

# The Advisor-Driven HSA Solution



By leveraging the unique savings capabilities of a Health Savings Account (HSA), the HSA Bank advisor-driven HSA solution enables you to offer a leading, full-service HSA product to your clients. You'll have the flexibility to customize investments, the visibility to oversee performance, and the opportunity to generate revenue through an asset-based fee or shared account fee structure.

## How It Works

- Advisor promotes HSA program to current retirement clients who have at least 25 employees and offer a high-deductible health plan (HDHP), leveraging HSA Bank sales and marketing support.
- Advisor works with HSA Bank to complete contracting and implementation process.
- Advisor selects the client's investment lineup on the HSA Bank investment portal.
- Accountholder establishes investment account, makes investment elections, and sweeps money.
- Accountholder manages investments on the investment portal.
- Advisor continues to monitor account for performance, and reports summary data to plan sponsors.

## Program Benefits



### Offer a leading, full-service HSA solution to clients

- Employers manage HSA setup, employer contributions, and payroll integration for employee contributions.
- Accountholders have access to an online portal to manage their cash balance and investments.



### Customize and manage investment options

- Advisors can select from a universe of mutual funds to set up a customized list of investment options for each employer.
- Use the platform to monitor and manage investment performance and options, including investor activity and balances, and aggregate data for reporting.



### Receive compensation for the HSA program

- Generate revenue through an optional asset-based fee and share in account fees.
- Receive revenue share for each HSA sold and maintained.
- Asset-based fees are collected from investor accounts and paid quarterly.



To begin offering HSAs to your customers, contact us at [salesupport@hsabank.com](mailto:salesupport@hsabank.com).

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# HSAs - A Changing Landscape

Given the triple tax advantage of HSAs, it's easy to see why 75% of employers view them as an integral part of their retirement benefits strategy. On top of that, nearly 60% of employers believe that HSAs should replace Flexible Spending Accounts (FSAs), and nearly 75% of employers think that HSAs should be open to all employees, not just those enrolled in an HDHP.<sup>1</sup>

## HSA Investment Assets (In Billions)

A strong market helped HSA investment assets in the U.S. reach \$8.3 billion for the year in 2017, up 53% year over year. Devenir projects that by the end of 2020, the total HSA market will approach \$75 billion in assets covering more than 29 million accounts.<sup>2</sup>



## The Retirement Savings Gap

There is an alarming imbalance between the number of consumers saving for future healthcare expenses and the rising cost of healthcare in retirement. An HSA can play an important part in bridging this retirement savings gap.

**\$360,000** needed in retirement to cover healthcare costs<sup>3</sup>

**41%** of consumers never save money specifically for future healthcare expenses<sup>4</sup>

## About HSA Bank

For two decades, HSA Bank has served as a trusted partner in healthcare finances and a leader in consumer-directed healthcare. Our product offering includes HSAs, other tax-advantaged health accounts, Commuter Benefits, and COBRA. HSA Bank inspires 2.7 million members and more than 35,000 employer groups to own "your" health by making it easy to access, understand, and afford healthcare. HSA Bank has \$7.2 billion in total footings comprising \$5.6 billion in deposit balances and \$1.6 billion in assets under administration through linked investment accounts.

Investment accounts are not FDIC insured and they are not bank guaranteed. Investment accounts are not a deposit account, or an obligation of HSA Bank, and they may lose value. They are not guaranteed by any federal government agency. Performance data and ratings represent past performance and are not a guarantee of future results. Investment returns and principal value will fluctuate and investors' shares, when sold, may be worth more or less than their original cost.

1. "Health Savings Accounts and Retirement Plans." *Plan Sponsor Council of America*, July 2017.

2. "2018 Midyear Devenir HSA Research Report." *Devenir*, August 2018.

3. "2018 Retirement Health Care Costs Data Report." *Health View Services*, October 2018.

4. "HSA Bank Health and Wealth Index.™" *HSA Bank*, March 2018.



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