



EQUITABLE

Help clients stay competitive while controlling costs

Supplemental health coverage from Equitable

In today's tight labor market, small and midsize businesses need every advantage to attract and retain top talent without increasing costs. Supplemental health coverage from Equitable is a voluntary benefit that goes beyond traditional medical plans. By offering this type of coverage, you give your clients a flexible benefit solution that helps them manage costs while delivering meaningful value to their workforce.



In a recent survey of 500+ small and midsize business leaders, two of the voluntary benefits most requested by employees and prospective hires were accident and critical illness insurance.¹



Supplemental health coverage from Equitable includes:



Critical illness insurance

Delivers a lump-sum cash payment when employees face covered serious illnesses like cancer, heart attack or stroke.



Accident insurance

Pays cash benefits for covered injuries, from broken bones to emergency room visits. Includes a wellness benefit for preventive care (where available).



Hospital indemnity insurance

Provides direct cash payments when your employees or their families face hospital stays or other covered medical events.

80%

of Americans worry that an unexpected medical expense could derail their financial goals²

Advantages for you:

- **Add value to client benefit strategies** without increasing plan costs
- **Strengthen client relationships** through choice and flexibility
- **Help clients meet** diverse workforce needs
- **Enable clients to compete** with larger employers' benefit offerings

A Powerfully Simple® benefits experience

Equitable is proud to be a trusted partner that doesn't just carry employee benefits, but offers a Powerfully Simple® benefits experience that makes life easier for you and your clients.

Why supplemental health coverage from Equitable?

Supplemental health benefits allow you to offer clients flexible coverage options employees can choose from, while helping employers maintain cost control. It's a simple way to deliver more value, protect client budgets and strengthen their overall benefits strategy.



Efficient workflows

From quote to activation, we streamline benefits setup – cutting your timelines from weeks to days.



Smooth integration

Our cloud-based technology effortlessly integrates into the platforms and practices you use today.



Responsive support

Access a nimble team with deep expertise in voluntary benefits, technology and implementation.



Let's connect and work together to help grow your book of business.

Contact your Equitable Sales Executive today.

¹ Equitable voluntary benefits thought leadership survey research (Q2 2025).

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