (%)

Time Constraints

32

Cost of Care

32

Scheduling Difficulties

32

Lack of Awareness

23

Lack of Available Services

18

Inconvenient Locations

12

Feeling Overwhelmed

11

Lack of Diverse and Inclusive Services

9

Poor Quality of Care

7



Big Picture: Demographic Breakdowns

AGE

30-39 group had the highest overall usage of benefits, followed by 18-29. Younger groups (18-29) favor mental health and reproductive health benefits. Older groups (40+ and 50+) prioritize preventive care and age-specific benefits.

INDUSTRY

IT industry leads in overall usage, especially in maternity care, mental health, and digital solutions. Finance follows with strong mental health and preventive care use. Retail and Education have the lowest utilization rates.

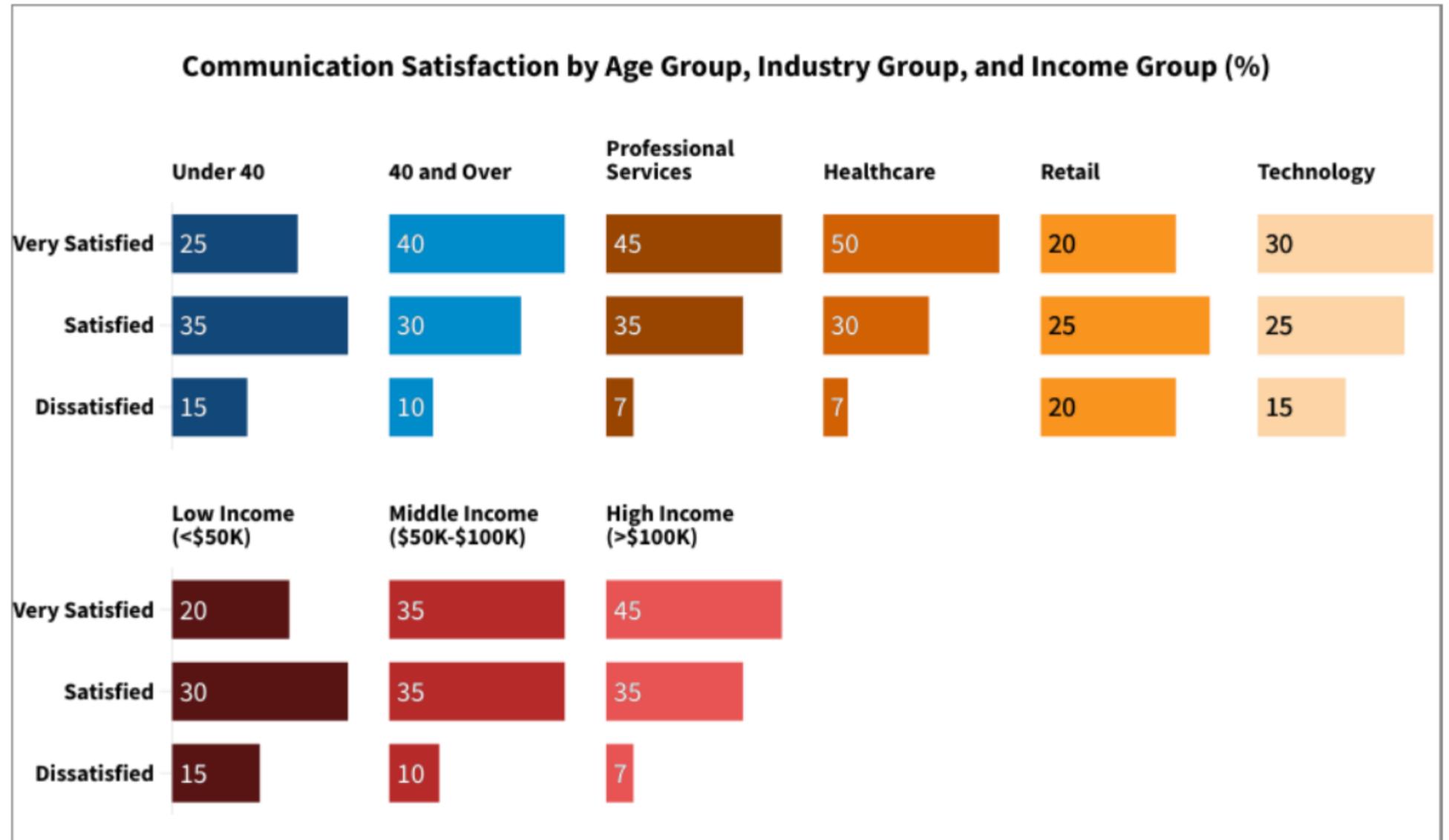
INCOME

Usage increases with income, particularly at \$75k+. \$100k-\$150k income group shows highest benefit usage. Lower income brackets exhibit lower benefit usage consistently. Preventive care and digital health solutions usage rises with income.



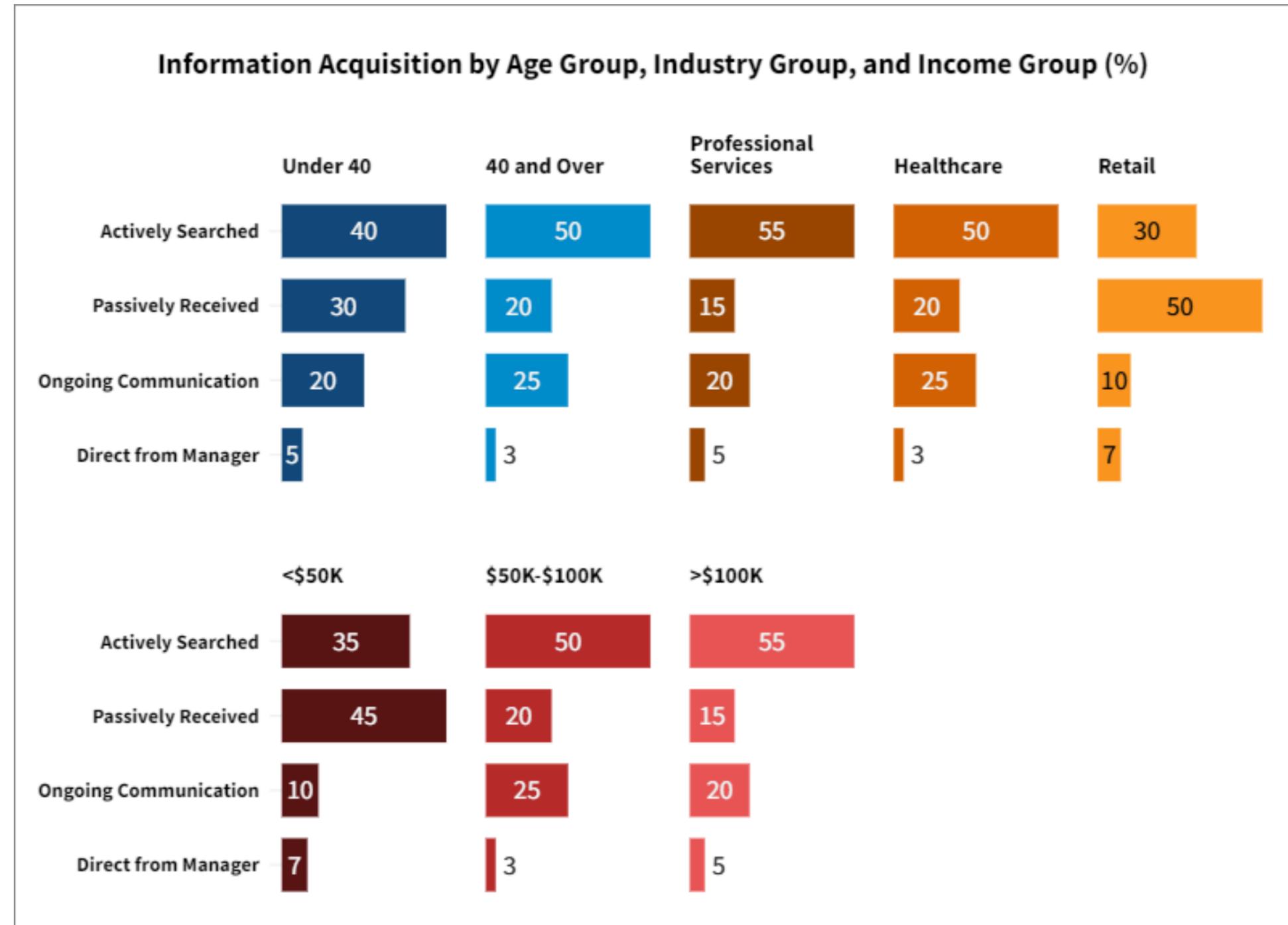
Benefit Communication

- Older and higher-income participants report higher satisfaction levels with communication about benefits. Younger participants express more dissatisfaction.
- Participants in healthcare and professional services sectors display higher satisfaction levels while retail and technology have the highest dissatisfaction rates.
- Higher-income participants show higher satisfaction, while lower-income groups show mixed satisfaction levels, and the highest amount of dissatisfaction.



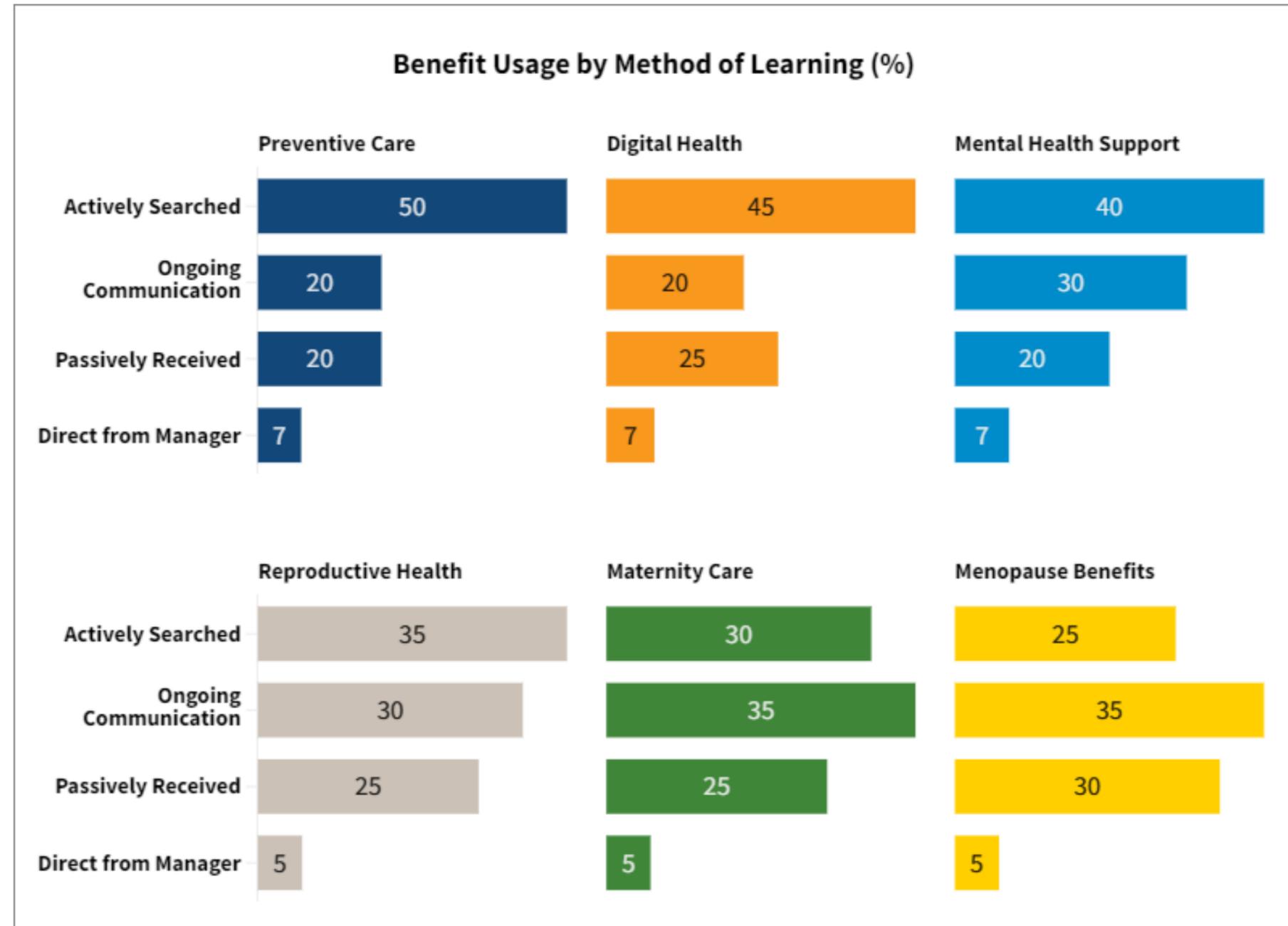
Benefit Communication

- Older participants, particularly those aged 40 and over, tend to be more proactive in seeking information.
- Younger participants often receive information passively, such as through onboarding or one-time communications.
- Participants in professional services and healthcare industries, especially those in high-income brackets, are more likely to actively seek information about their health benefits.
- Participants in retail and lower-income brackets tend to rely more on passive communication methods, indicating a gap in self-initiated information seeking.



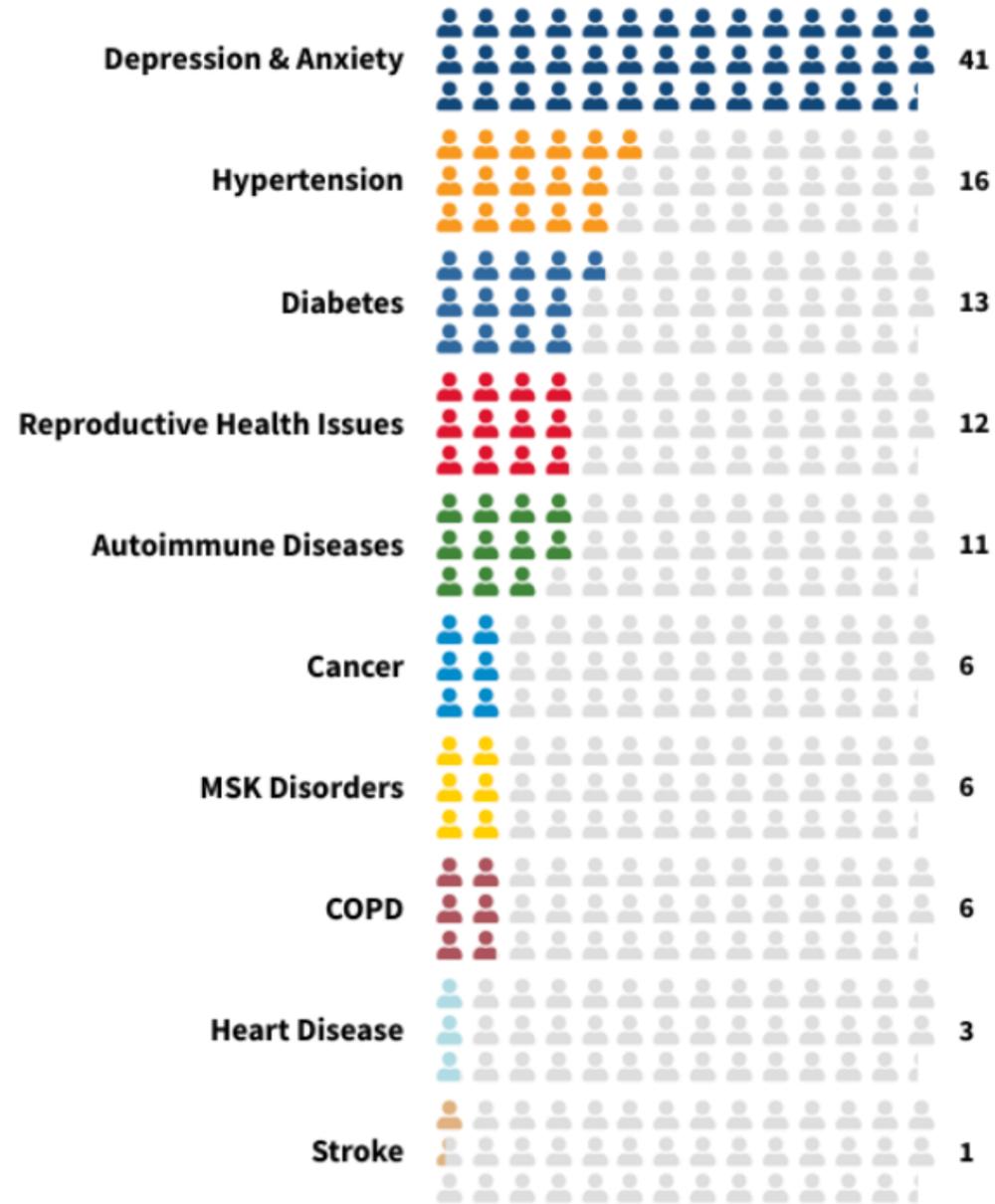
Benefit Communication

- Ongoing communication and proactive information seeking are associated with higher usage of benefits.
- Passive information receipt correlates with lower benefit utilization
- Lower-income participants who receive continuous communication are more likely to use maternity and preventive care benefits, while higher-income participants utilize a broader range of benefits regardless of the information source.

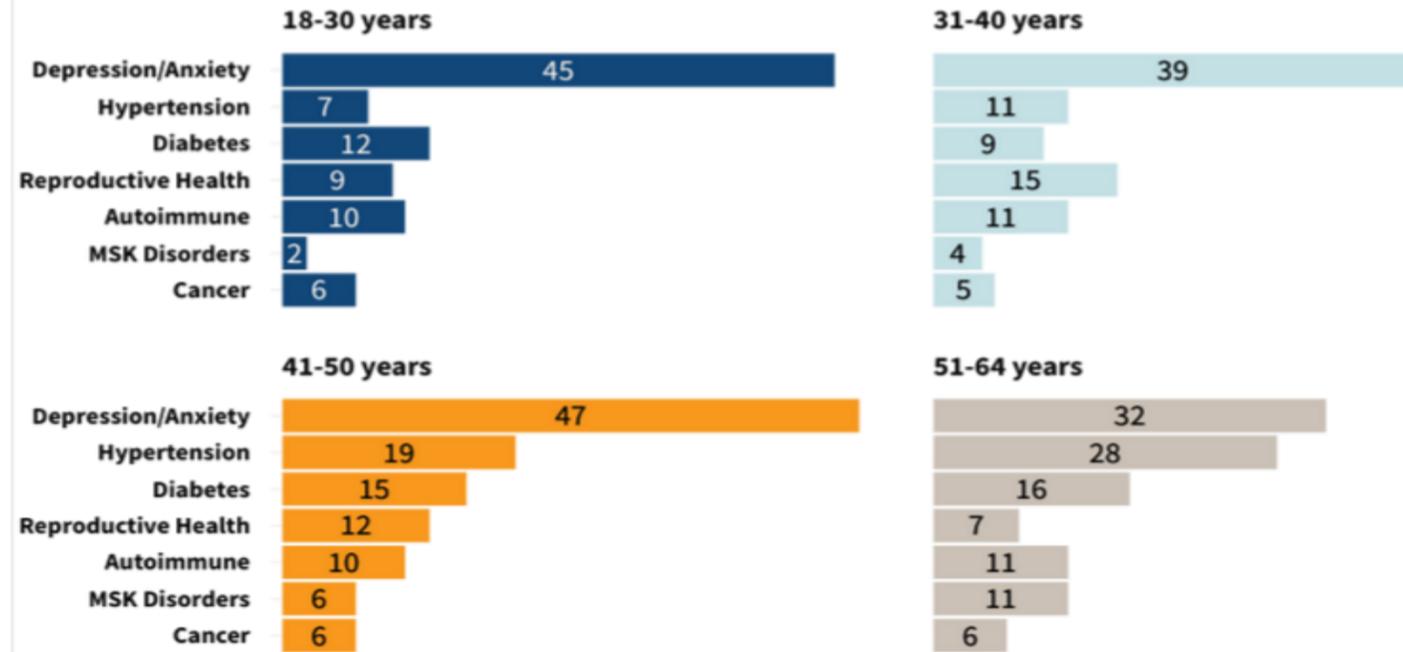


Health Conditions

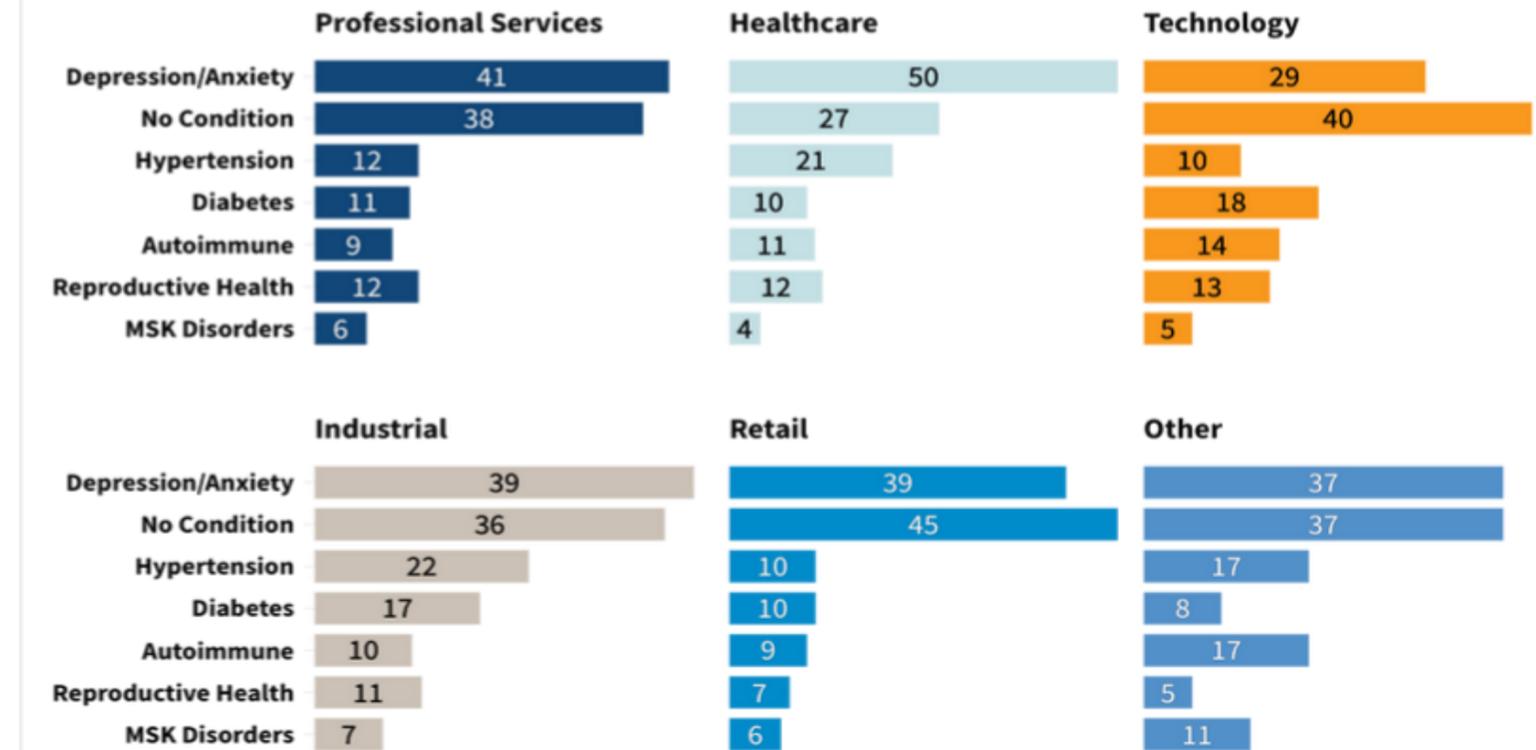
Health Conditions Respondents Reported Having in the Past 12 Months (%)



% of Respondents Reported Having Health Conditions in the Past 12 Months by Age

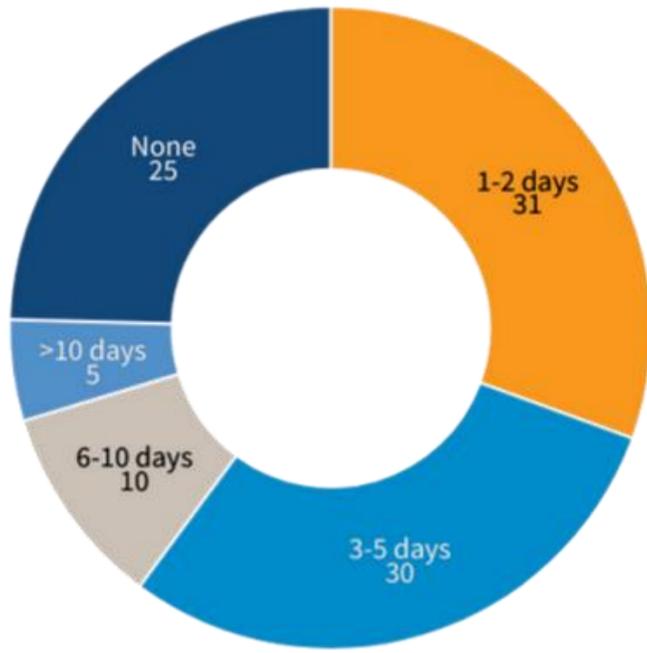


% of Respondents Reported Having Health Conditions in the Past 12 Months by Industry

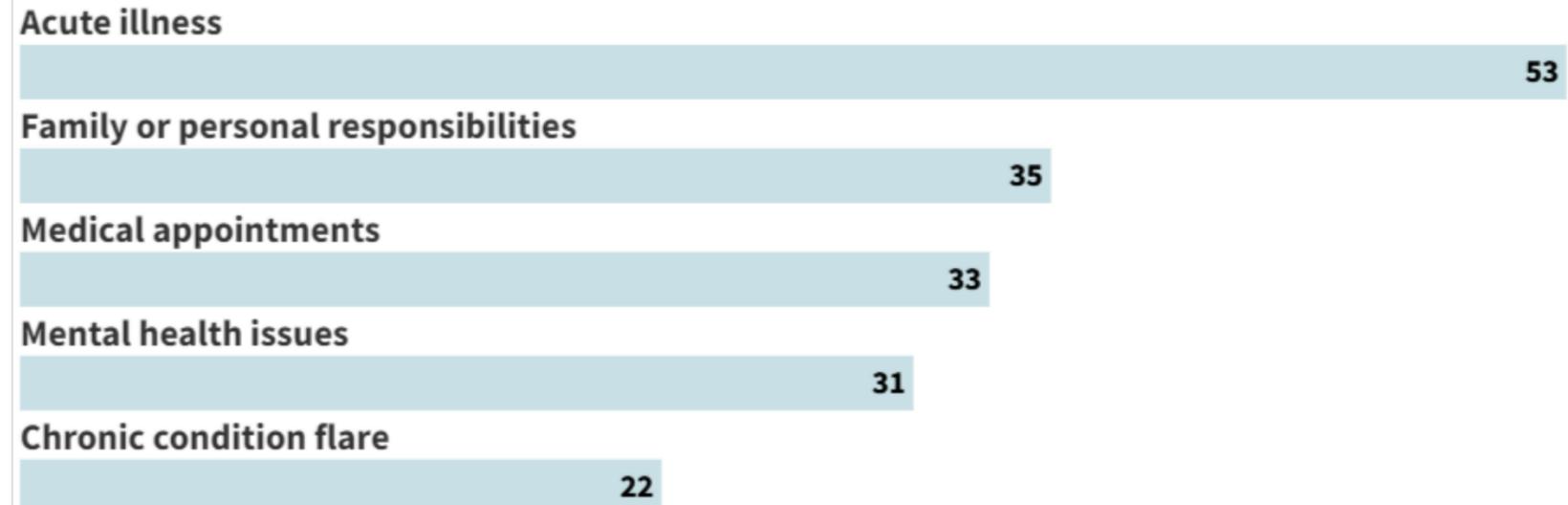


Productivity, Presenteeism and Absenteeism

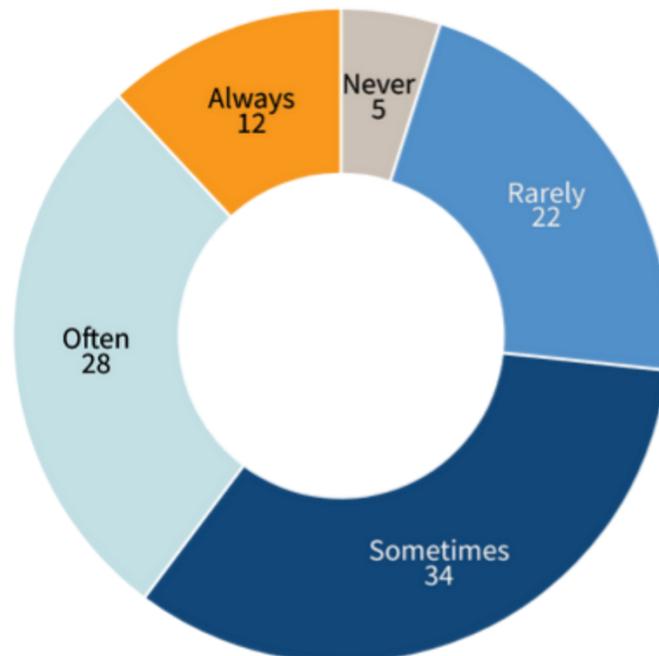
Day Missed Due to Related to Health (%)



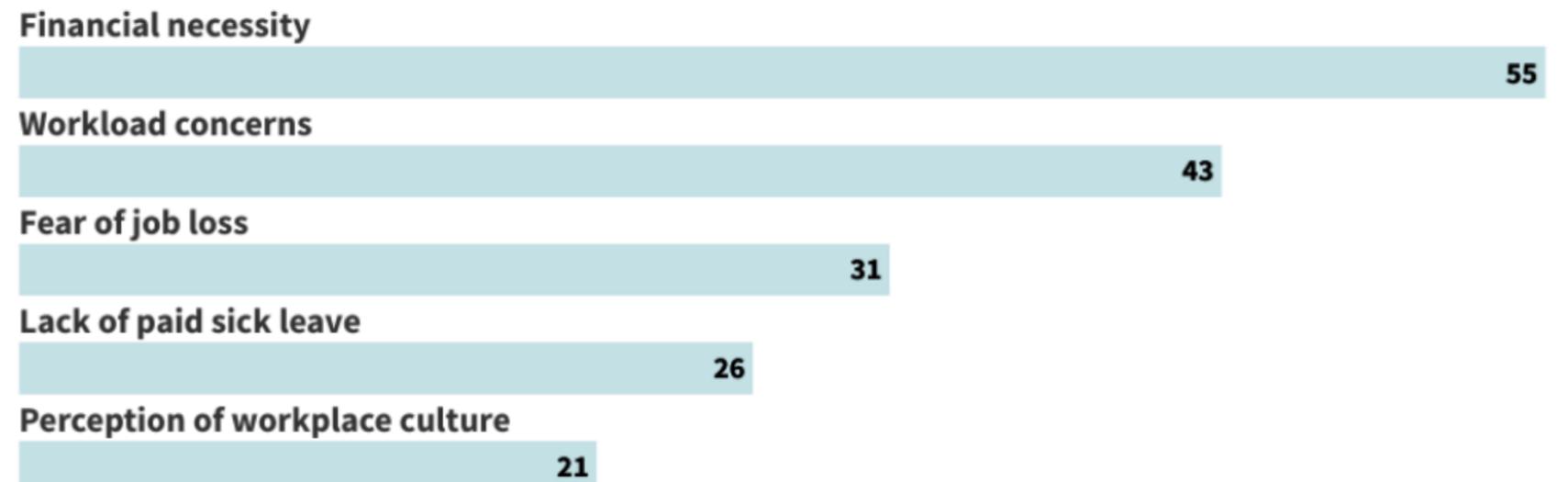
Reasons for Absence (%)



Frequency of Going to Work Feeling Unwell (%)



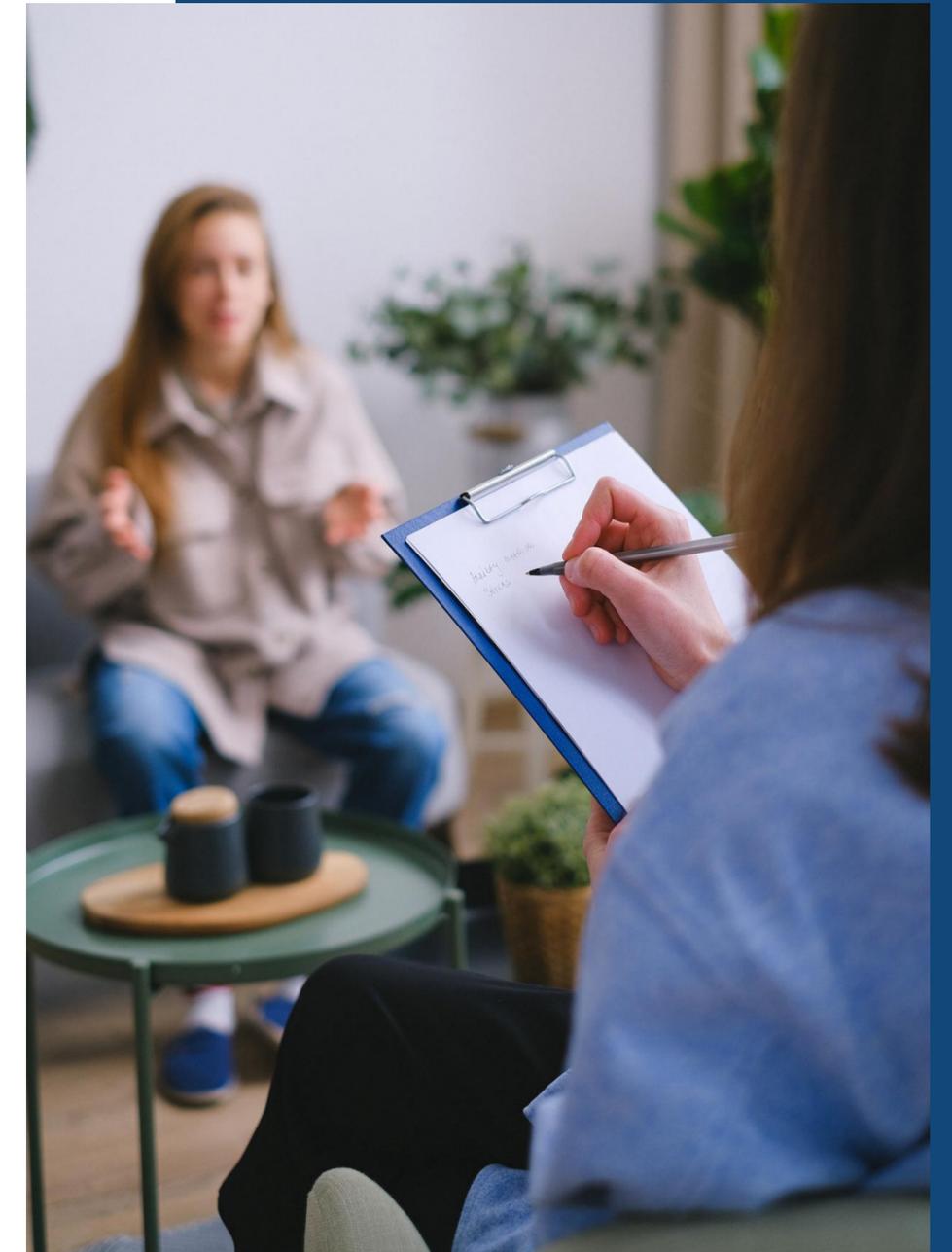
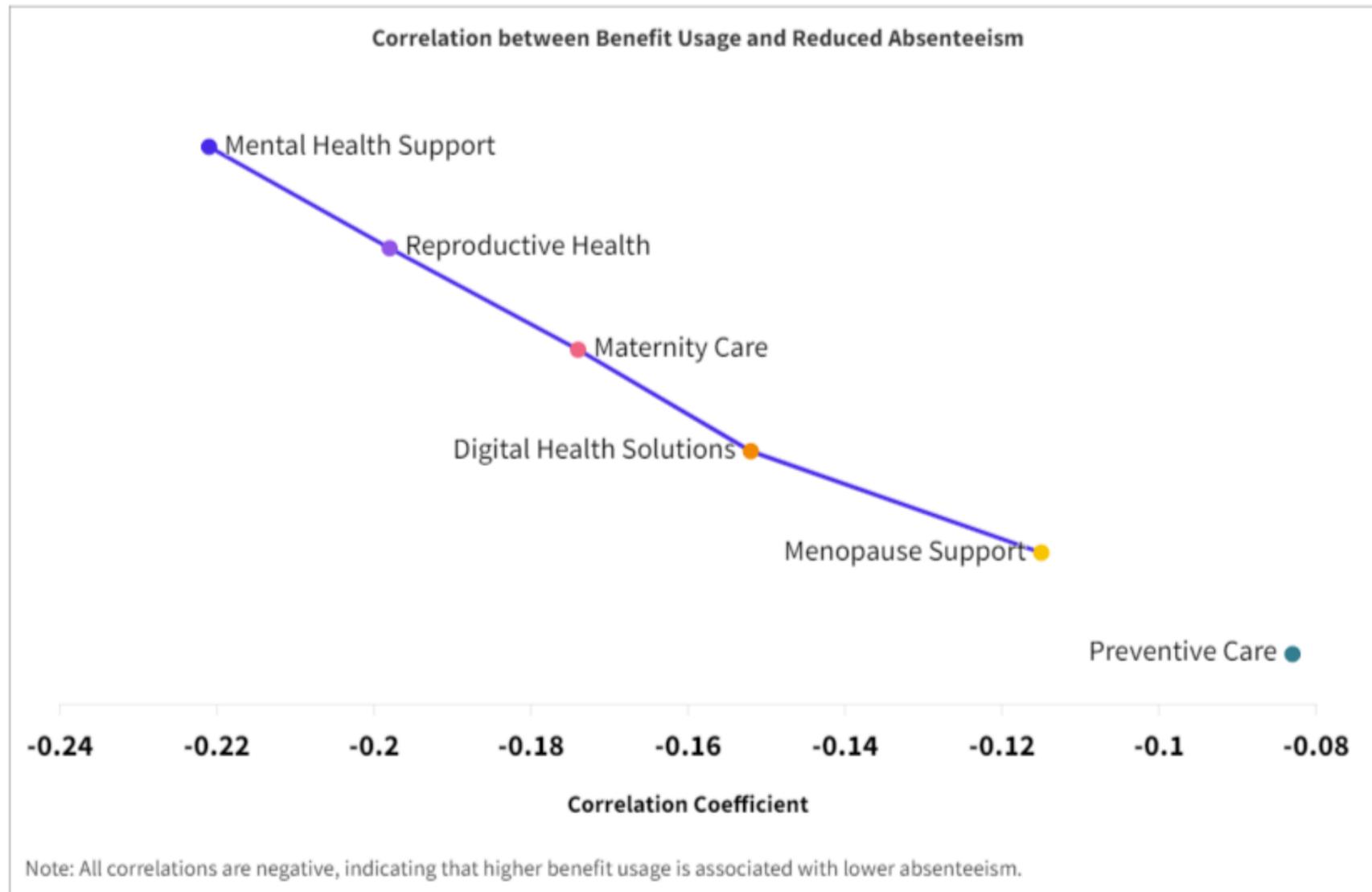
Reasons for Presenteeism (%)



Benefit Usage and Absenteeism

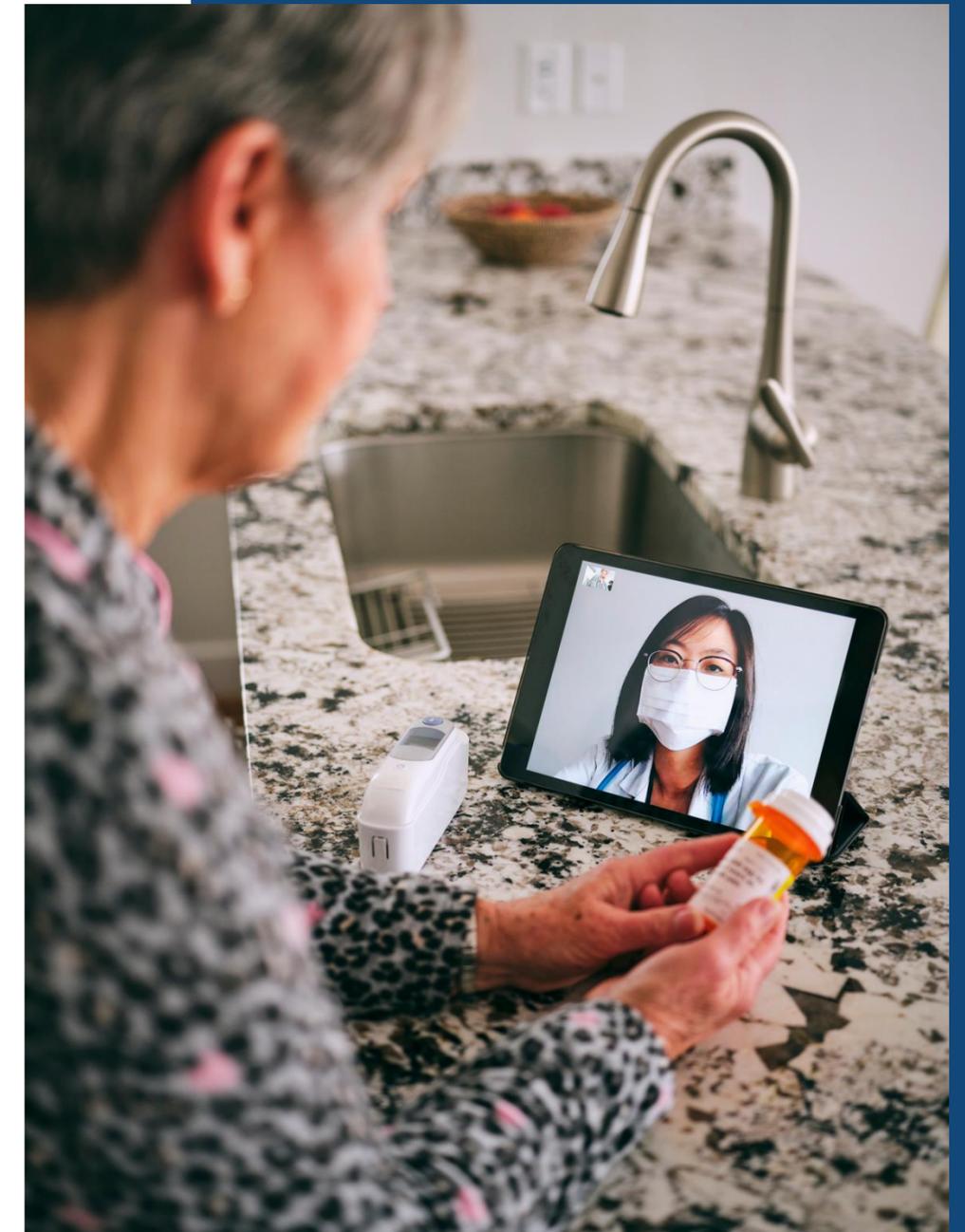
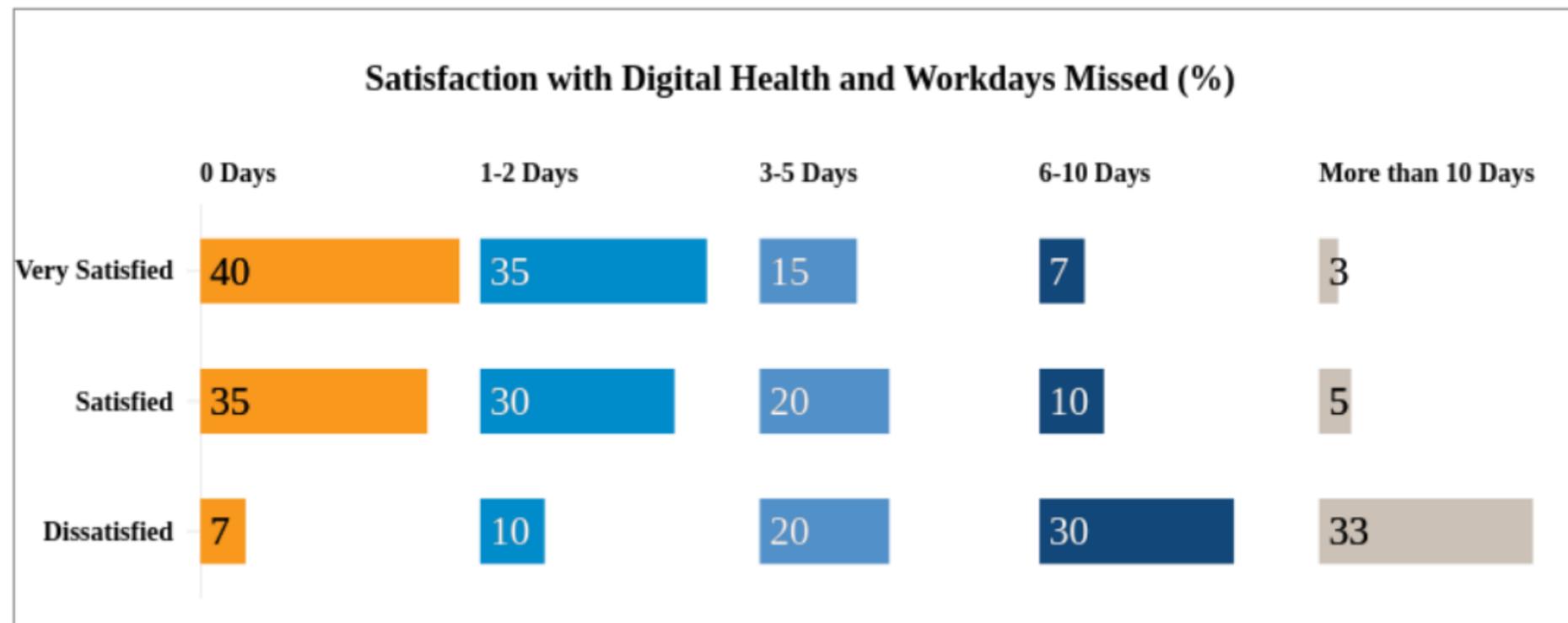
Key Findings:

- Usage of all health benefits correlate with reduced absenteeism
- Mental health support has the strongest link to fewer absences($r = -0.221$, $p < 0.001$)



Digital Health and Absenteeism

- Participants satisfied with digital health solutions, and who report ease of access, tend to miss fewer workdays, particularly in professional services and healthcare sectors.
- Conversely, lower satisfaction and access issues correlate with higher absenteeism, especially among lower-income participants.



Summary of Findings

Benefit Utilization

- Preventive care: most used benefit (63%)
- Mental health support: second most used (54%)
- 30-39 age group: highest utilization across benefits
- Higher engagement: healthcare (19%), education (11%), tech industries
- Higher-income (\$100,001-\$150,000): more frequent benefit use
- Main barriers: cost, time constraints, scheduling, lack of awareness: significant barrier

Perceptions

- 89% agree benefits positively influence overall workplace satisfaction
- 85% agree benefits positively impact attraction and retention
- 90% rate benefits offered by employer as excellent/good
- 84% satisfied/very satisfied with benefit communication
- 32% receive benefit communication passively; 27 % actively searched for information
- Over 50% wanted improvements in clearer explanation of benefits and more frequent updates

Impact

- Depression/anxiety (41.4%): strongest negative impact on productivity and work performance
- Mental health benefits: strongest reduction in absenteeism
- Reproductive health: significant effect on work performance
- Reproductive health benefits second strongest reduction in absenteeism
- Presenteeism: 73.4% work despite feeling unwell



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