



April 26, 2016

Real World Insight and Techniques to Boost Your HSA Enrollment and Engagement

Your speakers



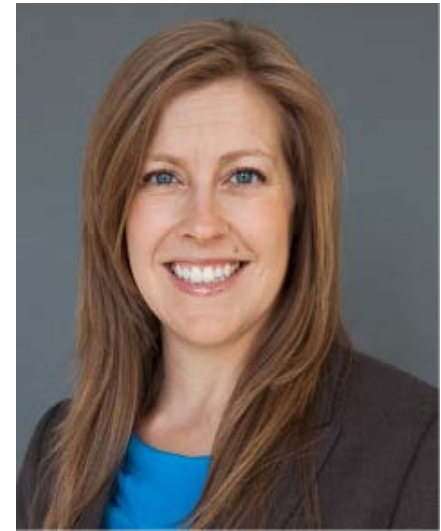
Cris Ruiz

Vice President
UMB Healthcare Services



Gene Lampe

Director of Human Resources
Garmin International, Inc.



Jennifer Benz

CEO and Founder
Benz Communications

Poll question # 1

How would you describe your role?

- A. Employer
- B. Broker, agent, consultant
- C. Payer or technology company
- D. Other: _____

The Next Financial Wellness Frontier— Medical Expenses in Retirement

*The average couple will need an estimated \$300,000 in retirement, just for medical expenses.**

An HSA can be a very effective way to fund these expenses.

*Employee Benefits Research Institute

Unique Opportunity for Employers

70%

of employers report feeling responsible for helping employees gain financial stability¹.

90%

of 250 large employers who were surveyed, said they want to introduce or expand financial wellness programs this year².

80%

of employees report they trust financial information from their employer³.

¹2012 Workplace Benefits Report, Bank of America Merrill Lynch.

²Aon 2015 Hot Topics in Retirement.

³TIAA-CREF.

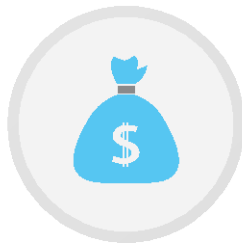
An Effective Financial Wellness Tool You Might Not Be Using

**High-deductible health plan
with HSA**

An Effective Financial Wellness Tool You Might Not Be Using

High-deductible health plans + HSAs =
meaningful savings

- Opportunity for employers to influence HSA behavior to help build long-term savings.
- Key part of overall retirement strategy.



contributions



interest



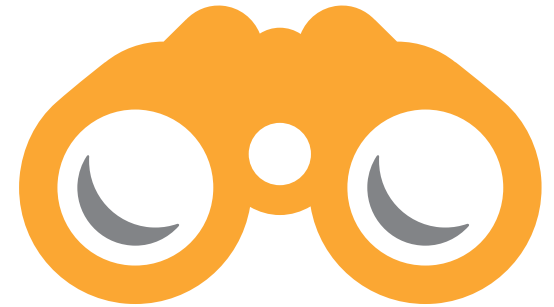
withdrawals



HSAWorks®

Financial Wellness Starts Here

- See aggregated data compared to benchmark data.
- Anticipate and meet employees' needs to manage costs.
- Develop strategies to influence saving, spending, and investing behaviors.



Insights to Promote Small, Achievable Improvements

- Be specific, but realistic.
- Move people forward, one life step at a time.





HSA: A Complement to Rich Retirement Benefits

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



HSA: A Complement to Rich Retirement Benefits



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.

People Focus

Market research to understand associates' attitudes about the CDHP.

- Never considered the CDHP.
- Considered the CDHP but didn't enroll.
- Currently enrolled in the CDHP.

Poll question # 2

What do you feel are the most common barriers keeping your employees, or your client's employees, from enrolling in a high-deductible health plan?

- A. Health issues
- B. Perceptions of inferior coverage
- C. Perceptions of higher out-of-pocket costs
- D. Viewed as too risky

Reasons for Rejecting CDHP

1 Health issues

2 Too risky

Reasons for Enrolling in CDHP

1

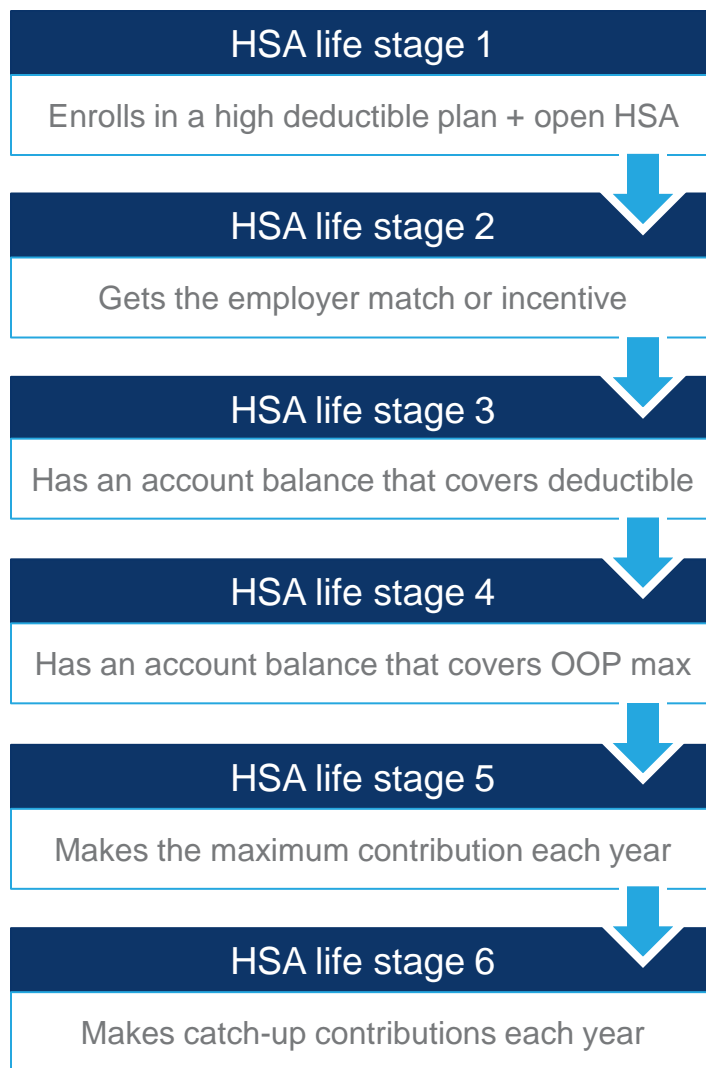
Hedge against risk

2

Way to come out ahead



Life Lessons



Cracking the Behavior Code

- Audience segmentation to drive behaviors.
- Specific and realistic steps.
- One life stage at a time.



Getting Personal

UMB Healthcare Services

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YOU'LL BE LOST WITHOUT IT!

Financial Wellness

Power your prosperity with Garmin benefits.

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.
YOU'LL BE LOST WITHOUT IT!

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.

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YOU'LL BE LOST WITHOUT IT!

Think beyond each dollar

Power your prosperity with the UMB HSA

What Worked?



Emails



Enrollment guide



Workshops

How'd We Do?

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%**

How'd We Do?

Post-enrollment survey results

36% of associates say they've changed:

- How they manage their household budget.
- Their investments.
- Their saving habits.
- Their benefits.

36% of associates say they:

- Are contributing their own money to their HSA.
- Will pay more medical bills out-of-pocket.
- Have increased savings.

Poll question # 3

How many of your high-deductible plan participants have enough money in their HSA to cover their deductible?

- A. 5%–25%
- B. 25%–50%
- C. 50%–75%
- D. More than 75%
- E. Not sure

Additional resources: UMB

Blog

Understanding How Your High-Deductible Health Plan Works When You Need Care

Now that you're in the Consumer Plan and have opened your health savings account (HSA), you need to understand how to use this plan since it works a little differently from more traditional medical plans. Here's what you need to know when you seek care in a few different situations.

Annual physicals. Just like a more traditional health plan, annual physicals and age-appropriate screenings and immunizations are free to you and covered dependents as long as you visit an in-network provider. For less serious health issues, you may need to pay a small amount out of pocket before they become a major health issue.

Smart tip: Make your appointment for family physicians and pediatricians as soon as possible.

Health Savings Account Implementation Roadmap

This roadmap shows you all of the important steps and activities in your organization.

Step	Description
Step 1: Preparation	Review your HSA plan documents to understand the plan design, including the HSA account, contribution limits, and other key details. Review your HSA plan documents to understand the plan design, including the HSA account, contribution limits, and other key details.
Step 2: Communication	Begin preparing your communications to employees and their families. Get a detailed planning guide, timeline and checklist to use as a reference to the launch Communication Toolkit. Start communicating as early as possible to give your employees adequate time to understand the new option and make informed decisions during enrollment.
Step 3: Enrollment	Set up initial and ongoing data transfers.

Health Savings Account Plan Design Checklist

If you build it, they will come.

Not only can the right HSA-compatible plan entice employees but a well-designed plan can also keep them happy. When you're introducing an HSA for the first time or just introducing it to new employees, it's important to be sure that your health plan design supports your business goals. As we've watched countless companies walk the path to HSA success, we've gathered these 10 tips to share with you.

TIP #1

Know your audience. Your employee population is unique. That's why you should look to your demographics, health claims data and even other benefit plan statistics for important clues to the right high-deductible health plan and HSA design for your employees and their families. Are employees heavy users of your PPO's in-network services? Can a high-deductible plan with a matching contribution be a good fit? Consider a matching contribution to your HSA, to align both plan design and message. What about salary and family status? How would lower-paid employees fare if required to meet the family deductibles? If many employees are taking expensive maintenance drugs, take a close look at how many of those drugs qualify as preventive under IRS rules. Modeling employee scenarios will help you refine your plan design, premium costs and how much you contribute to the account. (Yes, that's Tip #2.)

TIP #2

Contribute to the HSA. Your contribution to employer accounts is the single most effective way to get them to use the HSA. If you're not contributing, you're not encouraging employees to start to use the HSA. Just as you probably do with your 401(k), it's a lot easier to convince reluctant employees with a message like "We'll contribute with you. Your future health is important to us." Design your contribution as either a lump sum amount you deposit all at once or as a matching contribution.

Silence is not golden.

Communication is critical to your employee benefit program—especially with high-deductible health plans and health savings accounts. Without it, these plans have little power to improve how employees and their families purchase and use their health care. Communicating well—and often—is the only way to inspire the actions employers want, and the actions that our health care system needs.

You may think that communication can be hard. And time-consuming. And expensive. But it doesn't have to be. UMB Healthcare Services Toolkits make the job easy, improve the overall experience for your employees, and help you make sure you get the full value from your benefits and consumerism strategy.

Here's how...

THE IMPLEMENTATION TOOLKIT

Launch Your Start

Roadmap + Fact Sheet + Checklists + Tip Sheets + FAQs + Resources + Smooth Implementation

The Launch Communication Toolkit

Ensures High Participation

Planning Guide + Timeline + 5 Blog Posts + 2 Videos + 2 Presentations + FAQs + 1 Postcard + 1 Email + Benefit Guide Copy + Successful Launch (and Higher Enrollment)

The Ongoing Communication Toolkit

Creates Real Change

Planning Supplement + Timeline + 7 Blog Posts + 4 Tip Sheets + 5 Postcards + 30 Tweets + Increased Satisfaction with Benefits!

You get smooth implementation.

Your employees get information they can understand. And use.

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What's an HSA? H: here for today. S: savings to spend on health bills in retirement. A: always in your name.



Coinsurance? How you and the plan split the cost of medical care. Learn more here: <http://ow.ly/hsa>

Situations. For serious illnesses and injury, shortness of breath or a severe injury—the need to be. For less serious health issues, minor.

Q & A



Type in your question at any time for the presenters

Thank you for participating!

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