The Exodus to Individual Health Insurance

Why It's Good For Your Business

September 30, 2015
Why I’m here – Professor PZP

Professor Paul Zane Pilzer addressing the Great Hall of the People (China)
I read his book and he hired me (2007)

“I was 22.”
Fast forward to 2014 - We are still partners

“Mentor”

“Mentee”
So, we decide to write a new book (2014)
Our Prediction – In 10 Years...

Over the next 10 years, 100+ million Americans will move from employer-provided to individually purchased health insurance.

Source: The End of Employer-Provided Health Insurance (Wiley, 2014)
The Problem We Focused On

Average Annual Worker and Employer Contributions to Premiums and Total Premiums for Family Coverage, 1999-2015

* Estimate is statistically different from estimate for the previous year shown (p<.05).
Our Solution – “Real Dollar” Contributions

- Educate employees on individual health insurance
- Give employees a defined contribution toward healthcare
What Does This Mean for You?
Macro Trends

- Group health insurance costs (+)
- Unemployment (-)
- Consumer technology adoption (+)
- Millennials in workforce (+)
- Public policy ➔ personal financial responsibility
This is an opportunity

When there is change, there is **great opportunity**.

**Embrace this opportunity**

*to reinvent your employee benefits.*