mychoice™
Recommendation Engine

Insights on Employee Behavior

Recommendation and Enrollment Data

While MyChoice is a tool designed to help your employees navigate complex decisions, there are ancillary benefits beyond an educated and empowered employee population. These benefits include useful insights into how employees are engaging with the benefits you offer. You're able to view recommendation and enrollment trends that can help drive your benefit strategy.

Employee Behavioral Data

Each MyChoice question was designed with a specific purpose in order to learn more about the employee and drive a thoughtful recommendation. MyChoice responses are pulled into an aggregate view of responses, providing tremendous insight into how your employee population utilizes their benefits and plans for their enrollment.

Date Driven Data

HR administrators need to have a good pulse on how their employees engage with their benefits each year. MyChoice Analytics is date driven for this reason. View how your employees are engaging with their benefits based on specific date parameters and track results of the programs you've implemented based on the MyChoice responses that are received.

86% of people planning a Major Event (Baby, Surgery, or Marriage) identified themselves as being confused about healthcare benefits

Selected "I don't understand benefits" or "I understand some benefits" when asked about their Healthcare knowledge

24% were completely confused with no understanding of healthcare benefits

26% of people planning a Major Event chose a High Deductible Health Plan

66% chose a PPO option

The power of MyChoice Analytics not only provides an understanding of how your employees are interacting with MyChoice but also deeper insights into your employee population, including:

- If your employees are financially equipped to handle a large medical expense
- How your employees feel about facing a major medical expense
- Your employees risk tolerance
- Your employees healthcare knowledge

Using these insights, you are then able to make evaluations and build annual goals around the benefits and support you offer employees relative to:

- Education
- Healthcare Costs
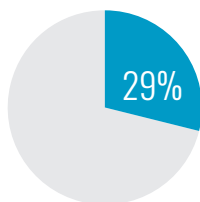- Plan Design
- Financial Wellness
- And More

Percentage of individuals the MyChoice recommendation decreases by generation, proving that online recommendation engines are trusted more with a younger workforce and less with the older workforce.
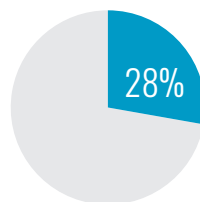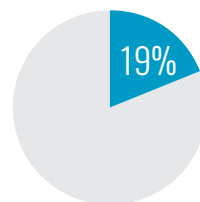
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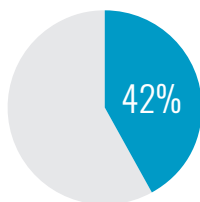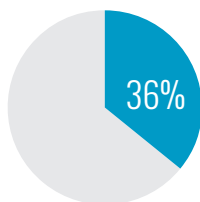
42%	36%	29%	28%	19%
Gen Z	Gen Y	Gen X	Baby Boomers	Silent Gen