

# 5

# WAYS TO WOW HEALTHCARE WORKERS

## HEALTHCARE WORKERS NEED HELP WITH:

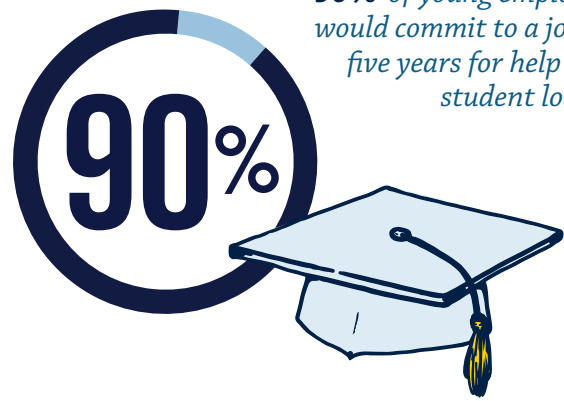
1

### Managing Debt

40% of healthcare workers say paying down debt is their number one financial priority.<sup>1</sup>



36% say their level of debt is ruining the quality of their lives.<sup>1</sup>

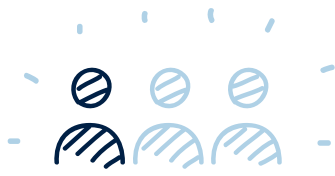


90% of young employees would commit to a job for five years for help with student loans.<sup>2</sup>

2

### Increasing Financial Literacy

About one-third of wealth inequality is driven by differences in financial literacy.<sup>3</sup>



e-learning courses may increase engagement by 75% compared to on-site education.<sup>4</sup>

3

### Accessing Financial Professionals



Ready to wow your workforce?

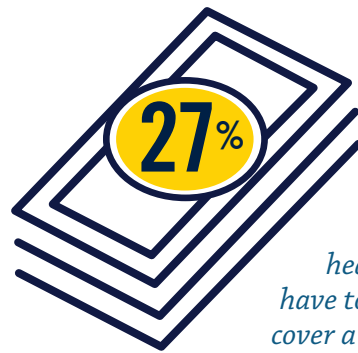
Join hundreds of plan sponsors by unlocking new financial wellness capabilities. Act now!



4

### Establishing Emergency Savings

81% of women in healthcare report living paycheck to paycheck.<sup>7</sup>



27% of women in healthcare say they'd have to borrow money to cover a \$500 emergency.<sup>1</sup>

5

### Setting Goals and Taking Action

Building a nest egg is a top 3 financial priority for healthcare workers.<sup>1</sup>



42% say they'll likely need to raid their retirement account for non-retirement expenses.<sup>8</sup>

## IT'S EASY TO GIVE YOUR WORKERS THE HELP THEY NEED.



No cost



No hassle



Available now

An expanded, personalized financial wellness offering helps lead to a less stressed, more focused, financially-secure workforce. And that can make a real, positive impact on the lives of your workers, their families, your patients and on your organization. **With 55% of nurses age 50+, make sure you're taking meaningful steps today to attract and protect your workforce of the future.<sup>9</sup>**

SCHEDULE YOUR UPGRADE NOW >



**Prudential**  
Bring Your Challenges

<sup>1</sup> Kantar, 2018 U.S. MONITOR.

<sup>2</sup> usnews.com, "Young Workers Turn to Employers for Student Loan Debt Solutions", March, 2017.

<sup>3</sup> ncbi.nlm.nih.gov, "Optimal Financial Knowledge and Wealth Inequality", March, 2017.

<sup>4</sup> Online vs. In-Class Success, Jiffy Lube Case Study, 2013.

<sup>5</sup> Harris Poll on behalf of Northwestern Mutual, "2016 Planning & Progress Study: Closing the Gap," June 2016.

<sup>6</sup> Total Market Scan Research, October 2017.

<sup>7</sup> press.careerbuilder.com, "Living Paycheck to Paycheck is a Way of Life for Majority of U.S. Workers", August, 2017.

<sup>8</sup> pwc.com, 2018 Employee Financial Wellness Survey.

<sup>9</sup> Simmons University, "The Aging Nursing Workforce," May 11, 2016.

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