

# Is Your Benefits Mix Leaving Key Employees Behind?



## The New Benefits Frontier

In the battle to meet employee demand for better benefits, employers must pause to consider who those benefits are aimed at. Offerings centered around fertility, childcare assistance, debt repayment and more may help attract and retain younger talent. But to hold onto more senior, experienced employees **there must also be a balance of benefits that appeal to older workers.**



### Expanded Offerings

Talent recruitment and retention are fiercely competitive, and employers are using novel benefits to come out on top. **More than half of workers report their companies have rolled out new or expanded benefits since late 2021.**<sup>1</sup>



### Improving Retention

Benefits are the No. 2 reason employees give for looking for a new job (only wages are a higher priority). **Yet employers tend to undervalue the weight employees put on benefits, mistakenly ranking flexibility and career advancements higher.**<sup>2</sup>



### Targeting Younger Employees

Fertility assistance, student loan repayment and pet insurance benefits have all increased in the past year. **Coverage of elective egg-freezing has soared**, with 21% of large companies (and 30% of large tech companies) now offering the benefit.<sup>3</sup>

“

*“In today's extremely tight labor market, generous health benefits can help tip the scales in attracting and retaining staff.”*

— TRACY WATTS, NATIONAL LEADER FOR U.S. HEALTH POLICY AT MERCER<sup>3</sup>

# Who Employers May Be Overlooking: Older Employees



Boosting benefits is a no-brainer in today's historically tight talent market. **But by broadening their benefits portfolio with new offerings aimed at mainly younger workers, employers may be inadvertently overlooking their older employees**—the same slice of the workforce that tends to fill a company's upper ranks and lead and mentor younger employees.<sup>3,4</sup>

Seasoned talent can be far more difficult and costly to replace, so giving short shrift to retention strategies aimed at this employee group can result in real organizational challenges.<sup>5</sup>



## Research shows that older workers tend to have:

### Longer tenure:

The median tenure of workers ages 55 to 64 was 9.9 years—**more than three times the tenure of workers ages 25 to 34.**<sup>6</sup>

### Higher engagement:

**Workers 50+ score higher in dedication, absorption and overall engagement.**<sup>7</sup> Highly engaged workforces demonstrate higher productivity (18%) and profitability (23%) than their low-engagement counterparts.<sup>8</sup>

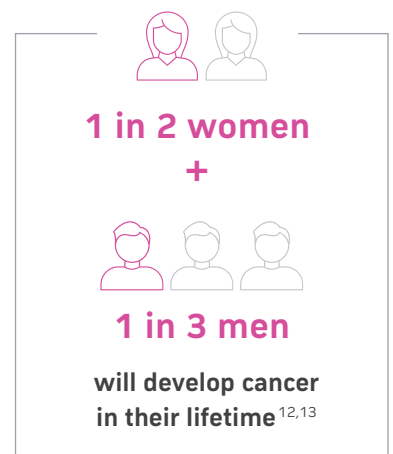
### A positive impact on teams:

Retaining senior talent is also crucial to building diverse, multigenerational teams. And age diversity is a win for everyone: **Studies show mixed-aged teams are more innovative and make better decisions**, and age-inclusive organizations demonstrate lower turnover across all age groups.<sup>9</sup>

## A Smarter, More Inclusive Strategy

What do older workers want? Benefits that support their health and wellbeing—including health concerns that become more significant with age.<sup>10</sup>

**Cancer is the #1 ranked fear for Americans**<sup>11</sup>, and it's also a common reality employees face: one in two women and one in three men will develop cancer in their lifetime.<sup>12,13</sup> Furthermore, statistics show that advancing age is the most significant risk factor for developing cancer.<sup>14</sup>



# A Top-Tier Offering for Older Employees



There's no question that traditional cancer screenings save lives.

**But it's also a reality that today's routine cancer screenings fail**

**to detect the majority (~70%) of invasive cancers.<sup>15</sup>** That means most go undetected until they have progressed to an advanced stage—when treatment costs are higher and outcomes are more often poor.<sup>16,17</sup>

The Galleri® multi-cancer early detection test is intended to be a powerful complement to routine cancer screening tests recommended by a healthcare provider. **It uses a simple blood draw to detect a cancer signal across more than 50 types of cancer.<sup>18</sup>** Because beating cancer starts with knowing you have it.\*†

\*False negative and false positive results do occur. The Galleri test does not diagnose cancer.

†The Galleri test does not detect all cancers and not all cancers may be detected in the blood.

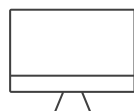
**#1 employee-ranked health benefit<sup>19</sup>**



**The Galleri multi-cancer early detection test is the top ranked health benefit by employees aged 40 and above,** as important as 401(k) matching.<sup>19</sup> Offering the Galleri test lets older employees with a higher risk of developing cancer know they're part of a workplace that truly cares.

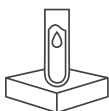
## How it works:

From helping eligible employees schedule their blood draw to follow-up consultations after they get results, the Galleri test experience is designed to support employees at each step:



1

**Test request**  
through online  
portal (then ordered  
by the provider)



2

**Collection kit  
delivery and  
blood draw**  
at a local facility



3

**Return  
of results**  
to provider within  
10 business days



4

**Positive Signal  
Support**  
in the event a cancer  
signal is detected

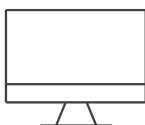
# A Potentially Life-changing Benefit



**94% of employees want to know if they have cancer as early as possible.<sup>19</sup>**

The Galleri® multi-cancer early detection test is a groundbreaking opportunity to satisfy that need for older employees.<sup>18</sup>

**Contact us** to find out more about the Galleri test—and the comprehensive marketing campaigns and wraparound support services to integrate this benefit into your organization:



[galleri.com/employers](https://galleri.com/employers)



[employer@grailbio.com](mailto:employer@grailbio.com)



**Scan here** for easy access

## Important Safety Information

The Galleri test is recommended for use in adults with an elevated risk for cancer, such as those aged 50 or older. The Galleri test does not detect all cancers and should be used in addition to routine cancer screening tests recommended by a healthcare provider. Galleri is intended to detect cancer signals and predict where in the body the cancer signal is located. Use of Galleri is not recommended in individuals who are pregnant, 21 years old or younger, or undergoing active cancer treatment.

Results should be interpreted by a healthcare provider in the context of medical history, clinical signs and symptoms. A test result of “Cancer Signal Not Detected” does not rule out cancer. A test result of “Cancer Signal Detected” requires confirmatory diagnostic evaluation by medically established procedures (e.g., imaging) to confirm cancer.

If cancer is not confirmed with further testing, it could mean that cancer is not present or testing was insufficient to detect cancer, including due to the cancer being located in a different part of the body. False-positive (a cancer signal detected when cancer is not present) and false-negative (a cancer signal not detected when cancer is present) test results do occur. **Rx only.**

## Laboratory / test information

GRAIL's clinical laboratory is certified under the Clinical Laboratory Improvement Amendments of 1988 (CLIA) and accredited by the College of American Pathologists (CAP). The Galleri test was developed, and its performance characteristics were determined by GRAIL. The Galleri test has not been cleared or approved by the Food and Drug Administration. GRAIL's clinical laboratory is regulated under CLIA to perform high-complexity testing. The Galleri test is intended for clinical purposes.

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