



HSA Employer News!

July 2013

Preparing for Open Enrollment

Communicating clearly, early and often is the key to open enrollment success.

Through regular sharing of information about the potential benefits of a Health Savings Account (HSA), including tips about how to manage an HSA, you can help your employees make an informed and confident decision about enrolling in your company's HSA plan.

Keep in mind that as little as 90 minutes of training can double your employee enrollment rate. Because everyone learns in a different way, research has shown that the most effective enrollment campaigns include multiple forms of communication to accommodate these varied learning styles. A combination of emails, brochures, workplace posters and multi-media presentations can be helpful in reaching a wide audience.

If you are on a 1/1 plan year, now is the time to begin to spread the word about HSA enrollment. Encouraging your management and benefits staff to attend HSA training sessions is a great way to prepare. Employees need to know how consumer-driven plans work, as well as the benefits of a tax-advantaged HSA. Engaging your employees both early and often with a variety of different materials and training gives them time to learn more and effectively compare total benefits instead of focusing only on short-term costs.

Free HSA Education Opportunities

HSA 101

Every Monday at 12:30 p.m. EDT, The Bancorp Bank offers a 30-minute overview of HSA basics webinar that is ideal for employers, employees and their families who are new to HSAs. A recorded Spanish version, Health Savings Account presentación en la Español, is also available.

HSA Funding Overview for Group Administrators

Each Monday at 3:00 p.m. EDT, The Bancorp Bank offers a one-hour webinar for employers and administrators. A facilitator will highlight the available options an employer may use to fund their employees' HSAs through The Bancorp Bank. This session is ideal for groups who are just rolling out an HSA program for their employees. This may also be helpful for existing employers and brokers who wish to attend as a refresher.

Please register by the Friday before your desired session date. Visit the "HSA Education" page on our website for more information or email us at HSATraining@thebancorp.com.

Enjoy a safe July!