



Operating in the US

What companies need to know for cost-effective rewards programs that meet your US employees' needs.



US benefits landscape

Employers are tasked with developing and managing the entirety of their rewards programs in the US, including what benefits to offer, which vendors to utilize, how to structure the program, what level of risk is appropriate, ensuring compliance in various jurisdictions, and more. Additionally, the landscape is complex and constantly evolving, which can make effective navigation a challenge, especially for organizations with limited exposure. This is especially true for healthcare benefits, which are a significant expense to organizations (~\$15K per year/employee) and operate differently than most other countries, due to no state or government-sponsored healthcare in the US for the majority of workers.

Whether you are entering the US market, looking for cost optimization, or acquiring US-based employees, employee benefits need to be an organizational priority.



Establishing a presence

When multinational organizations enter the US, there are generally three options for standing up a human resources function.

1

Outsource HR

2

Temporary HR staffing

3

In-house operations



Options	Outsource HR	Temporary HR staffing	In-house operations
Description	Leverage a professional employer organization (PEO) to manage all HR functions.	Engage an HR consulting firm to run some or all HR functions.	Hire HR professionals as employees to develop and manage HR.
Pros	<ul style="list-style-type: none"> Easiest administration Scalable and affordable for small organizations/start-ups 	<ul style="list-style-type: none"> Simplified administration Great for rapid growth to fill immediate HR needs Ability to outsource select functions but retain control of others 	<ul style="list-style-type: none"> Full customization Scalable Improved employee relations/experience
Cons	<ul style="list-style-type: none"> Becomes costly/not scalable above 75 employees Limited customization and flexibility Weak employee relations Miss out on potential employment-related tax breaks 	<ul style="list-style-type: none"> Cost Required build of HR processes and technology 	<ul style="list-style-type: none"> More complex Costly to hire full-time HR for <40 employees Requires time to hire and train new HR staff as you grow
Right for you if:	<ul style="list-style-type: none"> You have fewer than 30 employees, not expected to reach 75 employees for 3+ years Your primary goal is to reduce admin 	<ul style="list-style-type: none"> You have 20–60 employees and anticipate growth to be above 75 You're looking to fill immediate HR needs or support existing teams Your preference is to build a sustainable program now rather than enter PEO 	<ul style="list-style-type: none"> You have more than 40 employees and anticipate near-term growth Your desire is to enhance employee experience, prioritize flexibility, and customization



Mature organizations

Optimizing US operations can be daunting for organizations of any size, especially if there is lack of exposure with American best practices and standards from overseas leadership. Even large organizations with an established footprint can have inefficient HR process and may be

drastically overpaying (especially for healthcare benefits) in the US. If a sizable US population is acquired, maintaining the status quo for this group can be an opportunity to enhance benefits—a transaction should trigger a review of HR/benefits programs to ensure efficiency and optimization.



The team

We are a strategic and innovative team with experience supporting organizations of all sizes across the spectrum of HR initiatives globally. Our team is comprised of global consultants and advisers across multiple disciplines including global employee benefits, brokerage and consulting, employment tax, compensation, payroll, mobility, actuarial, and employee engagement.

The team is experienced in benefit placement, program design and strategy, identifying the right vendors, building compensation frameworks, technology integrations, and human capital design. This coordinated and cohesive approach helps to optimize cost takeout, ensure compliance, and help maximize program efficiency/streamline HR processes.



Contact us

Ryan McDonald

Principal

Global Reward Services

KPMG Benefits Services

T: 585-263-4098

E: ryanmcdonald@kpmg.com

Ethan Koreff

Senior Manager

Global Reward Services

KPMG Benefits Services

T: 212-909-5542

E: ekoreff@kpmg.com

Jonathan Turner

Senior Manager

Global Reward Services

KPMG Benefits Services

T: 703-286-8000

E: jonathanturner@kpmg.com

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We can help you optimize your US benefits programs.

1. Act as broker of record for your organization, managing all aspects of your total rewards program
2. Support inbound organizations through the complexities of growing in the US as they become established and build out their HR function
3. Help evaluate how the market you are entering impacts how your benefits program should be structured to remain competitive and aligned with your organization's mission
4. Centralize your benefits program across countries to provide a consistent and global approach to benefits.
5. Conduct an objective third-party review of your benefits program to identify inefficiencies and cost-savings opportunities
6. Provide actuarial expertise in projecting and reporting plan expenses to help you accurately budget and identify emerging issues to support your fiscal planning
7. Help mitigate risk by continuously identifying the drivers of your claims expense and solutions to address them
8. Ensure your organization remains compliant with evolving federal legislation as it grows by conducting compliance assessments and Mental Health Parity Assessments
9. Streamline HR responsibilities through payroll, on-boarding, learning management, performance reviews, policies, and procedures, leave administration, and more through leveraging innovative vendor partners and the latest HR technology

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