HSA BANK
National Leader in Health Savings Accounts.
A Division of Webster Bank, N.A., Member FDIC

Employer Update

May 2010

Download PDF Newsletter

HSA Bank on the Lifetime Channel!

Tune in! On May 26, 2010, HSA Bank's Marketing Director, Becky Seefeldt, will appear on the Lifetime Channel's "The Balancing Act" to talk about Health Savings Accounts (HSAs). She will offer expert advice on a wide range of HSA-related subjects.

During the show's "My Money Segment," Becky will answer callers' questions while discussing the recent Healthcare Reform legislation and the rising cost of healthcare. She will also explain how an HSA can help manage those rising healthcare costs.

Lifetime's "The Balancing Act" is an inspiring television program illuminating new ways for women to achieve success in all areas of their lives. The show airs every morning at 7 a.m., Eastern Time.

If you're not able to tune in this month, HSA Bank's segment is scheduled to re-air on June 16, 2010 at 7 a.m., Eastern Time. For more information, click here.

Top of newsletter

Keep a Look Out: 2010 Benchmark Survey

HSA Bank's 2010 Annual Benchmark Survey will be released in June. Data from the survey reveals important information about healthcare consumerism and the characteristics exhibited by accountholders including age, income, use of preventative care, overall utilization and more. Findings are based upon over 3,600 responses and compare respondents with an HSA-compatible health plan to those participating in a traditional PPO health plan. The survey shows continual adoption of HSAs with HSA-compatible health plans as a viable way to combat rising healthcare costs.

Top of newsletter

Need Materials? No Problem!

In a survey of HSA Bank's employer relationships, employers reported 21.2% higher acceptance rates when 90 minutes were dedicated to HSA education. If you are looking to increase acceptance rates for your HSA program or you're simply running low on materials, you can download the Communication Kit from the Employer Administration Area. Log in, point to the Resources heading and scroll down to select "Training Materials." You will have the option to view or download resources for yourself and employee communications.

The Communication Kit is broken into two primary sections – Employer Resources and Employee Resources. The Employer Resources assist you with getting started, program design tips and ongoing resources. The Employee Resources assist with employee education and ongoing communication support. You will also find Spanish-language materials. Items in the Communication Kit are provided in several media to allow everyone to learn more about HSAs in the format that best suits them.

Top of newsletter

Stay Informed!

HSA Bank provides Monthly Employer Reports that contain aggregate information of your employees' accounts. You can stay informed of the number of new, active and closed accounts. You can also see the total amount of contributions and distributions made by your group and the averages for both.

Additionally, the report provides information on utilization of account features such as debit cards, checks and investments. Reports are available on a recurring basis, or as needed. To receive this report, simply contact the Business Relations department at (866) 357-5232 or businessrelations@hsabank.com and request a Monthly Employer Report.

Click here to view a sample report. **Note**: For privacy reasons, HSA Bank cannot provide individual account information to employers or agents.

Top of newsletter

HSA Bank's Business Relations Coordinators can be reached at (866) 357-5232, Monday through Friday, 7 a.m. to 7 p.m., CT.The content provided in this message is intended for Agent and Relationship use only. Unless specified, you are not authorized to forward this information directly to your employees/clients.

HSA Bank® is a division of Webster Bank, N.A. Member FDIC