

# HEALTH & WELLBEING PROGRAM TRENDS FOR A Multigenerational Workforce

Attracting and keeping the right talent means knowing and understanding what your employees want and value. Utilize this guide to understand the needs, values and preferences of each group better to develop a customized program for your multigenerational workforce.



PREFER



NOT A TOP CHOICE



NOT INTERESTED



**BABY BOOMERS**  
1946 - 1964

Overall, Baby Boomers appreciate honest, simple language on benefits programs and financial planning. They prefer financial scenarios over conversations. It's important to share messages about how to conserve and pass on their wealth to the next generation.



**GEN X**  
1965 - 1980

In general, Gen X employees appreciate casual, informational sessions. They are interested in benefits offerings to help build a secure future. It's important to share information on retirement and employer matching 401(k) contributions amounts.



**MILLENNIALS**  
1981 - 1997

Millennials welcome frequent feedback on performance both good and bad. They value open communication lines with HR and managers. It's important to offer multi-platform employee-facing communications about benefits, offering open enrollment, etc.



**GEN Z**  
After 1997

Gen Z employees value honest and open communication with HR and managers. They are interested in expansive voluntary benefits offerings. It's important to share messages about how to plan for their financial and physical wellbeing.

|  | BABY BOOMERS<br>1946 - 1964 | GEN X<br>1965 - 1980 | MILLENNIALS<br>1981 - 1997 | GEN Z<br>After 1997 |
|--|-----------------------------|----------------------|----------------------------|---------------------|
| Activity Trackers & Challenges         | NOT INTERESTED              | NOT A TOP CHOICE     | PREFER                     | PREFER              |
| Advances Mental Health Support         | NOT INTERESTED              | PREFER               | PREFER                     | PREFER              |
| Biometric Screenings                   | NOT A TOP CHOICE            | PREFER               | PREFER                     | NOT A TOP CHOICE    |
| Care Navigation Support                | NOT A TOP CHOICE            | PREFER               | PREFER                     | NOT A TOP CHOICE    |
| Custom Reward Options                  | NOT A TOP CHOICE            | NOT A TOP CHOICE     | PREFER                     | PREFER              |
| Family Benefits                        | NOT INTERESTED              | PREFER               | PREFER                     | NOT A TOP CHOICE    |
| Gym Membership Discounts               | NOT INTERESTED              | NOT A TOP CHOICE     | PREFER                     | PREFER              |
| Healthy Snacks/ Game Room              | NOT INTERESTED              | NOT A TOP CHOICE     | PREFER                     | PREFER              |
| Leadership Participation               | PREFER                      | NOT A TOP CHOICE     | PREFER                     | NOT A TOP CHOICE    |
| Maternity, Fertility, Adoption Support | NOT INTERESTED              | NOT INTERESTED       | PREFER                     | PREFER              |
| Mentor Programs                        | PREFER                      | NOT A TOP CHOICE     | PREFER                     | NOT A TOP CHOICE    |
| Onsite Activities & Events             | PREFER                      | NOT A TOP CHOICE     | PREFER                     | PREFER              |
| Onsite Clinics                         | NOT INTERESTED              | PREFER               | PREFER                     | PREFER              |
| Paid Time Off to Volunteer             | NOT INTERESTED              | NOT A TOP CHOICE     | PREFER                     | PREFER              |
| Premium Incentives                     | PREFER                      | PREFER               | NOT INTERESTED             | NOT INTERESTED      |
| Recognition                            | PREFER                      | NOT A TOP CHOICE     | PREFER                     | NOT A TOP CHOICE    |
| Student Loan Repayment                 | NOT INTERESTED              | NOT INTERESTED       | PREFER                     | PREFER              |
| Team Building                          | NOT INTERESTED              | PREFER               | PREFER                     | NOT A TOP CHOICE    |
| Telemedicine                           | NOT INTERESTED              | NOT A TOP CHOICE     | PREFER                     | PREFER              |
| Telephonic Coaching                    | PREFER                      | PREFER               | NOT INTERESTED             | NOT INTERESTED      |
| Virtual Coaching                       | NOT INTERESTED              | NOT INTERESTED       | PREFER                     | PREFER              |
| 401k                                   | PREFER                      | PREFER               | NOT A TOP CHOICE           | NOT A TOP CHOICE    |

Tailoring bold solutions to help our clients maximize their business performance by empowering employee wellbeing and boosting productivity. OneDigital offers a unique solution combining benefits, health & wellbeing experts and technology that elevates our clients to the next level.

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