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Innovative Employee Benefits Index Unveiled in Iowa **The *Lindex*® Will Help Iowa Employers Determine the Competitiveness of Their Benefits Package**

DES MOINES, IA (January 17, 2013) – Iowa employers now have a simple tool that will help determine the competitiveness of their employee benefits package. The *Lindex*® was developed by David P. Lind Benchmark and is based on the results from the annual [*Iowa Employer Benefits Study*®](#), a respected survey conducted by David P. Lind Benchmark (DPLB), a benefits research firm based in Clive, Iowa.

"Employee benefits data can be both voluminous and complicated for any employer," stated DPLB President, David Lind. "The *Lindex* was designed to distill this data into one relevant number to provide clarity. The *Lindex* simply allows the employer to compare their overall benefit offerings to other employers on an on-going basis. As benefit offerings change, the employer will understand their competitive position at all times by using the *Lindex*. Employers can also use their *Lindex* score as a recruiting tool to attract and retain high quality employees."

DPLB is now developing a web-based application which will allow employers to determine their *Lindex* score. In addition, each employer will be able to analyze specific benefit areas and model plan options that will affect their specific *Lindex* score.

What is *Lindex*?

The *Lindex* is a composite score used as a reference when determining the quality of benefits offered by Iowa organizations. This index is the result of a sophisticated calculation based on the benefits data submitted by over 1,200 Iowa organizations from the latest *2012 Iowa Employer Benefits Study*®. The *Lindex* will be calculated following the completion of each annual study, and employers participating in each study will receive their own *Lindex* score.

The *Lindex* ranges from 0 to 100, with low scores reflecting fewer benefits offered at a higher cost to employees, while higher scores indicate more benefits being offered at a more competitive cost. A variety of factors determine the score, such as:

- The type of benefits offered by employers
- Benefit preferences of employees
- Employee costs associated with those benefits

In 2012, the overall average *Lindex* score for Iowa employers was 73. This score varies based on employer size and industry. For example, employers with less than 10 employees have a *Lindex* score of 55, while employers with at least 1,000 employees averaged 84. Employers in the retail industry averaged 57, while state and local government employers averaged 78. An organization with a *Lindex* of 68 might

appear to be somewhat low, but if this score is above the average *Lindex* score for similar organizations based on size and industry, then it could be considered a good score for an organization.

To learn more about the *Lindex*, please visit the [Frequently Asked Questions](#) (FAQ) section of the [DPLB website](#).

The *2012 Iowa Employer Benefits Study*[®] was conducted during January - August of 2012. Results are based on 1,206 responses. For the overall sample, the results are accurate to within plus or minus 2.8 percent, at a 95 percent confidence level. Data Point Research, Inc., of Ames, provided the statistical analysis for the study and assisted in the development of the *Lindex*.

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David P. Lind Benchmark (DPLB) is an independent, for-profit, and non-partisan employee benefits research firm located in Clive, Iowa. Since 1999, David P. Lind has provided scientifically-based research to assist private and public employers and policy makers in their decision making. The *Iowa Employer Benefits Study*[®] is a comprehensive, statistical review of Iowa employee benefits and healthcare that is conducted annually by David P. Lind Benchmark. Learn more about **David P. Lind Benchmark** at www.dplindbenchmark.com.

Data Point Research, Inc. (DPR) is a full-service research organization who has partnered with David P. Lind since 1999 to conduct the *Iowa Employer Benefits Study*[®]. The focus of DPR is on research projects that help their clients improve employee and customer satisfaction, and understand health and social issues. Learn more about Data Point Research at <http://www.datapointresearch.com>.

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