



BASED ON AN UPRISE HEALTH SURVEY OF OVER 500 U.S. BASED HR LEADERS

What Do HR Leaders Expect from Their Benefits Advisors in 2023?

53% of HR leaders said they are “somewhat likely,” “very likely,” or “completely likely” to change their current benefits professional in the next year.

How can benefits advisors better meet HR expectations?



37%

said their benefits professional has not been helpful providing more ways for employees to access care for mental health, wellbeing, and chronic illnesses.



32%

said their benefits professional has not proactively suggested offering employees enhanced mental health and wellbeing benefits or support since the start of the pandemic.



49%

said they talk with their benefits professional about options and services less frequently than monthly.



30%

said their benefits professional haven't been helpful identifying options to help employees with chronic illnesses.

HR leaders want a benefits advisor who has...



46%

better product offerings



41%

more/better technology and self-service options



38%

better communication or more responsiveness



38%

more proactivity and a consultative approach



37%

better skills at managing costs



36%

lower fees



29%

good partnerships with insurance companies



14%

more capabilities

Benefits advisors stand out from the competition if they:

- 62%** Are knowledgeable about the latest benefits tools and offerings
- 58%** Design tailored benefits packages
- 57%** Help educate employees on benefit options
- 53%** Are good at negotiating the best stats
- 52%** Are accountable
- 52%** Are transparent about their commissions and fees
- 42%** Check in frequently with updates, ideas, and to answer questions



To access resources created to jumpstart your conversations about mental health benefits with employer prospects and clients, [download Uprise Health's Broker Toolkit.](#)

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