



New eHealth Research Sheds Light on Health Care Challenges for Small to Mid-Sized Employers

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90% say offering group health benefits helps them hire and retain quality employees

47% say a premium increase of 15% would make offering coverage unaffordable

AUSTIN, Texas, Feb. 7, 2024 /PRNewswire/ -- Smaller employers say it's harder to find good workers today than it was three years ago, but offering group health coverage can make a difference. Modest cost increases could force many to abandon group health coverage. While alternatives like ICHRA are promising, relatively few know about them.

Those are among the insights uncovered from new [original research](#) published today by eHealth, Inc. (Nasdaq: EHTH) ([eHealth.com](#)), a leading online private health insurance marketplace.

Based on a survey of more than 550 owners and manager of small to mid-sized companies, eHealth found:

- **It's a challenging labor market for smaller employers:** 82% of respondents say it's harder to hire and keep good workers today than it was three years ago.
- **Health benefits help them hire good workers:** 90% of those offering health coverage say it helps them hire and retain the best workers.
- **Modest premium increases could make coverage unaffordable:** 47% say an increase of 15% in premium costs would make offering coverage unaffordable.
- **Those not offering coverage can't afford it:** 82% of those offering health coverage pay \$200 or more per employee per month; only 14% of those not offering health coverage can afford \$200 per month.
- **About half of respondents are unaware of group coverage alternatives like ICHRA:** 55% are uneducated about individual health coverage reimbursement arrangements (ICHRA), which allow employers to provide a monthly stipend for employees to buy coverage on their own.

Read the [full report](#).

eHealth's original research is based on a general population survey of more than 550 owners and managers of small to mid-sized businesses. Refer to the methodology note at the end of the [report](#) for more details.

About eHealth (NASDAQ: EHTH)

We're Matchmakers. For over 25 years, eHealth has helped millions of Americans find the healthcare coverage that fits their needs at a price they can afford. Consumers can visit our health insurance marketplace at [ehealth.com](#), or call us to speak with a licensed insurance agent at 1-833-964-1202. As a leading independent licensed insurance agency and advisor, eHealth offers access to over 180 health insurers, including national and regional companies.

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