



42ND ANNUAL
ISCEBS Employee Benefits
Symposium



How to Drive the Diversity and Inclusion (D&I) Business Imperative Through Global Benefits

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PARTNERS IN EDUCATIONAL EXCELLENCE



The opinions expressed in this presentation are those of the speaker. The International Society and International Foundation disclaim responsibility for views expressed and statements made by the program speakers.

Agenda

1. Communicating your organization's spirit and intent for Diversity and Inclusion; aligning to program outcomes
2. Ways to infuse D&I into your benefit programs; measuring impact
3. Removing barriers to access through inclusive design and communication; leveraging vendors and technology

Move the World

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1303781683, Klaus Vedfelt



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Poll Question 1:

Where is your organization in its D&I journey?

- My organization has clearly articulated D&I statements as a business imperative, both internally (with employees) and externally (with customers)
- My benefits function has created a roadmap for infusing D&I into our benefits programs
- We have clear guiding principles for decision-making and measures of success as it relates to D&I efforts in the benefits space
- All of the above
- Unsure/none of the above

Defining and Contributing to Culture



Our Leadership Principles

We are trustworthy, transparent, and honest

We always raise the bar

We collectively bring solutions

We care, are kind, courteous, and respectful

We reject biased behavior and discrimination

We are inclusive of different voices, perspectives, and experiences

We are one Getty Images with no silos

We deliver on our commitments and commercial goals

We put the customer at the heart of everything we do



Black Lives Matter

For far too long we at Getty Images have not taken a position on anti-black and anti-people of color (POC) racism and we are about to change that - the matter cannot be delayed.

We lack the diversity and inclusion we genuinely strive for, particularly at senior management level, so prior to publishing this statement we consulted with our Black colleagues inside and outside of Getty Images and listened to their experiences. We are aware that this time delay can be viewed critically and accept any objection. We are extremely grateful and honored that they shared their experiences with us so openly and courageously. We heard them; her words fundamentally shaped our new perspective, this statement, and the steps outlined here.

Getty Images clearly opposes racism. Freedom of the press is a fundamental good for eradicating racism in all areas of society. Getty Images opposes restrictions, intimidation and persecution that violate freedom of expression, freedom of assembly and the right of the media to report events safely, freely and impartially.

We recognize that if we are to transform our organization and the industry, words must be followed by action to emphasize the importance of Black lives every day.



Authentic Representation



iStock, VisualGPS

Visualizing Equality: iStock's Study Reveals Low Female Representation in Sports Visuals

Jul 10, 2023

Only 9% of iStock's most downloaded sports visuals depict women and girls actively participating in sport. iStock's VisualGPS research shows 75% of people want to see authentic portrayals of female athletes which emphasize their skill and athleticism, rather than focusing on beauty, glamour, or sex appeal.8...



Getty Images, Creative

Hiki and Getty Images Campaign Combats Visual Stereotypes of the Autistic Community

Jun 20, 2023

#AutisticOutLoud aims to deliver new visual content depicting the resiliency and diversity of the autistic community. New York – June 20, 2023: Hiki, the world's largest friendship and dating app for the Autistic community, has partnered with Getty Images (NYSE: GETY), a preeminent global visual content...



Getty Images, D&I

Getty Images partners with Radiate Festival on exhibition honouring Windrush 75

Jun 19, 2023

London's Radiate Festival presents an open-air exhibition of 75 images from Getty Images' Black History & Culture Collection, honouring the legacy and impact of the Windrush Generation and their community. London – 19 June 2023: Getty Images (NYSE: GETY), a preeminent global visual content creator and...

Global HR People First Mission



Our employees drive the success of Getty Images through our shared energy, passion, innovation and leadership. How our employees work, feel, belong and develop determines their engagement and, by extension, the company's success.

Our Global Human Resources team is uniquely positioned to influence our employees' engagement directly and in partnership with leaders.

In all we do, we commit to putting our people first.

The Benefits Mission

Provide above market comprehensive benefits, services and programs that meet and anticipate the needs of our unique and diverse employee population

Benefits Guiding Principles:

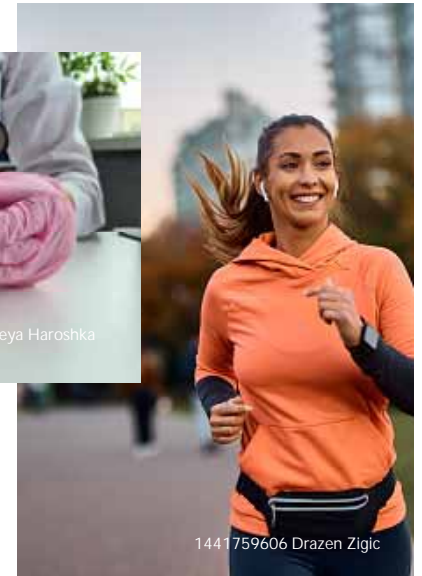
Employee experience—Streamlined, easy to access benefits that provide consistent meaningful value year over year; **communicated clearly** and frequently

Premier benefits positioning—Invest in areas where it makes sense for our employees, **redirecting to benefits most meaningful** to our employees in a cost-effective way

Represent who we are as an employer—Align providers, services and coverage to our LPs, **all-company commitments such as D&I**, mental well-being and future of work; provide benefit packages that support all employees regardless of demographics (to the extent allowable under law and insurance industry)



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Poll Question 2:

Which of the following most drives your benefits strategy?
Choose 2-3 factors that have the most influence.

- Employee Feedback
- Your Employment Value Proposition
- Your Budget
- Benefits Industry Trends
- Your Industry Competitor Plans
- Other

Aligning to Outcomes

Employee experience—Do we have streamlined, easy to access benefits that provide consistent meaningful value year over year; communicated clearly and frequently?

Premier benefits positioning—Do we invest in areas where it makes sense for our employees, redirecting to benefits most meaningful to our employees in a cost-effective way?

Represent who we are as an employer—Do we align providers, services and coverage to our LPs, all-company commitments such as D&I, mental well-being and future of work; provide benefit packages that support all employees regardless of demographics (to the extent allowable under law and insurance industry)?

How do we know?

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How Do We Know?

Informal conversations:

- Employee Resource Groups (ERGs)—More than 1/3 of our employees belong to one or several
- Regional Benefits Slack Channels—For employees to ask any questions or offer thoughts
- Proactive conversations with local HRBPs and regional leadership in advance of benefits reviews and changes

Feedback gathering:

- Annual employee engagement surveys with pulse surveys in-between—We have a culture of high (92%+) participation and read all comments
- Candidate experience surveys

Dialogue with vendors and providers:

- Their commitment to D&I, understanding their D&I initiatives during the Procurement process

Ways to Infuse D&I into Your Programs

Enhancements within existing programs:

- IVF equally accessible to all covered participants (medical/Rx coverage) with no requirement for proving infertility
- Re-affirming procedures covered where previously noted as cosmetic
- Leave pay (primary and secondary) that treats all families equitably, including same sex/single parent
- Care accessible at in-network level where providers are not available (*e.g.* long waitlist for mental health services) or limited due to legislation (*e.g.*, post-Roe reproductive health legislation, mental health limitations in certain countries)

Stand-alone programs:

- Family-forming benefits delivering the same value and removing barriers for all employees regardless of family make-up or location
- Wider access to services providing flexibility and choice (*e.g.* telemedicine vs. walk-in clinics vs. traditional brick and mortar health centers)

Ways to Infuse D&I into Your Programs (continued)

Other design considerations:

- No executive perks (*e.g.*, subsidized gym memberships, financial and tax advice) unless available broadly
- Access to benefits showing flexibility and inclusivity (*e.g.*, if certain offices have in-building gym, what programs or access can be provided to employees in other offices? to remote employees?)
- Paid parking, transit/bike, cell phone or car allowances tied to the requirements of the job vs. level in the organization
- Monthly expense reimbursement tied to employee's selected worksite preference (remote vs. hybrid vs. in-office worksite) vs. manager approval
- In-office catering and morale budget – consider distributing in a manner that benefits remote and hybrid employees as well
- Equitable contribution strategy for “buy-up” insurance vs. higher subsidies for executives
- Employee contribution strategy that is fair and equitable

Leveraging Vendors and Associated Technology

Translation—Provide information locally, in preferred language and dialect, regardless of company obligation

- Internal online employee information sites
- Summary plan documents and vendor brochures
- Virtual meetings via technology platforms' synchronized translation tools
- Email 'translate message' features

Handheld Access to Care—Align services to vendors who can provide global self-serve access to care, 24/7/365

- Hand-held device apps, including chat features
- Live agent telephonic and video calling
- . . . Including local language app translations and live agent support!

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Session Evaluation

www.iscebs.org/symp2023