

Top Tips for Employers:

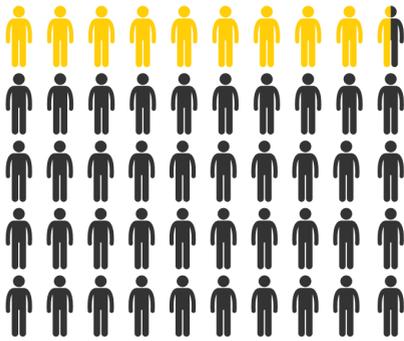
Getting employees to use health savings accounts

33%

More and more employers than ever before are offering health savings accounts (HSAs) as part of their benefits packages. But only **one out of three employees** participate in HSAs.¹

Q: What can employers do to get more employees to adopt and use HSAs?

Focus on education



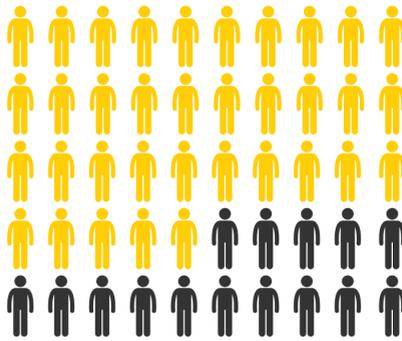
19% of the general population can pass a basic true/false exam on HSAs.²
There is much confusion about how these accounts work.



To increase understanding, employers can:

- Provide a simple sheet that defines HSAs clearly so employees can use it as a reference
- Share timely information that guides employees to optimally fund, and spend, save, or invest their HSA dollars
- Rely on the expertise of benefits advisers to improve educational content

Bolster communication



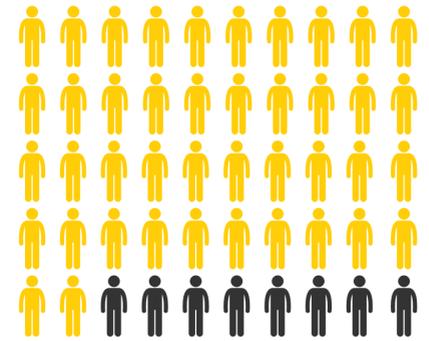
70% of employers use online benefits portals, email or in-person sessions to share information about HSAs.¹
But employees still aren't absorbing all of the information they need.



To enhance communication, employers can:

- Share information about the benefits of HSAs throughout the year, a **best practice cited by 46%**¹ of survey participants
- Offer tools to make communications more valuable. **Example: calculators can help employees determine how to best to save—and spend—health care dollars**
- Make it real. Case studies, charts and diagrams that illustrate preventive, acute and chronic health situations show employees how accounts can benefit them

Make accounts user-friendly



84% of employers cite easy account access as very important when choosing an HSA provider.¹
Employers need to remove barriers to enrollment.



To simplify engagement, employers can:

- Choose a health spending account administrator with a simple enrollment process, a **best practice cited by 70%**¹ of survey participants
- Strive for a retail-like experience that guides employees through the enrollment process step by step
- Ensure your health spending account administrator offers helpful tools and resources to meet your employees needs



A health savings account is a **tax-deductible savings account** used in conjunction with an HSA-qualified high-deductible health plan.

Health savings accounts are great tools for employees, but only if employees understand how they work, and utilize them fully. These tips can help employers looking to simplify the process for their employees.

To learn more about resources that can help employers and employees with HSAs, visit hellofurther.com

¹Online survey of 313 human resources and benefits managers and directors at organizations with 5,000 or fewer employees, conducted by SourceMedia Research/Employee Benefit News, November 2018.

²Irwin, J. 4 Ways to Fuel HSA Growth. Benefits Pro. <https://www.benefitspro.com/2018/10/17/4-ways-to-fuel-hsa-growth/>