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GUEST COLUMN: Momentum: An Employee Benefits Trend Report

By Brian Meyer, Director of Analytics & Underwriting, M3 Insurance (WHA's Premier Partner)



M3 has produced an annual employee benefits trend report for over 20 years – **this year's Trend Report is different**. In the past, our report has focused on plan design, highlighting premium changes and how high-deductible plan adoption has differed among employers of varying sizes, within the public and private sector, and geographically throughout Wisconsin.

Employee benefits have changed and so has M3's Trend Report. Today, as an employer, you're inundated with not only plan design choices, but innovative point solutions that promise immediate savings and a better employee experience. At the same time, you're grasping for control of your health care costs in an environment where premiums continue to increase year-over-year (more on that later).

In a market like this, every solution can seem like a good solution. M3's employee benefits team helps our clients think differently. We see the bigger picture, identifying and vetting new opportunities for our clients to make sense of the madness and create customized strategies that fit their unique employee populations, business goals, and talent attraction and retention efforts.

Our aim with this year's Trend Report? To give you a sense of that M3 experience. In this report, we will help you understand today's health care landscape and untangle the factors at play in rising costs, while sharing what we're seeing innovative employers do to prepare for the years ahead.

Download a pdf version of Momentum: An M3 Employee Benefits Trend Report

[View the full article here.](#)



Brian Meyer

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EDUCATION EVENTS

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2025 Annual Wisconsin Organization of Nurse Leaders Conference

Sep. 22, 2025

Infection Prevention and Antibiotic Stewardship

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Inpatient Dialysis in Rural Health

