



Industry Snapshot

High Tech

Employees in the high-tech industry tend to be younger and middle-aged urban professionals who have broader access to care, not just because of where they live but also through richer benefits like access to on-site fitness centers and clinics.

Since this sector's job market is primed for growth, employers should consider how UnitedHealthcare insights, expertise and benefits strategies, which include the latest innovations in everything from plan design to digital experience, may help attract and retain top talent.



Demographics

65% male
with an average age of 43¹

\$105,990 average salary²

9.9M employees industry-wide¹

Highest concentration of U.S. tech workers:³

22.54% San Francisco, CA

21.86% San Jose, CA

16.48% Seattle, WA

16.44% Austin, TX

15.01% Raleigh, NC



Key health insights

Compared to the entire UnitedHealthcare ASO book of business,⁴ employees in this sector had:

- ▲ Higher prevalence of behavioral health conditions, including depression, anxiety, ADHD and autism
- ▲ Higher-cost maternity claims
- ▲ Higher engagement with a primary care provider (PCP)
- ▼ Lower emergency room utilization
- ▼ Lower prevalence of metabolic conditions



Top health challenges⁴



Behavioral health (stress, anxiety, burnout and related risk of sleep and digestive disorders)

Due to high-pressure work environment



Maternity-related costs

Due to higher use of fertility benefits and older maternal demographic



Availability of advanced digital health experiences/wellness gamification

Due to tech-savvy population and high use of wearables

Strategies for high-tech employers

Benefits strategies designed to meet the needs of a younger, more tech-savvy workforce may give employers in the high-tech sector an edge when competing for top talent.



Choose a plan design geared to your population – The demographic makeup of this industry's workforce may warrant offering a variety of plan designs that allow employees to choose the right plan for them and their families. For example, employers that provide traditional high deductible health plans may also want to consider adding in a more modern plan design option that can further support these healthier, more engaged and tech-savvy employees with intuitive digital experiences and upfront cost information. As a consumer-centric, copay-driven health plan, **Surest®** has become a top consideration for employers in this sector.



Prioritize digital-first benefits – High-tech employees often value tools that support proactive and tech-enabled health management. Consider offering wearables, digital therapeutics, virtual health options and condition-management apps that can help monitor health and support care needs. Leveraging digital communications channels to reach employees in their preferred methods may be key to helping ensure they are aware and engaging with these digital offerings. Plus, it's important to understand a carrier's tech stack and gain insight into the investments and **digital advancements** they are making, including through the **responsible use of AI**.



Offer robust family-planning and maternity support solutions – Given this industry's high maternity-related costs, employers should look to provide access to **women's health support** resources such as contraception coverage, fertility support, doulas, maternity and neonatal services. Targeted employee communications may also help increase awareness of maternity and family-planning benefits, while built-in incentives can encourage employees to use these programs and improve outcomes.



Encourage use of behavioral health benefits – Help employees address stress, anxiety and burnout by strengthening **behavioral health benefits** and making them easier to access. Consider promoting 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 stress management, resilience, sleep hygiene and mindfulness – along with promoting self-help apps like **Calm Health®** – and identifying mental health champions in the workforce may also help boost engagement and use of available resources.



Gamify wellness – Consider using gamification to boost employee engagement in wellness programs through challenges, leaderboards and events. Wellness programs like UnitedHealthcare Rewards are designed to work with wearables, allowing participants to earn and track their rewards for walking, cycling, tracking sleep, preventive care and more. In fact, 70% of UHC Rewards participants paired a device with the program.⁵

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



¹ State of the Tech Workforce 2024. CompTIA, March 2024. Available: <https://www.comptia.org/en-us/resources/research/state-of-the-tech-workforce-2024/>. Accessed: Oct. 17, 2025.

² Computer and Information Technology Occupations. Bureau of Labor and Statistics, May 2024. Available: <https://www.bls.gov/ooh/computer-and-information-technology/>. Accessed: Oct. 17, 2025.

³ Eggleston, L. Where are all America's tech workers in 2025? CourseReport, Feb. 25, 2025. Available: <https://www.coursereport.com/reports/techxodus>. Accessed: Oct. 17, 2025.

⁴ UnitedHealthcare ASO book of business, 2025.

⁵ UHC Rewards book of business, 2024.

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 District of Columbia, Maryland, New Jersey, New York, Pennsylvania, Virginia, and West Virginia 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.

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