

Give your clients employees what they want

Employees clearly need the added protection of supplemental insurance. Aflac offers a simple way to provide your clients with benefits packages that help keep their employees feeling happy, healthy and protected.

Employees need supplemental insurance

51%

of employees have less than \$1,000 to pay for out-of-pocket expenses associated with an unexpected serious illness or accident.

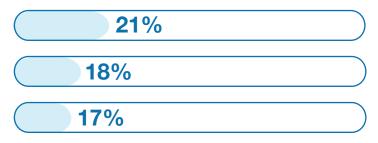
Inflation and high medical costs force employees to make hard choices¹

More than one-third of employees have had to make a difficult health care decision due to rising costs.

Had to choose between health care or paying a bill.

Had difficulty affording a prescription.

Had difficulty affording recommended health treatment.



Supplemental insurance is no longer 'supplemental'



Nearly

3 in 5 American workers view

supplemental benefits as a key component of a comprehensive benefits program.1 More than



out of 10 9 employees believe the need

for supplemental insurance is increasing.1



5%

of businesses offering supplemental insurance say doing so helps with employee retention.1

Yet less than



employers indicate they offer supplemental insurance.1



People know – and prefer – Aflac

Nearly



85% of consumers know the Aflac name.²



92% of businesses that use Aflac say they are likely to continue.³



62% employees are likely to enroll in supplemental benefits if offered by Aflac.⁴



Among its top competitors, Aflac is the third most frequently offered brand as part of a company's benefits package.²

Contact your Aflac representative to learn how Aflac can help provide the benefits employees want and need.

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- 1 Aflac WorkForces Report. "Workplace Benefits Trends Executive Summary." Published October 2024. Accessed 04.14.2025
- 2 Q4 2024. IMAP Consumer + B2B Research. "Tracking Image, Marketing & Ad Performance of the Aflac brand." Published 2.10.25. Accessed 4.14.25.
- 3 Q1 2024. IMAP B2B Research. "Tracking Image, Marketing, & Ad Performance of the Aflac Brand." Published April 2024. Accessed 4.14.25.
- 4 Bantam. "Quantifying BDM Attitudes and Behavior." Published Q1 2024. Accessed 4.14.25.