

THREE KEY OPPORTUNITIES FOR THE TECH INDUSTRY: A STRATEGIC BENEFITS APPROACH



Technology workers expect robust employer benefits that align with a fast-paced and innovative industry—but one that may also challenge work/life balance and heighten stress. And employers want to help them—while attracting and retaining employees in one of the most competitive industries.

Meet the unique needs of tech organizations and their employees with innovative, supportive, and tailored benefits from **The Prudential Insurance Company of America (Prudential)**.

1: ATTRACT AND RETAIN TOP TALENT

OPPORTUNITY

Millennials and Gen Z place work/life balance as their top consideration when choosing an employer.¹

BENEFIT STRATEGIES

State paid leave administration provides employees with time away to care for loved ones, while simplifying compliance and reducing employer burden—**especially in tech hubs** like Washington, California, and New York.



Plus: Digital leave planning tool that helps employees understand their leave options; an intuitive, digital engagement strategy for new hires; AI-driven benefits guidance; supplemental health claims submission and tracking through the **MyBenefits app**; on-demand access to **caregiving and family building benefits**.



Outcome spotlight: Digital claim submission eases the employee experience. With **81% of Supplemental Health claims submitted digitally**, Prudential delivers a smooth, intuitive experience that helps boost employee satisfaction and support retention in tech-driven workplaces.²

2: COMBAT WORKPLACE STRESSORS AND REDUCE STIGMA

OPPORTUNITY

52% of tech employees experience depression or anxiety³

46% of tech workers are scared to bring up mental health at work due to perceived negative consequences⁴

BENEFIT STRATEGIES

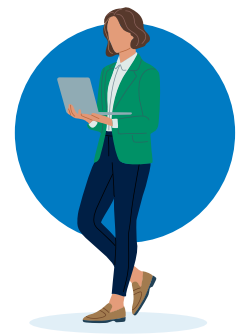
Integrating behavioral health expertise with app-based support and personalized mental health journeys **helps tech employers reduce care barriers for employees on leave**.



Plus: Digital resources and trainings help leaders identify mental health struggles; onsite accommodations help reduce stress at work; **benefits are available to detect** early signs of mental health conditions; EAP resource awareness helps during times of need.



Outcome spotlight: App-based solution supports technology employees. Tech industry STD claimant participation in our digital mental health solution averages 13%, which is higher than all other industry averages.⁵



3: PROVIDE BENEFITS THAT MEET TECH WORKERS' NEEDS AND HEALTH TRENDS

OPPORTUNITY



Short-term disability claims for cancer are increasing YOY, driven by uterine and breast cancer.⁶

BENEFIT STRATEGIES

Critical illness diagnosis support provides an immediate cash benefit for conditions such as cancer, stroke, and diabetes.



Plus: Tech-enabled care navigation for conditions like diabetes and cardiovascular disease; **60-second** wellness claim submission; **stay-at-work administration including ergonomic assessments** to address physical health risks; **help in reducing** employers' financial exposure to high-cost medical treatments.



Outcome spotlight: Ease of cross-benefits coordination for illness claims. **70% approval** of auto-filed claims among disability claimants enrolled in supplemental health and whose disability is **likely to qualify** for a **supplemental health benefit**.⁷



For more information, please contact your Prudential representative.

¹ Deloitte's 2024 Gen Z and Millennial Survey.

² Prudential Tech Industry Claims Analysis, 2021–2023.

³ Tech burnout: An ongoing mental health crisis in the industry, Talkspace for business, 4/11/25.

⁴ Prudential Benefits and Beyond Study, 2025.

⁵ Onward by NeuroFlow Utilization Data, 2023–2024.

⁶ Prudential Tech Industry Claims Analysis, 2021–2023.

⁷ Prudential Book of Business Results, 2025.

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