

# MAKE CDH WORK FOR YOUR HEALTH PLAN

More than 40 Health Insurers Count on HealthEquity to Deliver a Great Consumer-Directed Health Account Experience. Why Not Yours?

**A great customer experience.** That's what it takes to win—and keep—members in the new, fiercely competitive world of health care. Health insurers nationwide are growing their HSA, HRA, FSA, VEBA, and other consumer-directed plans by partnering with HealthEquity, the nation's oldest and largest dedicated health savings trustee. HealthEquity delivers live 24/7/365 member service, outstanding support to large and small groups and producers, seamless integration with your consumer empowerment tools, and the flexibility to help you win new business.

Is your bank or account administration provider doing everything it can to build your consumer-directed plans? **Find out what a true partnership with HealthEquity can do for your success at [www.healthequity.com](http://www.healthequity.com) or call us at 877.694.3942**



- 1. Acclaimed Service.** HealthEquity scored 9.4 out of 10 in a recent loyalty survey of 1,100 customers, miles ahead of big banks and benefits administration companies.
- 2. Education That Works.** Every customer interaction, from pre-enrollment to routine service calls and web visits, is a teachable moment: a chance to help someone build health savings.
- 3. One Platform.** HSA, HRA, FSA, VEBA, retiree and incentives, custodial and investment, and administrative services. A single health accounts partner fully accountable to you.
- 4. Safe and Secure.** HealthEquity is an IRS-certified health-savings custodian. All HealthEquity-managed cash deposits are FDIC insured to the greatest extent allowed by law.
- 5. Great Value.** No account setup fees, no transaction fees, no card fees and no inactivity fees. Along with free mutual fund investing with unlimited trades.

# ABOUT HEALTHEQUITY

In 2010 alone, HealthEquity partners renewed 96% of groups and more than doubled membership in consumer-directed plans with HealthEquity.

- 1. National Carrier Delivers for Small Groups:** One of the nation's largest insurers found out that, when it comes to HSAs, big banks don't always know small business. It turned to HealthEquity. HealthEquity's platform automates key funding and account setup processes. HealthEquity employer services team educates and handles exceptions with flexibility and a customer focus. After two years, HealthEquity's partner has added more than 4,000 small groups to its consumer-directed plans.
- 2. Premier Integrated Health System Champions HSAs:** A top integrated health system partnered with HealthEquity to launch its HSA-compatible plans. Great customer experience created strong "word of mouth" for the new product. HealthEquity put a producer service resource in the local market, who executed a complete sales education program to tell the story to sales staff and agents. Three years later, nearly 10% of commercial members are in HSA-compatible plans with HealthEquity HSAs.
- 3. Big Blue Reboots Account-Based Health:** A multistate Blue Cross Blue Shield plan suffered a setback when its health accounts vendor didn't keep its promises. HealthEquity was selected to help restore confidence. HRAs and FSAs were quickly transitioned and HSAs tightly integrated with HealthEquity's partner's existing consumer empowerment tools. One year later, the CEO is encouraging everyone, including his own employees, to sign up. "The plans are a real value, and I continue to hear great things about HealthEquity. Good work!" the CEO said.
- 4. Perennial #1 Rated Health Plan Partners to Reward Wellness:** The nation's top-ranked private health plan is committed to rewarding wellness through innovation. Using HealthEquity's 24/7/365 live member support and a robust online portal, the health plan can provide members with relevant information and timely guidance that lead to choices that earn valuable wellness rewards. "With integrated member eligibility and claims data, HealthEquity ensures our members will find it easier to be rewarded for choosing wellness," a health plan leader said.

**9.4 OUT OF 10 NET PROMOTER SCORE • HIGHER RETENTION • SEAMLESS INTEGRATION**

Start getting a truly great consumer-directed health account experience, and grow your membership today.  
**Visit HealthEquity at [www.healthequity.com](http://www.healthequity.com) or call 877.694.3942.**