



Helping People & Companies
Understand and
Manage the Financial Side of Health Care

**Prepared for
May Insurance**

May 31, 2007



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Welcome to HealthEquity™

We help your employees understand and manage the financial side of health care.

HealthEquity provides health savings account (HSA) administration that is a better choice for you and a superior experience for employees.

HSAs are our focus. We provide account services that handle all the processing and reporting for your employees' HSAs. We provide your employees with 24/7 phone and web support to help employees understand and manage the financial side of health care. Our flexible online enrollment accommodates multiple formats and over 20 health plans have integrated our enrollment into their applications. Yours can too. Our Employer Portal helps you manage HSA contributions and reporting. HealthEquity provides open enrollment and pre-open enrollment materials you can download and print to help you sell HSAs to your employees.

HealthEquity Consultant Services. Our consultants are *always* available to help your employees spend and save their health care dollars. And that can actually change behavior and cause them to spend their health care dollars more wisely, which often means they're spending less. We can help your employees understand:

- The best way to pay their health care bills.
- When to use their HSA.
- Which account to pay from first.
- How to make consumer-directed health care work for them.
- The tax considerations of having a tax-advantaged health care account.

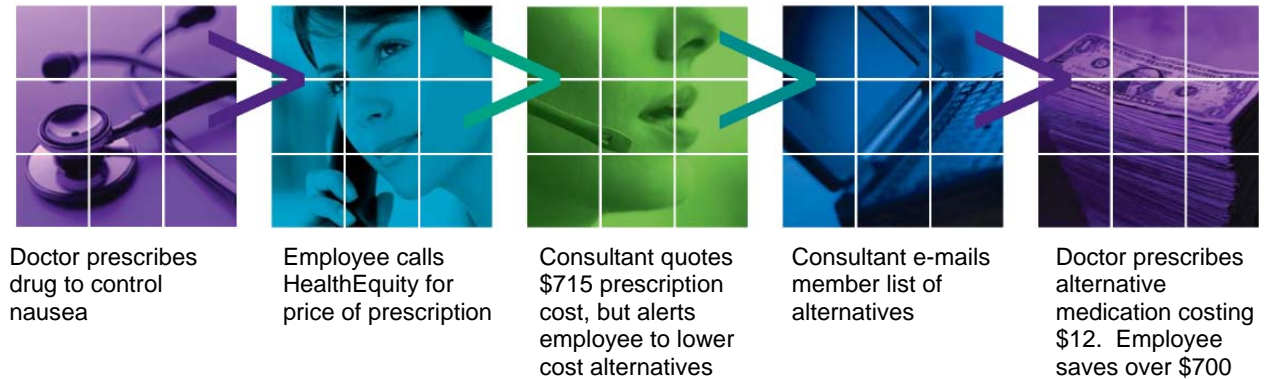
We can also offer them:

- Help in understanding what they owe and what to pay.
- Finding the best way to pay health care bills.
- Cost information by zip code on a wide range of medical services.
- How to save on prescriptions.
- Safe and effective ways to save money on their health care purchases.



Imagine how high touch Consultant Services could help your employees understand and feel comfortable managing their health care dollars. Our consultants help your employees understand and manage the financial side of health care.

Actual Member Experience



Seamless Integration. HealthEquity is the only health account provider that has successfully produced a truly integrated experience that seamlessly ties together so many levels.

- Enrollment/Eligibility – No separate forms required. Send us an electronic eligibility file and we take care of the rest.
- Claims and Payments – HealthEquity has created a *revolutionary integrated PayChoice™ payment platform* that allows employees to quickly and easily enter the information from their Explanation of Benefits forms. This links employee claims to their health savings accounts for easy payment and record keeping. Employees have multiple options when they use PayChoice including:
 - Payment by phone or web – either call us or process payment on the website
 - Scheduling payments based on future contributions

Health Plan Integration. HealthEquity is the only health account provider that is able to integrate with any health plan in two to four weeks’ time. HealthEquity has integration down to a science, having completed more than 20 successful integrations with nationally recognized health plan providers.

Some of the benefits of health plan integration include:

- Automatic population of claims into the account information.
- A consolidated view of claims with the HSA simplifies payment.
- E-mail notification to the employee when a claim is ready to be paid.
- Ability to have claims automatically paid from the HSA.
- Formulary integration - we take the employee’s prescription drug claims, identify potential savings opportunities, and communicate those back to the employee.



Consumer Focus. We're focused on research because we're passionate about helping your employees. Our extensive research on what consumers want in their HSA has driven our product development. We are a trusted independent consultant. 100% of our members said they trust HealthEquity to give them personalized advice on how to save money on health care purchases.

People want to talk to a real person. When they have questions or concerns, consumers want more than a recorded voice and they don't want to call only during "regular" business hours. They see the doctor during the day but pay bills at night or on weekends. 30% of current HSA holders listed this as "most important" in selecting an HSA.

Consumers want to deal with a specialist. More current HSA holders prefer to have their account with a company that specializes in HSAs (43%) or a company that understands both health care and finance (48%) than want their insurance company (27%) or bank (27%) to hold their accounts.

What makes an Employer successful when implementing Health Savings Accounts?

An employer's success is highly dependent upon a variety of factors, chief among them is a well conceived and well executed consumer directed health care (CDH) strategy. In working closely with both employers and brokers, it has been our experience that key strategic initiatives and associated tactics include:

- **Creative Benefit Design and Contribution Strategy.** While employers are increasingly considering HSAs with a high deductible health care plan (HDHP) as a full replacement option, most continue to offer a dual option choice to their employees. As such employees need to be encouraged to carefully compare and contrast these options based upon their personal circumstances. However, to level the playing field and to motivate employees to enroll in the HDHP option, we find that brokers and employers have to get significant premium savings for employees to move confidently to the HDHP option. To help drive HSA enrollment, most employers provide a substantial contribution differential between the higher cost PPO option and the HDHP plan. Additionally, we find that most employers further encourage HDHP enrollment by committing to significant employer paid deposits into employee HSAs. To encourage employee contributions as well, many of our broker partners and employer clients use matching fund tactics, similar to 401k contributions, to help employees build their HSA accounts faster.
- **Effective Employee Communication and Education.** Given the major shift in control to employees, the differences in the ways HDHPs work in contrast to traditional PPOs and the importance of active engagement and participation in using HSAs as both health care spending and savings vehicles, employee communication and education are critical. We have found that most successful programs allow sufficient time to conduct such activities and customize approaches for your employee workforce and culture.

- Employee Engagement. Of course, communication and education is not enough, employees and their families need to be instructed and motivated to engage in key processes critical to operating in a new consumer health care environment. Our experience suggests that the most effective programs require timely establishment of employee HSA accounts as well as timely and accurate distribution of employer-sponsored and employee HSA deposits. Additionally, it is critical the debit cards are promptly activated and that employees and their families have access to and use electronic administrative and educational tools and, moreover, have access to 24/7 member service consultation to help them manage the financial side of health care.

As a consumer-centric leader in HSA administration, HealthEquity views its role in working with employers and their consultants to be that of a trusted advisor to their employees and their families. In support of this role, we have developed a broad array of effective employee communication and education tools and member services designed expressly for the purpose of enriching the consumer experience, helping consumer to both spend and save their health care resources wisely. Our considerable experience and strategic leadership in helping to optimize the effectiveness of employer sponsored programs has resulted in high praise from both consultants and employers and an impressive list of referenceable account relationships.

HealthEquity has developed a pre-enrollment program with materials that begins the employee educational process well in advance of the annual enrollment period. With our “Five Reasons” employee handouts as well as our online flash demo (see the attached document and link to our flash demo), we can help your employees see the benefits to them of taking responsibility for the financial side of their health care.



5 Reasons to Choose
HSA

- Flash Demo: Click on the “Click Here” button in the Product Demo area (lower left corner) of the HealthEquity website: www.healthequity.com.

Our HSA enrollment presentation has been presented to thousands of employees resulting in an average enrollment of just over 30 percent. When employees see how they can take the reins of selecting health care options and saving, they make the economically wise decision.

When employers choose to contribute 50 percent or more of the deductible, HealthEquity has seen a stronger tendency for employees to choose the HSA option among the other health care options.



HealthEquity has robust websites for employees (members) and employers that we encourage them to use at anytime.

The employee site, <http://www.myhealthequity.com>, includes not only account balance information, but information on claims, investment options, and savings tools.

The screenshot shows the HealthEquity Member Portal interface. At the top left is the Mercy Iowa City logo. The main header reads "Member Portal" and "Powered By HealthEquity". A user greeting "Welcome back, John Doe [290553]" is displayed. A navigation bar includes "PayChoice™ Bill Pay", "Account History", "Health & HSA Info", and "User Profile". A secondary navigation bar contains "Home", "Account Forms", "Contact Us", and "Logout". The main content area is divided into four colored boxes: "PayChoice™ Bill Pay" (blue), "Health & HSA Information" (green), "Account History" (purple), and "User Profile" (teal). Each box lists several links with right-pointing arrows. On the right side, there is a "Quick Stats" section showing "HSA Balance: \$3,496.39" and "Available Balance: \$3,496.39". Below this is a "My Messages" section with a message about a WorldDoc Health Risk Assessment. At the bottom right, a "Did You Know?" section provides contact information: "You can call us anytime at 1-866-346-5800" and "Need to talk to a Nurse, call 1-866-500-6033". The footer contains the copyright notice: "© Copyright 2007 HealthEquity - All Rights Reserved | HealthEquity Home | info@healthequity.com".

Our Employer Portal (shown here below), when integrated with the health plan, makes HealthEquity the easiest and, therefore, most successful solution. People with access can go online to manage the employer contribution process. Additionally, you can add/delete employees, indicate contribution amounts and run reports using the portal.



HealthEquity provides the full service and support employees need to be confident in their new plans. So, why do employers choose HealthEquity?

- To provide industry leading education and support to their employees based on our proprietary consumer research
- To offer 24/7 consultant support to help employees understand and manage the financial side of health care
 - Click on the “Click Here” button in the Product Demo area (lower left corner) of the HealthEquity website: www.healthequity.com.
- To take advantage of our unique and easy-to-use online employer portal to simplify payment and provide reporting tools.
- To have access to the best employer support in the industry, including a dedicated employer services line.



The attached Employer Brochure provides additional insights into the HealthEquity HSA offering and the benefits to employers and employees.



We know employee education, easy enrollment, and high touch—high tech employee support constitute the foundation of a successful transition to HealthEquity’s Smart Saver HSA™ Health Savings Account program.

HealthEquity recognizes that as employers begin to offer high deductible health plans (more clearly called low premium health plans according to our consumer research), their employees are going to need guidance, tools, and support in order to effectively manage the financial side of their health care. To that end, HealthEquity continues to invest in a world-class payment platform, investment product, proactive messaging, and claims management system.

What makes Employees want to use HSAs?

Today’s health care consumer is more aware and more interested in being involved in their treatment and their use of their health care funds than ever before.

HealthEquity studies show that 20% of all employees profile as “super savers”. These people find the potential of tax-free HSA funds and investments very appealing. These “super savers” view the HSA as a complimentary savings program to their 401ks and IRAs, and do not plan to use the money to pay for current expenses. This medical “401k” allows savings, investment and tax relief options which are very similar to standard 401ks and 403bs. For these people, our lifetime claims and spending record is a key feature enabling them to easily record health care spending through their working years and “reimburse” themselves tax free from their HSA during retirement.

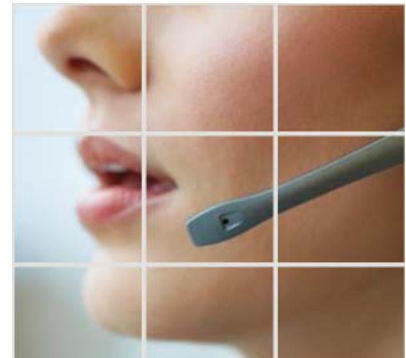
For the majority of employees who plan to use their HSA to finance current health care expenses, HealthEquity offers a number of benefits. These people are looking for help in understanding and managing their health care dollars. For example, they will typically use generic prescriptions if they are a reasonable alternative to branded drugs or will be willing to shop around for the location offering a less expensive MRI. However, these folks are frustrated with the lack of help they receive from typical insurers on how to save money or when it is safe to save.



For all employees, the HealthEquity program provides:

- Membership guides.
- Revolutionary PayChoice™ platform with easy options for paying their medical bills:
 - Pay claims by phone or on the web
 - Ability to schedule payments based on future contributions
- Free debit card services.
- Free mutual fund investment trading.
- Record keeping and tax reporting.
- Lifetime claims and spending record—permanent claims and financial records to enable future tax benefits.

Our HealthEquity consultants are always available to help employees understand and manage the financial side of their health care. With the constant availability of our knowledgeable consultants, employees can understand how to use and/or save their health care dollars, which can actually change behavior and cause them to spend their health care dollars more wisely, which often means they're spending less. We can help employees understand:



HealthEquity consultants are available anytime to help your employees save money

The best way to pay their health care bills:

- When to use their HSA.
- Which account to pay from first.
- How to make consumer-directed health care work for them.
- The tax considerations of having a tax-advantaged health care account.

We can also offer them:

- Help in understanding what they owe and what to pay.
- Finding the best way to pay health care bills so they pay the right amount at the right time.
- Cost information by zip code on a wide range of medical services.
- How to save on prescriptions.
- Safe and effective ways to save money on their health care purchases.

HealthEquity not only offers a market-leading, easy to use member portal, containing both integrated claims and account information, plus access to helpful pricing tools, but more importantly has 24/7 access to trained consultants who can help employees understand how best to save on health care expenses. This is a significant differentiator for HealthEquity, as most employees are not comfortable navigating health and pricing information without help. We give them high touch, individual help whenever they need it, in the format they are most comfortable with (on the phone or online).

General Product and Fee Information

1. What is the set-up fee to open the HSA? How much notice do you require for set-up of an HSA?

The set-up is \$18 per account (may be lower if integrated with a health plan). An individual HSA can be set up within one business day. This fee covers opening the account, a membership guide with information about HSAs (attached below), a list of IRS qualified expenses, full explanation of HealthEquity services and tips on how to safely save on medical expenses and access to a live HealthEquity consultant when the member activates their debit card to engage the member in understanding the HSA and HealthEquity services so they can understand and manage the financial side of health care.



HealthEquity
Membership Booklet

2. What is the minimum amount to open an account?

No minimum is required to open an account.

3. What is the minimum amount required in an account?

No minimum is required to be maintained in the account.

4. What is the minimum Monthly Deposit Amount?

No minimum is required to be deposited monthly in the account.

5. What is your annual fee for the account? Is this waived if the minimum account balance is met?

Typically, the monthly fee is \$3.95/account. If the employer's plan is integrated with a healthplan, the fee increases to \$4.95/account but may be subsidized by the healthplan. However, the fee may be reduced depending on the number of enrolled members (see the table below).

Volume	Health Plans and Employers with electronically populated claim entry.
Set up Fees	\$18
0-2,500	\$3.95
2,501-5,000	\$3.75
5,001-7,500	\$3.50
7,501-10,000	\$3.25
10,001-15,000	\$2.95
15,001-25,000	\$2.75
25,001-50,000	\$2.50
50,001-100,000	\$2.25
>100,000	\$2.00





Additional Information

- Pricing is “waterfall”. Composite rates can be calculated and quoted for known volume with waterfall schedule for growth. Composites can also be calculated once enrollment is validated to streamline billing.
- Includes HealthEquity branded member kit with letter, debit card and member guide
- Includes .pdfs of pre enrollment and enrollment information or printed copies at cost
- Co-branded materials available at additional costs based on quantity
- Set up fees and first monthly fee due and payable 30 days in advance of the effective date

Fees are not waived, but once a minimum of \$2,000 is in the account, free investment in mutual funds with no fees, no minimum investments, is provided at not additional monthly cost.

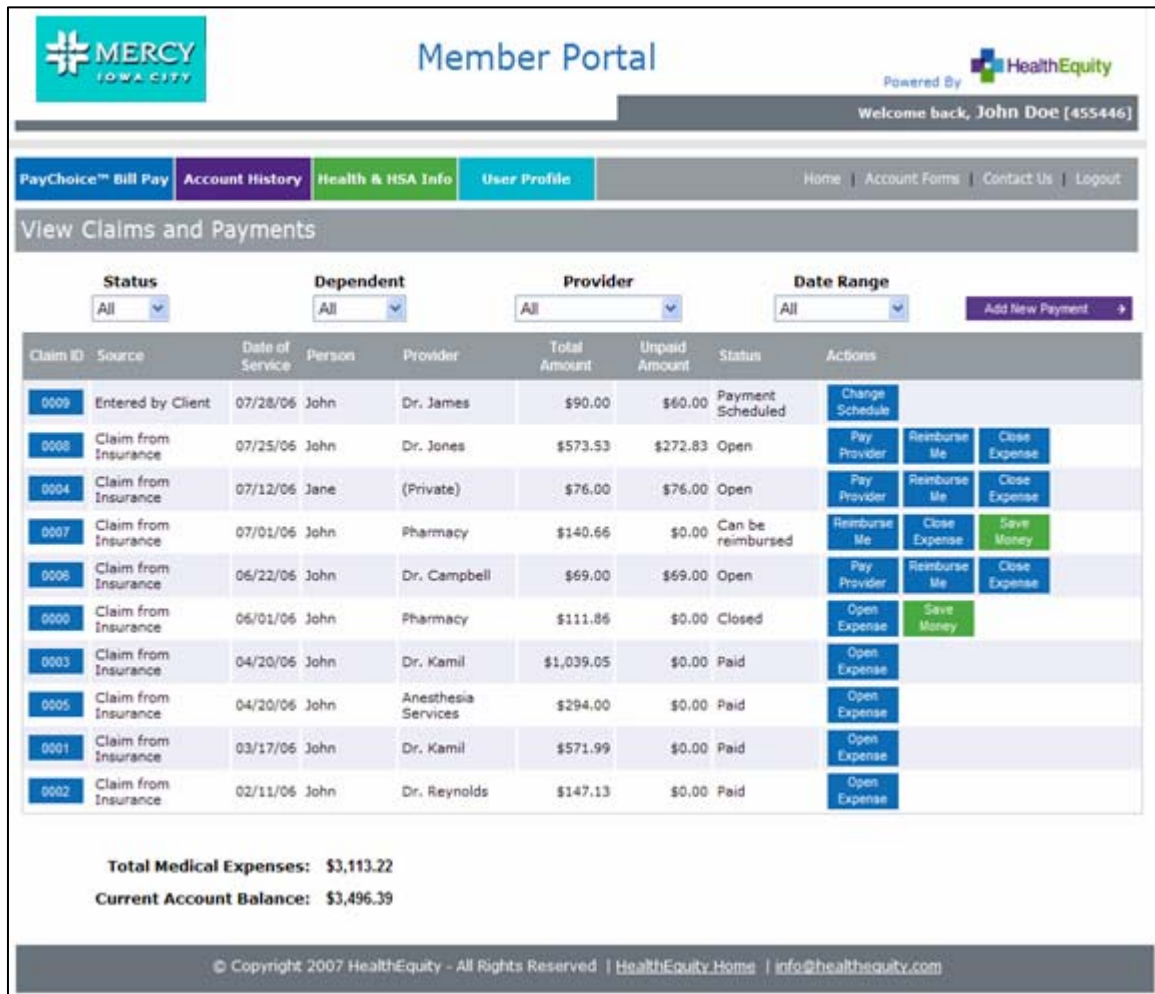
These fees assume you want the accounts integrated with your health plan(s).

The following table shows several characteristics of the HSA with and without health plan integration and the value to our partners for integration:

	Without Integration	With Integration	Value to Our Partner
Enrollment	Separate HDHP and HSA enrollment	Single HDHP/HSA enrollment form and data feed for HSA enrollment	<ul style="list-style-type: none"> ■ Ease of administration ■ Ease of enrollment for members & agents
Service	Separate HDHP and HSA customer service numbers	Customer service call transfer via warm transfer protocol	<ul style="list-style-type: none"> ■ Superior member experience ■ Enhanced member control and consistency
Web	Separate HDHP and HealthEquity web sites	Single sign-on between our partner and HealthEquity websites	<ul style="list-style-type: none"> ■ Superior member experience ■ Reduced member burden
Claims	Provider submits claim, receives EOB and bills consumer	Adjudicated claims file fed to HealthEquity to populate web and payment platforms	<ul style="list-style-type: none"> ■ Enhanced member payment capability ■ Singular location for members to view account specific data and related claims information ■ Saving opportunity communication
Formulary	Market prescription drug pricing	Formulary-specific prescription drug and pricing information	<ul style="list-style-type: none"> ■ Ability to drive cost savings opportunity directly through Rx claim ■ Enhanced member experience through data driven relevance
Financial Institution	Separate banking process and experience	Ability to use partner’s bank(s) of choice without worry of variability	<ul style="list-style-type: none"> ■ Increased ease of administration ■ Consistency regardless of number of banks used ■ Ability to service bank clients effectively

If not integrated, the member can input the claims information themselves from their EOBs to create their lifetime claims records (see below). Integration fees apply only to health plans not already integrated and are generally paid by the health plan. Integration is easy and takes 2-4 weeks. Last quarter of 2006 we integrated over 20 health plans.

Monthly fees for non integrated accounts are \$3.95 regardless of volume.



The screenshot shows the 'Member Portal' for a user named John Doe. It features a navigation menu with options like 'PayChoice™ Bill Pay', 'Account History', 'Health & HSA Info', and 'User Profile'. Below the navigation is a section titled 'View Claims and Payments' with filters for Status, Dependent, Provider, and Date Range. A table lists various claims with columns for Claim ID, Source, Date of Service, Person, Provider, Total Amount, Unpaid Amount, Status, and Actions. At the bottom, it displays 'Total Medical Expenses: \$3,113.22' and 'Current Account Balance: \$3,496.39'.

Claim ID	Source	Date of Service	Person	Provider	Total Amount	Unpaid Amount	Status	Actions
0009	Entered by Client	07/28/06	John	Dr. James	\$90.00	\$60.00	Payment Scheduled	Change Schedule
0008	Claim from Insurance	07/25/06	John	Dr. Jones	\$573.53	\$272.83	Open	Pay Provider, Reimburse Me, Close Expense
0004	Claim from Insurance	07/12/06	Jane	(Private)	\$76.00	\$76.00	Open	Pay Provider, Reimburse Me, Close Expense
0007	Claim from Insurance	07/01/06	John	Pharmacy	\$140.66	\$0.00	Can be reimbursed	Reimburse Me, Close Expense, Save Money
0006	Claim from Insurance	06/22/06	John	Dr. Campbell	\$69.00	\$69.00	Open	Pay Provider, Reimburse Me, Close Expense
0000	Claim from Insurance	06/01/06	John	Pharmacy	\$111.86	\$0.00	Closed	Open Expense, Save Money
0003	Claim from Insurance	04/20/06	John	Dr. Kamil	\$1,039.05	\$0.00	Paid	Open Expense
0005	Claim from Insurance	04/20/06	John	Anesthesia Services	\$294.00	\$0.00	Paid	Open Expense
0001	Claim from Insurance	03/17/06	John	Dr. Kamil	\$571.99	\$0.00	Paid	Open Expense
0002	Claim from Insurance	02/11/06	John	Dr. Reynolds	\$147.13	\$0.00	Paid	Open Expense

Total Medical Expenses: \$3,113.22
Current Account Balance: \$3,496.39

6. What are the transaction fees for the account?

There are no per transaction fees.

7. What is the account closing fee?

\$25.00.



8. Are there any other fees related to the account? If so, please explain? (Ex: ATM withdrawal fees, debit card fee, etc.).

The following are other fees related to the HSA:

- Each additional debit card (first card is free) \$5.00
- Returned deposited item/insufficient funds \$20.00
- Check payment for reimbursement (ACH option is free) \$2.00

9. What is the interest rate? How often does the interest rate change?

Members will receive an interest bearing, FDIC-insured HSA. HealthEquity is a non-bank trustee and the custodian of the account. The funds are generally deposited with The Bancorp Bank. However, HealthEquity is bank agnostic and can deposit the funds at any bank. As such, employer funds are currently on deposit with a dozen national and regional banks. The current interest rates for a HealthEquity HSA are:

Minimum Available Daily Balance required to Obtain Disclosed Annual Percentage Yield	Interest Rate* (%)	APY* (%)
0-\$1000	0.50%	0.50%
\$1001 - \$3000	1.25%	1.26%
\$3001 - \$5000	1.75%	1.76%
\$5001 - \$15000	2.50%	2.53%

* The interest rates and annual percentage yields stated above are accurate as of 1/1/07 and are subject to change as market conditions dictate. Because members have access to free mutual funds once they exceed \$2,000 in their account, their rates of return are much higher.

10. List all investment options available.

HealthEquity works with Charles Schwab (www.schwab.com) to offer investment options to our members. Members may invest in our six pre-selected mutual funds as soon as they have a minimum balance of \$2,000. This \$2,000 provides a buffer against future medical bills that may come due before investments can be liquidated. In the future, HealthEquity plans to add funds to our portfolio as more high performing funds meet the regulation requirements necessary to become eligible for HSA investments.

Fund Name	NASDAQ Symbol	Fund Type
DREYFUS APPRECIATION	DGAGX	Large Blend
DREYFUS SMALL CAP STOCK INDEX	DISSX	Small Blend
FIDELITY BLUE CHIP VALUE	FBCVX	Large Blend
BARON SMALL CAP	BSCFX	Small Growth
HARDING LOEVNER EMERGING MARKETS	HLEMX	Diversified Emerging Markets
LAUDUS INTL MARKETMASTERS FD INV SHS	SWOIX	Foreign Large Growth



11. List all fees related to the investment options.

None. The member pays no fees in association with our investment options. Equally important our funds require no minimum investments. Members can invest an amount in any of the funds.

12. Please provide references from three clients who have and are using your HSA services.

Company – John C. Lincoln Health Network

Industry – Health Services

Contact – Julie Garrett, Benefits Coordinator – 602-870-6060 extension 1766

Company Description - John C. Lincoln Health Network of Phoenix, Arizona, is a not-for-profit organization that includes two hospitals, several physician practices and a number of outreach programs for the vulnerable residents of our community. John C. Lincoln Health Network has provided charitable services to the people of North Phoenix for more than 75 years.

Number of Employees – 3,600

Reason For Implementing a CDH Program – John C. Lincoln Health Network was looking for an opportunity to save on employee benefits expense. Additionally, they felt that providing employees with an opportunity to save for their health tax free was important.

Client Quotation – “HealthEquity if very knowledgeable and a great resource. Everyone knows their stuff. We feel like our employees are in good hands.”

Company – Northern Arizona Healthcare

Industry – Health Services

Contact – Dawn Gibson, Corporate Benefits Manager – 928-773-2409

Company Description – Northern Arizona Healthcare is the parent corporation of Flagstaff Medical Center, Verde Valley Medical Center, VVMC - Sedona Campus and Northern Arizona Homecare. NAH is dedicated to improving the health of the people and communities they serve in Northern and Central Arizona. NAH is the largest healthcare organization in Northern Arizona serving almost one half of the state, providing more than 150,000 patient visits each year.

Number of Employees – 2,800

Reason For Implementing a CDH Program – Northern Arizona Healthcare was looking for an opportunity to encourage employees to become better consumers of healthcare and as a result utilize healthcare services more wisely.

Client Quotation – “HealthEquity’s overall product and services exceed the standards that I have seen in other vendors.”



Company – Southwest Behavioral Health

Industry – Health Services

Contact – Rita Martinez, Vice President of Benefits – 602-285-4241

Company Description - Southwest Behavioral Health Services (SBH) was established in 1969 as a federally funded program under a partnership known as St. Luke's - Jane Wayland Community Mental Health Center. Incorporated in 1974 as a 501(c)3 non-profit, the organization continued to grow as Phoenix South Community Mental Health Center when federal funding ceased in 1979. Southwest behavior employs over 600 full-time staff with an additional workforce available from part-time positions and contracts. Staff and volunteers reflect the cultural diversity of the community. SBH is governed by a Board of Directors comprised of approximately 15 community volunteers. Our service area includes the Phoenix Metropolitan area, rural western Maricopa County, and northern Gila County. In addition, we serve some residents of Pinal County.

Number of Employees – 600

Reason For Implementing a CDH Program – Southwest Behavioral Health was looking for an opportunity help employees better understand their healthcare decisions and actively take part in those decisions with a result of lowering healthcare costs.

Client Quotation – “The HealthEquity staff is very knowledgeable and upbeat. The cutting edge tools on HealthEquity’s website are great.”



Contribution Options

13. Are direct payroll contribution options available?

Yes. Direct payroll contributions are encouraged.

Can electronic contributions be made?

Yes. Electronic contributions can be by the employer through the Employer Portal or online at www.myhealthequity.com by the employee.

Are contributions tracked by source?

Yes. An unlimited number of contributions sources can be tracked.

Are employer confirmations provided?

Yes. Confirmations of employer contributions are provided electronically. Employers receive payment confirmation notices and can view contribution history online.

14. Explain the process used.

HealthEquity can accommodate data input from virtually any payroll system including national third party systems (such as ADP), HRISs (such as PeopleSoft), and proprietary systems. We can accept all formats including flat files (text, comma separated), tab delimited, .xls, .csv, and .xml. We have the technological flexibility to integrate with any large payroll provider system or proprietary system. Our specialty is providing system integration that requires little time and effort on the part of the employer.

We offer an online employer portal that allows the employer to manage their information and make contributions to accounts through electronic funds transfers, wire or by check. They can even generate reports about employee accounts.

HealthEquity's unique and easy-to-use online employer portal allows employers to manage their contributions and employee information easily. Through this portal employers can:

- Add, edit, and delete employees from their HSA plan
- Schedule contributions to employee accounts
- View their transaction history
- Generate reports

Employee Communications

- 15. What kind of statements will the employee receive detailing their account? Will it specify balances and the specific transactions of the account holder? How frequently is the statement provided? Is the statement also available online?**

Employees receive activity statements monthly (via their selected method; online, email or US Mail) as well as 1099-SAs and Form 5498-SA for all contributions. They can view balances at any time online. HSA account reports are combined statements that include information regarding health care and investment transactions. A sample monthly statement is provided below. HSA account history can be viewed online. The life of the account is available in the account history.



HealthEquity Monthly Statement

- 16. What type of training resources and other tools do you provide to HSA participants?**

From the first communication we help members understand and manage the financial side of health care. HealthEquity has designed our services and HSA information to make enrollment nearly effortless.

Employees tend to move towards health care options that they feel they understand. HealthEquity provides written information as well as pre-enrollment educational materials including a flash demo, .pdfs of posters and the 5 reasons to choose an HSA (attached previously), and a series of emails that teach the employees about their ability to take charge of their health care finances and improve their long-term savings capability with tax-sheltered HSA funds.

Employees can visit HealthEquity's public website to view demos and access various HSA calculators to help them understand how an HSA works and, more importantly, how HealthEquity can help them become a more educated consumer of health care.

The education process continues with the additional information we provide online and by phone. Our HealthEquity consultants provide the "human touch" 24/7 to help your employees enjoy all the benefits of their HSA and high deductible health care plan (HDHP).

Please see the attached .pdf files for our new member letter and informational booklet.



Membership Letter



HealthEquity Membership Booklet

17. Do you have customer service staff dedicated to servicing an HSA account? What are the hours of operation? Do you have a toll-free number available for the account holder?

Yes. Our HealthEquity consultants available are 24/7 through our toll-free number to respond to and to assist our members and their employers. Because of the training and strong customer service orientation of our consultants, our member and their employers enjoy a level of responsiveness and program understanding rarely seen in the customer service arena. *(100% of our members said they trust HealthEquity to give them personalized advice on how to save money on health care purchases!)*

HealthEquity consultants are much more than customer service staff. They are HSA specialists who thoroughly understand HSAs including IRS regulations as well as health care benefit vocabulary, the components of your health plan(s) (deductible, co-insurance, preventive care, networks and formulary). They also understand how to safely save on health care costs and can help members understand manage the financial side of health care. Attached is a re-enacted call (names changed for HIPAA compliance).



Chronic Condition
Treatment Options

Our standard response is 80% of calls answered in thirty seconds or less and a first call resolution rate of 95%. Written inquiries, though uncommon, will be responded to within 24 hours. Email inquiries will typically be responded to in 4 hours or less.

18. Do you have a special enrollment application for the employee to complete in order to establish an HSA account? Please provide a copy.

HealthEquity recognizes that enrollment is the first opportunity to make a good impression on members and employers. To make enrollment efficient and easy, HealthEquity has streamlined the enrollment process. In many cases, we integrate enrollment directly with your health plan eliminating the need for any enrollment process other than a checkbox or “click on” icon in the standard enrollment process, if the employee wants to “opt out” of the account (e.g., not qualified). We have already integrated our enrollment with over 20 health plans. Integration with the health plan can be accomplished in as little as 2 weeks and takes, on average, less than 4 weeks. If enrollment is separate, it can be accomplished quickly and simply through the employer portal by input or via a flat file upload.

Unlike the cumbersome paper-based enrollment processes of many of our competitors that have up to 4 page paper HSA applications, we request only the essential information needed to open an HSA. Members may designate their beneficiaries post enrollment via our web site. We do not require a member signature enabling electronic, spread sheet or integrated health plan enrollment. Our HSA custodial agreement is only two pages unlike the 6 to 18 page agreements of our competitors. We send the member the HSA custodial agreement with their welcome kit instead of requiring the agreement



to be in the enrollment packet. We do not require an initial deposit to open an HSA that is part of recognizing that the first HSA contribution will be forwarded by the employer during the payroll process. The result is a painless and easy enrollment experience.

HealthEquity supports individual, group, broker, and health plan enrollment work flows. We support these enrollment work flows with online, spread sheet and integrated enrollment processes.