

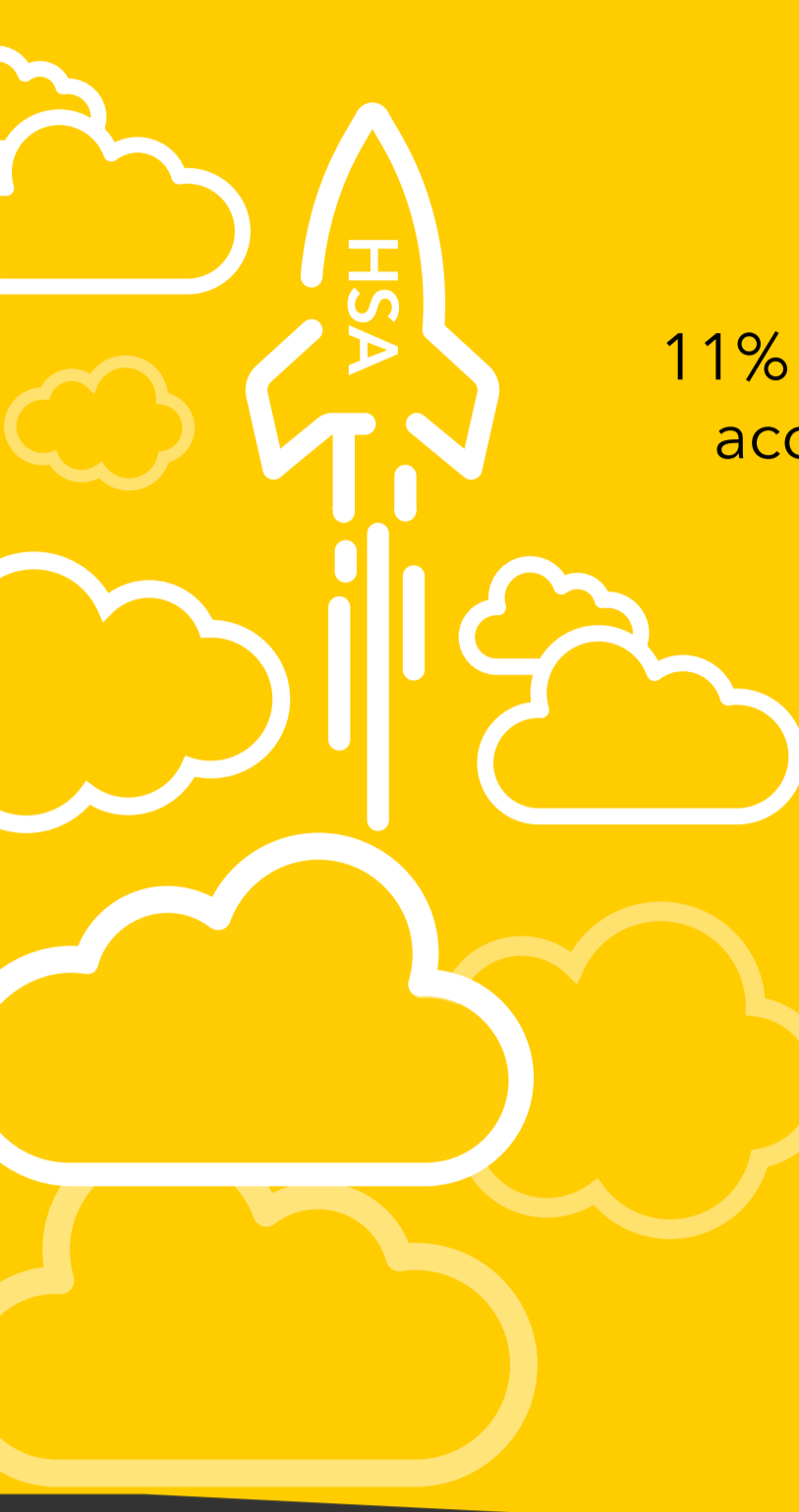
# HSA's

## The Past, Present, and Future

### The HSA is born in 2003

A shaky start - consumers didn't understand.

But then.....



11% year-over-year account growth

\$51 billion in assets

2020 projections = \$75 billion in assets

Estimates derived from the 2018 Midyear Devenir HSA Research Report

### Who's driving growth? Your clients and prospects

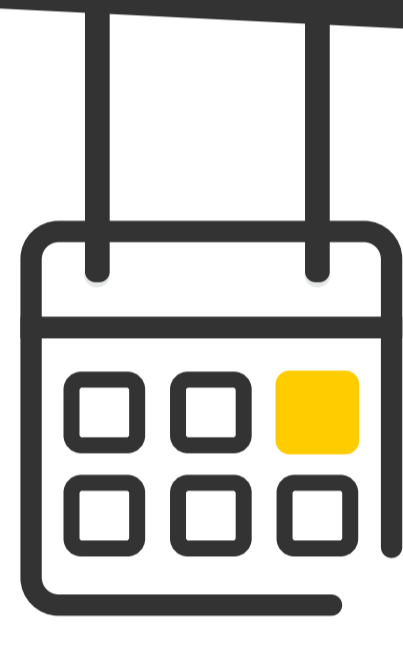
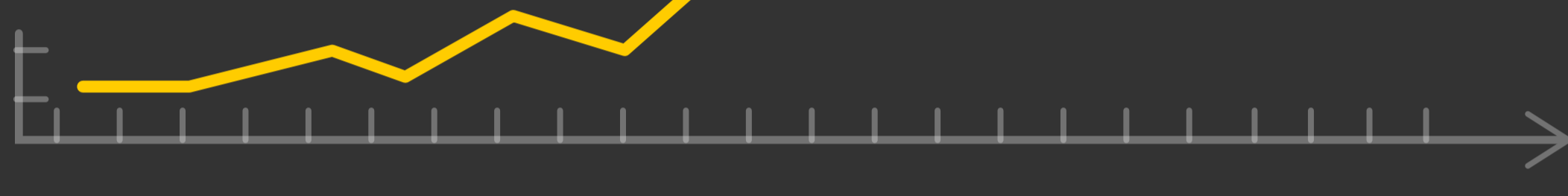
- Employers account for **42%** of new accounts in 2018
- **32%** of all HSA dollars in accounts are contributed by employers

**The Health Savings Account (HSA)**

- Individually owned account that works with a HSA-qualified health plan
- Allows account holder to set aside a portion of pretax payroll
- No taxes on money contributed
- No taxes on money taken out to pay for qualified medical expenses
- Interest earned is tax-free
- No "use it or lose it;" unused money rolls to next year
- Account stays with account holder, even if they change jobs or retire

### Are you taking advantage of the momentum? Why should you, the broker, care?

- Viewed as a thought leader
- Added value to client, cementing relationships
- Higher client retention
- Enhance your existing offering
- Win more business



## HSA's today



### Employer advantages

- Lower premiums
- Payroll tax savings (provided there are contributions)
- Enhanced benefit offering

**HSA Broker Tip:**

- Encourage the use health consumer tools, like telehealth and direct-to-consumer prescriptions; less expensive, high-value alternatives.

**HSA Broker Tip:**

- Encourage discussing cost of care with doctor and requesting samples before filling drug prescriptions.



### Employee advantages

- Pre-tax savings, no tax on interest or eligible spending
- Lower premiums
- Stays with employee for life
- Grows with investments
- After 65, no penalties for nonmedical expenses

**HSA Broker Tip:**

- Make information available early in the process and throughout the year



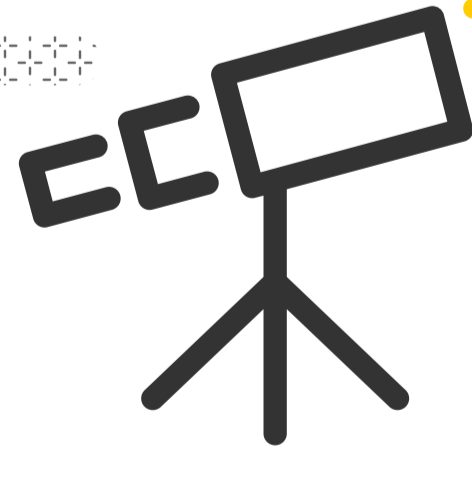
### Keys to HSA Adoption Success - Employers

- Offer fewer plans
- Host active open enrollment
- Communicate all year long
- Educate, Educate, Educate
- Employer funding/contributions
- Partner with an administrator with low fees



### Keys to HSA Usage Success - Employers

- Encourage employees to:
- Contribute
  - Plan for health care costs
  - Talk with their doctor or provider about less expensive care options
  - Use consumerism and decision support tools

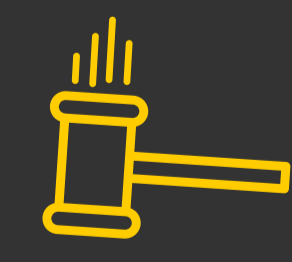


## Into the future

### Pending legislation could:



Expand eligibility



Increase contribution limits



Expand qualified expenses



## Want to know more?

[hellofurther.com](http://hellofurther.com)

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