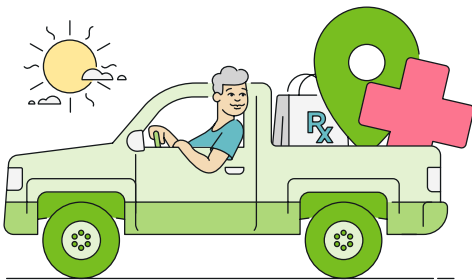




Group Medicare Insights: Plan sponsor experience

Winning the war for talent: How offering retiree healthcare coverage can help businesses attract a talented workforce

When it comes to attracting talent, retiree healthcare coverage can be a competitive differentiator, communicating to candidates that you prioritize workers' long-term well-being.



64%

say employer-provided health coverage positively impacted their decision to accept their current job.¹

80%

say employer-provided health coverage positively impacted their decision to stay at their current job.²

In fact, it matters more than ever:

83%

of human resources professionals find sourcing quality candidates increasingly tricky.²

There are only

**71
workers**

for every
100 jobs
in the U.S.³



Winning the war for talent:

How offering retiree healthcare coverage can help businesses attract a talented workforce

How can Group Medicare Advantage help plan sponsors win the war for talent?

By demonstrating a commitment to retiree health

Supplemental benefits may include:



Vision



Hearing



Dental coverage

By providing benefits beyond traditional Medicare

Group Medicare Advantage plans can include access to:



Gym memberships



Nutrition counseling



Preventive health screenings

By meeting retirees' needs

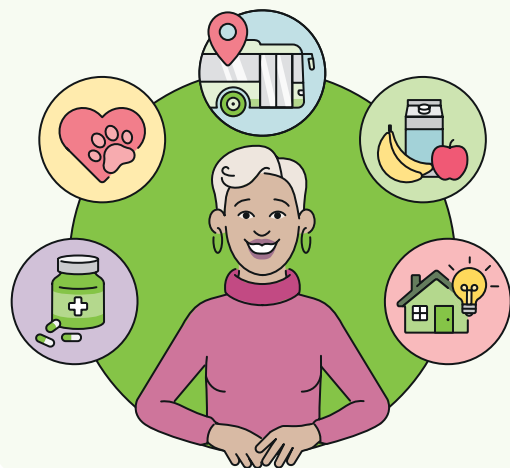
approx.

33
million

Medicare beneficiaries are enrolled in a Medicare Advantage plan⁴

65%

of organizations offering retiree health benefits to Medicare-age retirees exclusively through Medicare Advantage⁵



In today's race for talent, organizations have a powerful acquisition and retention tool at their disposal: **Group Medicare Advantage.**

Winning the war for talent:

How offering retiree healthcare coverage can help businesses attract a talented workforce

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2. Julian Hayes II, “Winning the Talent War: How to Attract and Retain Top Employees,” Forbes, last accessed May 12, 2025, <https://www.forbes.com/sites/julianhayesii/2024/03/20/winning-the-talent-war-how-to-attract-and-retain-top-employees/>.
3. Tracy Brower, “Yes, the Talent Shortage Is Real: What You Must Know to Attract and Retain,” Forbes, last accessed May 12, 2025, <https://www.forbes.com/sites/tracybrower/2024/02/12/yes-the-talent-shortage-is-real-what-you-must-know-to-attract-and-retain/>.
4. Meredith Freed et al., “Medicare Advantage: 2025 Spotlight: A First Look at Plan Offerings,” KFF, last accessed May 12, 2025, <https://www.kff.org/medicare/issue-brief/medicare-advantage-2025-spotlight-a-first-look-at-plan-offerings/>.
5. “2023: Employer Health Benefits Survey,” KFF, last accessed May 12, 2025, <https://www.kff.org/report-section/ehbs-2023-section-11-retiree-health-benefits/>.

To learn more, visit [Humana Group Medicare](#)