



Industry Snapshot

Entertainment and Multimedia

The entertainment and multimedia industry – spanning film, television, music, digital media and live events – employs a highly engaged, culturally diverse workforce that values rich benefits and proactive health management. Employers in this space often face the challenge of balancing higher benefits expectations with high-cost utilization and specialized lifestyle and health needs.

With deep experience serving entertainment and multimedia employers, UnitedHealthcare has the specialized insights, innovative solutions and strategic benefits expertise to help support this high-performing workforce while managing complex health risks and costs.



Demographics¹

50.7% men

40.6 average age

\$67,975 average salary

States concentrated in high-cost metropolitan areas, especially:



California



New York



Key health insights

Compared to the entire UnitedHealthcare ASO book of business,² employees in this sector demonstrated:

- ▲ Higher engagement with benefits and preventive care
- ▲ Single-coverage preference; employees typically enroll only themselves with few dependents
- ▲ Higher utilization of maternity benefits, reflecting workforce demographics and family planning priorities



Top health challenges²



Catastrophic claims

With the second-highest rate of catastrophic claims compared to other industries, comprehensive risk management is important



Cancer care costs

Despite high screening rates, cancer is the highest spend category for this industry



Behavioral health utilization

This sector had 2.5 times the number of behavioral health claimants compared to other industries

Strategies for entertainment and multimedia employers

Employers that deliver strategic, industry-tailored benefits may build healthier, more resilient and more engaged workforces while managing complex health risks more effectively.



Choose a plan design geared to your population – The entertainment workforce's tendency to enroll in single coverage with fewer dependents creates an opportunity for employers to offer plan designs that better match their needs. Moving beyond traditional high deductible health plans (HDHPs) to more modern, consumer-friendly options like **Surest®** with clear upfront copays and intuitive digital tools may better support this highly engaged and higher salaried population.



Provide targeted women's health* solutions – For a younger workforce with higher maternity benefits utilization, consider including fertility and maternity services, doulas and neonatal resources. Boost awareness with targeted education campaigns supporting **maternity needs and family planning options**.



Expand the spectrum of behavioral health support – Consider promoting both in-person and virtual health options, evolving to a modern Employee Assistance Program (EAP) and offering flexible therapy through on-site, near-site or virtual providers. Targeted education campaigns on topics such as stress management, resilience, sleep hygiene and mindfulness – along with promoting self-help apps like **Calm Health®** – may help employees better manage stress, improve self-care habits and stay engaged.



Implement a more integrated approach to cancer care – Given that **cancer** is this industry's highest spend category despite excellent screening rates, consider an integrated **cancer care program** that combines compassionate support, science-based treatment and coordinated network resources. This approach may help provide more consistent care, better outcomes and measurable reductions in this industry's high overall cancer costs.



Enable a more connected and integrated health and wellness ecosystem – Consider incorporating strategic third-party health and wellness offerings based on the unique needs of entertainment professionals. Vendor management platforms such as **UHC Hub®** may help simplify benefits procurement and administration, enhance the overall employee experience and support the tech-savvy preferences of this digitally engaged workforce.

Talk to your UnitedHealthcare representative, broker or consultant for more information



* "Women's health" is a broader term used to describe conditions, services or supportive programs and resources, not to describe those supported. UnitedHealthcare provides supportive resources for all eligible individuals, regardless of gender identity.

¹ U.S. Bureau of Labor Statistics (BLS), Occupational Employment and Wage Statistics, May 2024.

² UnitedHealthcare ASO book of business, 2025.

The material provided through the Employee Assistance Program (EAP) is for informational purposes only. EAP staff cannot diagnose problems or suggest treatment. EAP is not a substitute for your doctor's care. Employees are encouraged to discuss with their doctor how the information provided may be right for them. Your health information is kept confidential in accordance with the law. EAP is not an insurance program and may be discontinued at any time. Due to the potential for a conflict of interest, legal consultation will not be provided on issues that may involve legal action against UnitedHealthcare or its affiliates, or any entity through which the caller is receiving these services directly or indirectly (e.g., employer or health plan). This program and its components may not be available in all states or for all group sizes and is subject to change. Coverage exclusions and limitations may apply.

Calm Health is not intended to diagnose or treat depression, anxiety, or any other disease or condition. If participants feel their condition is severe and needs attention, they are instructed to contact their treating provider or mental health therapist for help. This program is not available to UnitedHealthcare E&I Fully Insured customers/members in New Jersey due to regulatory filings. Employee benefits including group health plan benefits may be taxable benefits unless they fit into specific exception categories. Please consult with your tax specialist to determine taxability of these offerings.

Disease Management programs and services may vary on a location-by-location basis and are subject to change with written notice. UnitedHealthcare does not guarantee availability of programs in all service areas and provider participation may vary. Certain items may be excluded from coverage and other requirements or restrictions may apply. If you select a new provider or are assigned to a provider who does not participate in the Disease Management program, your participation in the program will be terminated. Self-Funded or Self-Insured Plans (ASO) covered persons may have an additional premium cost. Please check with your employer.

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