

PARTNER WITH CONFIDENCE

Five questions to ask when choosing an HSA and consumer directed benefits partner.



01

WILL I BE STUCK IN A SINGLE ECOSYSTEM?

Many companies pitch one-stop shopping for everything, including health plans, wellness programs and retirement. At first glance, the apparent simplicity is appealing. Over the long term, however, limiting your options can create headaches.

Consider that if your account administrator is also your health plan provider, it won't be easy to switch when costs increase or plan options change. Moving outside the ecosystem means more administrative files and more communications to help members navigate multiple platforms. Eventually you may end up switching account administrators anyway.



Avoid the hassle and stay flexible. HealthEquity is independent, so you can integrate with any health plan provider you choose—now and in the future.

02

DO THEY FOCUS EXCLUSIVELY ON CONSUMER DIRECTED BENEFITS ACCOUNTS?

There are a lot of companies in the consumer directed benefits space that don't focus on consumer directed benefits. You'll find companies in banking, investing, and health insurance.

Some vendors offer an HSA just to sell mutual funds and other financial products. Others use benefit accounts to sell health plans and other wellness services. How many administrators on your list focus exclusively on the accounts your people rely on every day?



Consumer directed benefits are all we do. And that gives us the independence to focus singularly on delivering the best possible benefits experience. Expect 24/7 onshore member service, systematic engagement and empowering education.

INDEPENDENCE IS LEADING THE WAY

More organizations trust HealthEquity to focus on their people and their needs.

Top Ten HSA Administrators

| Administrator | Owner | Business | HSAs |
|--------------------|-------------------|----------------------------|-----------|
| HealthEquity | Public company | Consumer Directed Benefits | 5,487,000 |
| Optum Bank | United Healthcare | Health Insurance | 4,236,000 |
| HSA Bank | Webster Bank | Banking | 2,996,000 |
| Fidelity | Johnson Family | Investments | 1,793,000 |
| UMB Bank | Public company | Banking | 1,405,000 |
| Payflex | Aetna | Health Insurance | 1,229,000 |
| Bank of America | Public company | Banking | 1,051,000 |
| BenefitWallet | Conduent | Business Services | 1,026,000 |
| Discovery Benefits | Wex | Tech Services | 860,000 |
| ConnectYourCare | ABS Capital | Private Equity | ? |

*is not a custodian

**based on 2020 mid-year Devenir report

Among the top ten, only HealthEquity offers fully onshore 24/7 member services.

20+ years

Industry
leadership

24/7

US-based
member services

175+

Health plan
integrations

100,000+

Clients

10 million+

Members

03 DO THEY USE AN OUTSOURCED PLATFORM?

No two organizations are alike. That's why the best member experience is built on customization and client feedback.

Unfortunately, too many account administrators rely on third-party platforms. In practice, those administrators are beholden to that company's priorities and development plans. Additionally, feedback and client concerns must filter through several layers before reaching actual product developers. The result: They struggle to deliver an experience that fits your organization.



HealthEquity owns its platform. That means we have full control over deployment and enhancements, giving you a customizable experience centered on your members and goals.

04 HOW SECURE IS MY DATA?

Caring about your employees means caring about their privacy. Ask prospective administrators how they manage member and plan data, especially if it's useful to other parts of their business. Larger corporations as well as banks, health plans and retirement providers may find contribution and account balance data especially valuable. Keeping data in the organization doesn't mean much if the organization is a massive multi-billion-dollar conglomerate.



Because we are truly an independent company, we don't share member data with anyone.

05 IS THERE A RECORD OF INDUSTRY EXPERTISE AND LEADERSHIP?

The benefits landscape is in constant flux. New legislation and related regulations continue to change rules and offer new opportunities. You need a partner who can help you navigate.

Because we focus exclusively on consumer directed benefits, we have a team that brings decades of experience and expertise. Our founder, Dr. Steve Neeleman, helped define the industry. And today our thought leaders continue to bring new innovations that help members gain more choice and control over their healthcare and financial future.



HealthEquity is in constant contact with key decisionmakers at the state and national level. We'll help you stay apprised of upcoming changes and deliver critical insights you won't find anywhere else.

Discover more ways to deliver a better benefits experience.

866.855.8908 | [HealthEquity.com](https://www.healthequity.com)

ONE PARTNER. TOTAL SOLUTION.

Only HealthEquity delivers the integrated solutions you need to simplify benefits and truly impact people's lives.



HSA



FSA



HRA



Commuter



COBRA



Wellbeing