

It's a Worksite Wonderland!

Over 1.9 million small employers represent 24.8 million employees.

Worksite marketing executives expect the market to continue to grow at a double-digit rate.

The percentage of companies with fewer than 100 employees that offer voluntary benefits has jumped significantly in recent years.

Amazingly, 79% of small employers never have been approached concerning Voluntary Benefits.

New sales of Worksite life and health insurance in 2003 were \$4.3 billion, up from \$2.0 billion in 1997.

More and more white-collar workers in the service and knowledge industries are becoming enrolled in worksite programs.

Worksite marketing of voluntary benefits started as a snow shower back in the late 1980s and early 1990s, and is well on its way to becoming a howling blizzard in the future. In 1997, worksite sales reached \$2.0 billion, but that figure had increased to \$4.3 billion by 2003.

Fifty-one percent of employees surveyed stated they would prefer to obtain insurance products at the workplace.

According to a recent article in *National Underwriter*, "Worksite sales have experienced explosive growth in recent years. There are many forces driving this growth, including the rising cost of healthcare, the shift of both benefit funding and decision-making to employees, and the intense competition for clients among producers. Since the forces driving worksite growth are not expected to wane, the expansion is likely to continue into the foreseeable future."