

# THE LABOR SHORTAGE

## TOOLS TO ATTRACT & RETAIN EMPLOYEES

The labor shortage, or “great resignation,” is a top-of-mind issue for businesses of all industries. Today’s workforce has vastly different wants and needs and makes key decisions about their employment based largely on benefit offerings.

### The Issues

There are currently four generations (Gen Z, Millennials, Generation X, Baby Boomers) in the workforce. This unprecedented generational gap means that your business must offer benefits that appeal to and are engaging for everyone.

### How We Can Help

#### Educate

Currently, over half of all workers will seek a new position because of confusion regarding their benefits. We can help you effectively educate your employees on their benefits offerings.

#### Diversify

We can help you build a program rich in not just physical wellness options, but emotional and mental wellness options as well.

#### Creative Solutions

We search every nook and cranny for solutions that will work for your specific needs. For example, if you have an especially diverse workforce in terms of age, we can help your employees receive an ICHRA (Individual Coverage Health Reimbursement Arrangement). With an ICHRA, each employee can customize their benefits package in a way that best suits their current walk of life.

#### Proactive, Not Reactive

As trends and times change, we will remain steadfast in our commitment to maximizing your offerings. We tailor our solutions in anticipation of where the market is heading, not where it’s been.

**The RCM&D Employee Benefits Division is dedicated to helping your business thrive by building a customized benefits package to support the recruitment and retention of top talent. For more on how we can help your business retain talent in the current competitive market reach out to a dedicated advisor today.**