

Using Technology to Drive HSA Engagement

Practical tips for engaging employees in financial wellness

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data



behaviors/results



communications



Healthcare Services

Speakers



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Changing financial futures—one Health Savings Account at a time

Poll question # 1

How would you describe your role?

- A. Health plan
- B. Broker, agent or consultant
- C. TPA
- D. Other

HSA usage growing

20 million Health Savings Accounts



Source: 2016 Year-End Devenir HSA Research Report

HSA usage growing

Consumer enrollment & employer adoption

- 20.2 million Americans enrolled in an HSA/HDHP plan
- 29% of workers enrolled in a high-deductible health plan with HSA
- Approximately 50% of enrollees are over age 50

Source: AHIP 2016 Survey of Health Savings Accounts

Source: 2016 Mercer survey: Health benefit cost growth slows to 2.4% in 2016 as enrollment in high-deductible plans climbs

Consumer satisfaction grows



46% of CDHP enrollees extremely or very satisfied



61% of traditional plan enrollees extremely or very satisfied

Source: EBRI/Greenwald & Associates *Consumer Engagement in Health Care Survey*, July 2015

Missing the boat on financial security

U.S. retirement readiness and financial literacy lags

HSAs benefit employees in all situations:

- 18% of Americans not at all confident about being able to afford a comfortable retirement¹
- 34% of Americans over age 50 understand basic financial concepts²
- 31% say their biggest financial fear is the rising cost of health care³
- 76% live paycheck to paycheck to cover all of their basic needs⁴

1. EBRI

2. The Atlantic

3. GOBankingRates.com

4. Bankrate.com

HSAs support financial wellness

Too Many Employees on an Unstable Financial Footing:

- 62% lack a cushion for emergencies¹
- Medical debt is the largest category of consumer debt in collections²
- 42% would be able to meet basic expenses if out of work for an extended period³
- 1 in 4 will be disabled before retirement³

1. Source: CNBC, January 2015

2. Source: Price Waterhouse Coopers Financial Wellness Survey, 2015

3. Source: NerdWallet

Employers Feeling the Effect

Money worries cause stress:

- Employees regard financial stress as their number one concern, five times greater than personal health.
- Money worries affect productivity
- 24% of employees say personal financial issues are a distraction at work¹
- 29% of defined contribution participants report missing work to deal with the emotional stress caused by their finances¹
- 40% of employees say they spend more than 3 hours each week dealing with personal finance issues²

1. Source: SSGA Biannual DC Investor Survey

2. Source: Workplace Options

HR Professionals Speak Out

Aspects of performance most negatively affected:

Focus on work

47%

Productivity

29%

Absenteeism/
presenteeism

26%

Source: Society for Human Resource Management, Financial Wellness in the Workplace, 2014

Poll question # 2

What are the biggest challenges you encounter with adoption of HSAs?

- A. Employees don't understand the benefits of HDHPs and HSAs
- B. Employees feel HDHPs and HSAs are too risky
- C. Employer doesn't contribute to HSA
- D. Employees can't afford to contribute to HSA
- E. Other

Supporting financial wellness with HSAs



Building a Solid Foundation

Create understanding,
trust and acceptance

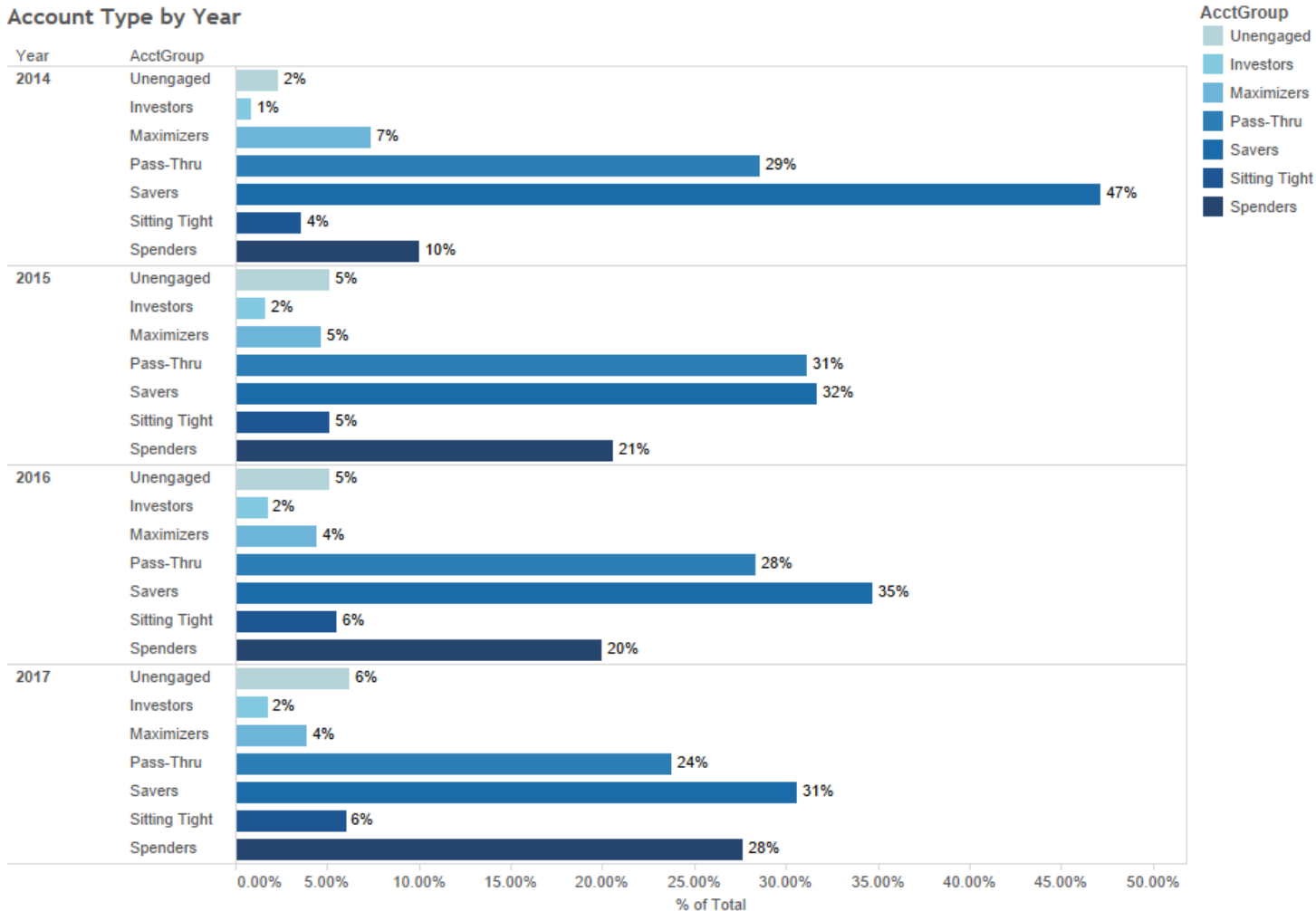
Building a Solid Foundation

Three pillars:

1. Educate the employee
2. Engage in the home
3. Create advocates through simple examples and explanations

Technology that's driving better solutions and behavior change

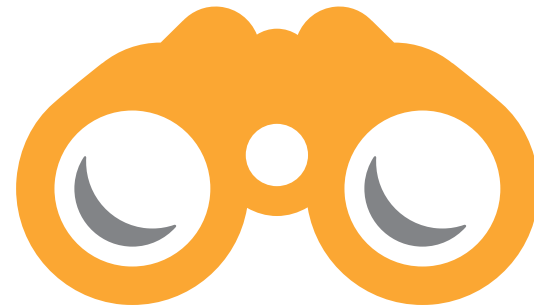
Account Type by Year



Financial Wellness Starts Here

HSAWorks®

- See aggregated data compared to benchmark data
- Understand spending trends
- Develop strategies to influence saving, spending, and investing behaviors





Targeting and segmentation in action



HSA: A complement to rich retirement benefits

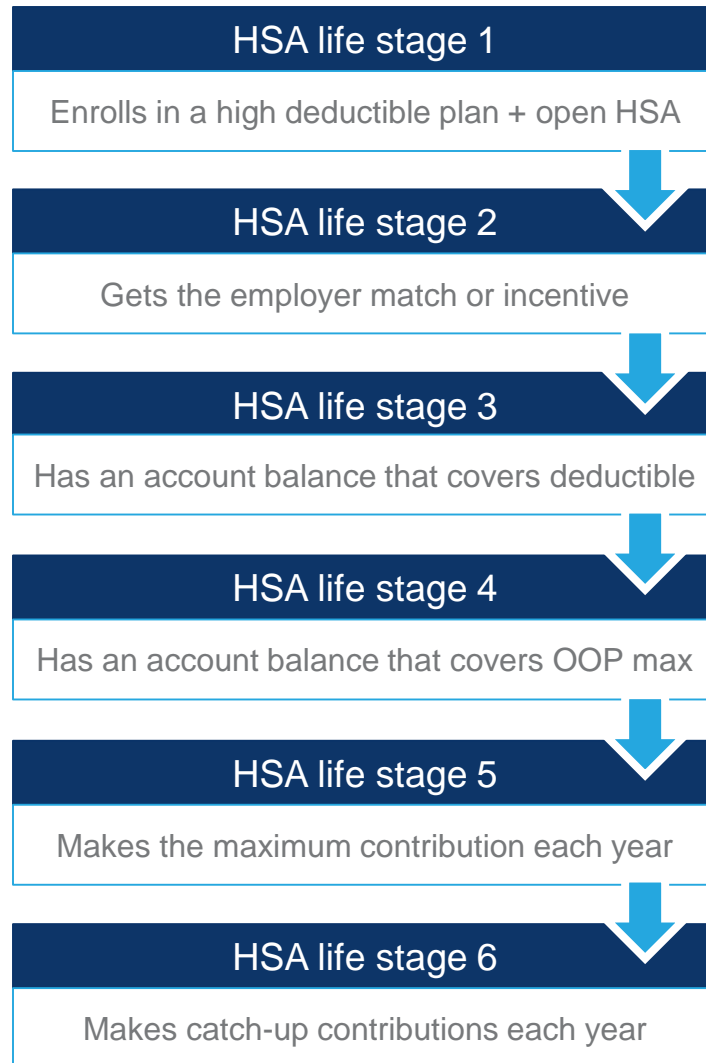
Another savings opportunity for **today** and **tomorrow**.



Garmin priorities

- 1 Increase enrollment in CDHP
- 2 Increase number of CDHP participants contributing personal funds to their HSA
- 3 Increase the number of HSA participants with an account balance equal to the CDHP deductible

Life lessons



Getting personal



Think beyond

When you stop working—whether in three or 30 years—will you have enough savings to enjoy the life you want?

Join T. Rowe Price for tips on how to build a strong financial foundation with the Retirement Plan.

Retirement Savings Workshop

September 1
10–11am, 11:30am–12:30pm, 2–3pm, 3:30–4pm

September 2
8–9am, 9:30–10am

Power your prosperity with the Retirement Plan.

UMB Healthcare Services **GARMIN** THE LIFE-BEYOND TECHNOLOGY



Think beyond

Medicare is there when you turn 65. Nice, but how do you plan to cover the rest of your healthcare bills in retirement?

Register for an expert-led discussion about healthcare costs in retirement, and how you can use Garmin benefits to think beyond Medicare.

Financial Wellness Workshop

September 28
Garmin HQ Auditorium
3–4pm

September 29
Garmin HQ Auditorium
4–5pm

Power your prosperity with Garmin Benefits.

UMB Healthcare Services **GARMIN** THE LIFE-BEYOND TECHNOLOGY

Enrollment results

- CDHP enrollment **increased 31%**
- CDHP participants contributing personal funds to their HSA **increased** from **53%** to **59%**
- The average contribution **increased** by **22%**
- CDHP participants contributing to the HSA at or above the CDHP deductible **rose** from **29%** to **41%**
- The number of CDHP participants contributing to their HSA at the IRS limit **increased** by **24%**

HSA engagement in action



Choice and Flexibility

Today, people have **unlimited choice** and **access** to information with tools like Amazon and Google.

Choice and Flexibility

Tesla provides benefit options:

- Offers a menu of solutions from QHDHP to HMO
- Company provides a defined contribution
- Empowers employees to make buying decisions



Choice and Flexibility

Giving employees power over their benefit decisions leads to:

- Increased adoption of QHDHP
- Increased HSA savings
- Smarter benefit decisions



UMB EngageCore and Engage Advanced Segmentation Reports

Account history

Average years opened, average balance, average employer contribution

Behavior

How people are using their accounts

Demographic data

Age, gender, income, family composition, occupation, and more

Ready-made tools

UMB financial wellness toolkit templates:

- Email series
- Poster and postcards
- Benefits administration platform messaging
- Playbook

Q & A



Type in your question at
any time for the presenters

Thank you for participating

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