

# New study reveals 92% of organizations brace for healthcare budget increases as economic pressures mount

*Comprehensive survey of 250 benefits leaders shows industry-wide shift toward cost containment while maintaining employee satisfaction*

ST. LOUIS, MO, UNITED STATES, July 24, 2025 /EINPresswire.com/ -- A [new study](#) reveals that the

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*Report finding*

vast majority of healthcare benefits leaders are preparing for significant budget increases while simultaneously implementing innovative strategies to balance cost containment with employee satisfaction. The [2025 Voice of the Benefits Leader report](#), based on a comprehensive survey of 250 healthcare benefits leaders conducted between May 28-June 10, 2025, provides critical insights into how organizations are navigating unprecedented economic pressures on healthcare budgets.

Tariff impact creates widespread budget pressure

The study's most striking finding reveals that 91.6% of

organizations expect healthcare budget increases due to recent tariff changes, with over two-thirds anticipating moderate to significant impacts. Specifically, 36.8% expect moderate increases of 6-10%, while 31.6% are bracing for significant increases of 11% or more. Only 5.2% of respondents expect no increase at all.

"These findings indicate that tariff changes are creating substantial downstream pressure on healthcare costs, likely through increased costs of medical devices, pharmaceuticals, and healthcare supplies," the report notes.

Multi-pronged cost containment strategies emerge

In response to these pressures, organizations are implementing diverse cost containment strategies. The most popular approaches include increasing employee premium contributions (47.2%) and implementing wellness programs (47.2%). Other significant strategies include negotiating with providers and carriers (39.6%), moving to high-deductible health plans (38.8%), and exploring reference-based pricing (38.0%).

Notably, less than 1% of organizations are taking no action, indicating widespread recognition of the need for proactive cost management.

#### Innovation takes center stage

Despite cost pressures, benefits leaders are actively pursuing innovative solutions. Organizations are increasingly adopting healthcare point solutions, expanding telehealth services, and implementing value-based care models. Mental health support emerged as a key focus area, with many organizations expanding mental health coverage and digital wellness tools.

The survey reveals a sophisticated approach to benefits management, with organizations investing heavily in measurement and optimization capabilities to assess the effectiveness of their healthcare technology investments.

#### Strategic shift toward employee-centric design

The data shows a notable evolution from purely cost-focused benefits management to a more holistic approach that prioritizes employee experience. Organizations are actively measuring employee satisfaction through surveys, utilization data, and feedback mechanisms while implementing personalized wellness programs and flexible coverage options.

#### Looking ahead

"This survey reveals a healthcare benefits landscape under significant economic pressure, with organizations actively seeking innovative solutions to maintain competitive benefits packages despite rising costs," the report concludes. "The data indicates that 2025 will be a pivotal year for healthcare benefits strategy, with organizations needing to balance cost containment with employee satisfaction while exploring new approaches to benefits delivery and management."

The complete "Voice of the Benefits Buyer" report provides detailed analysis of all survey findings, including open-response insights and demographic breakdowns, offering healthcare benefits professionals a comprehensive view of current industry trends and strategic approaches.

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#### About the Survey

The research was conducted by Censuswide among 250 healthcare benefits professionals in the United States between May 28-June 10, 2025. Censuswide abides by and employs members of the Market Research Society and follows the MRS code of conduct and ESOMAR principles.

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