

# Making HSAs work smarter

Benefits leaders recognize the promise of Health Saving Accounts (HSAs), but need help optimizing plan design, program evaluation, and employee education.



**Connecting Health and Wealth**



In fall 2022, partnering with [8Acre Perspective](#), HealthEquity **surveyed 174 benefits leaders to understand their priorities, challenges, and long-term goals.** What they said offers powerful insight—highlighting potential gaps, but also amazing opportunities to elevate the benefits experience.

Recruitment and retention is a big focus, as **74% say they've seen higher turnover** in the past 24 months.

### Have Experienced Increased Turnover in Past 24 Months



Key factors driving turnover include:



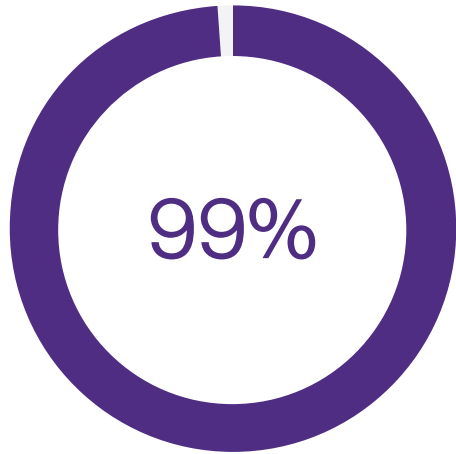
Strong labor market



Compensation needs



Return-to-office stress



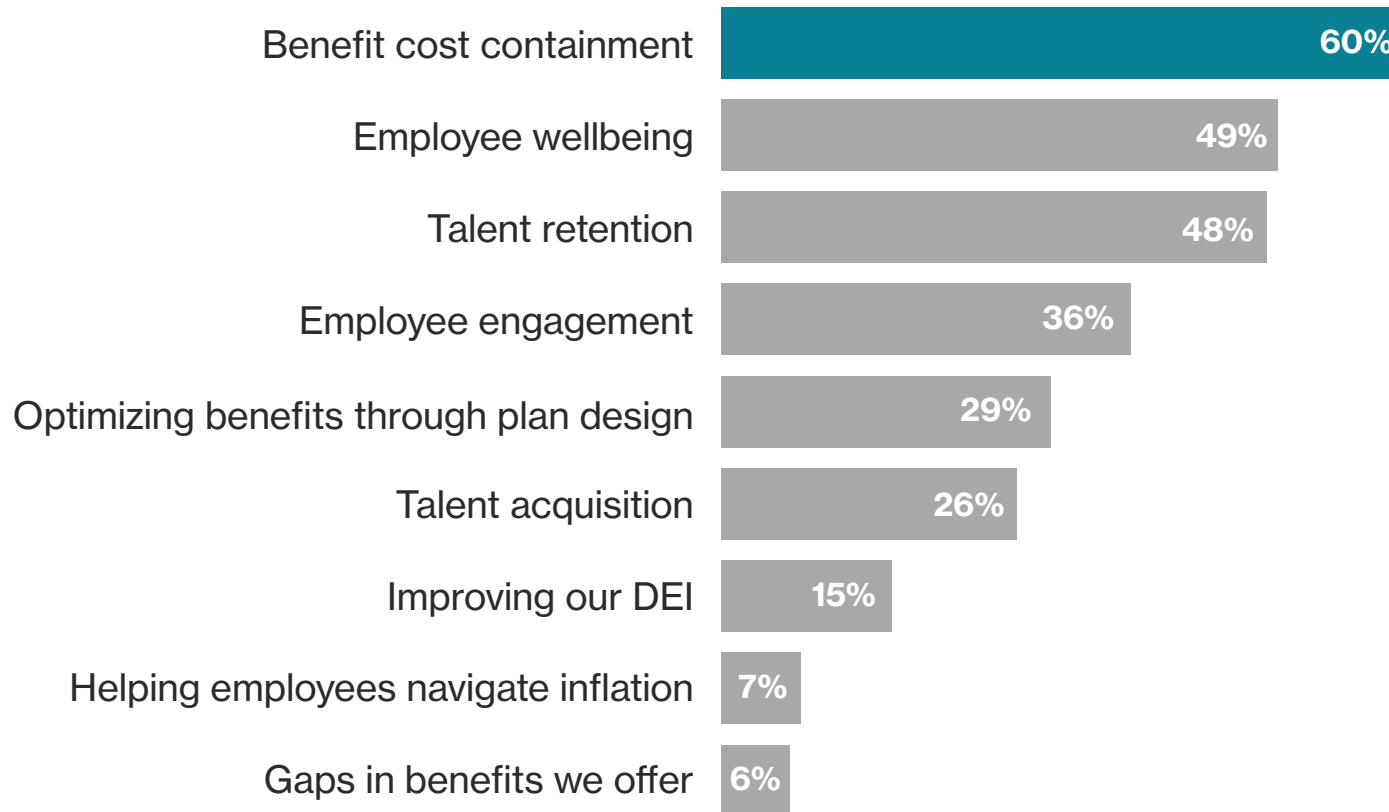
99% of benefits leaders believe benefits are important to talent acquisition and retention, but **only 69% feel their current benefits are making a positive impact** in this area.

### How do your benefits impact talent acquisition and retention?



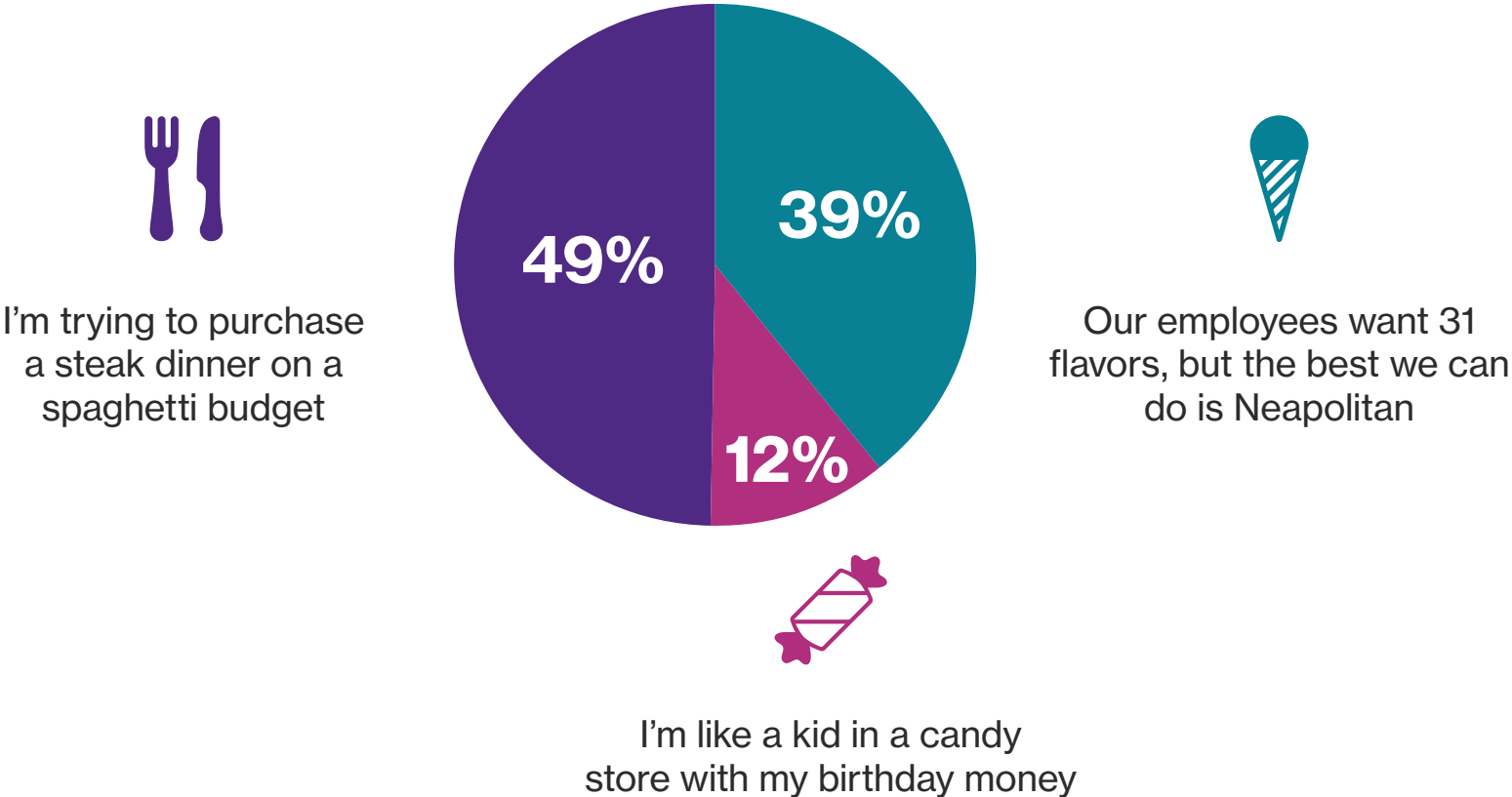
Part of the reason for the limited impact may be related to cost: **60% of benefits leaders are worried about cost**, the top concern among those we polled.

### Benefits Leaders' Top Concerns



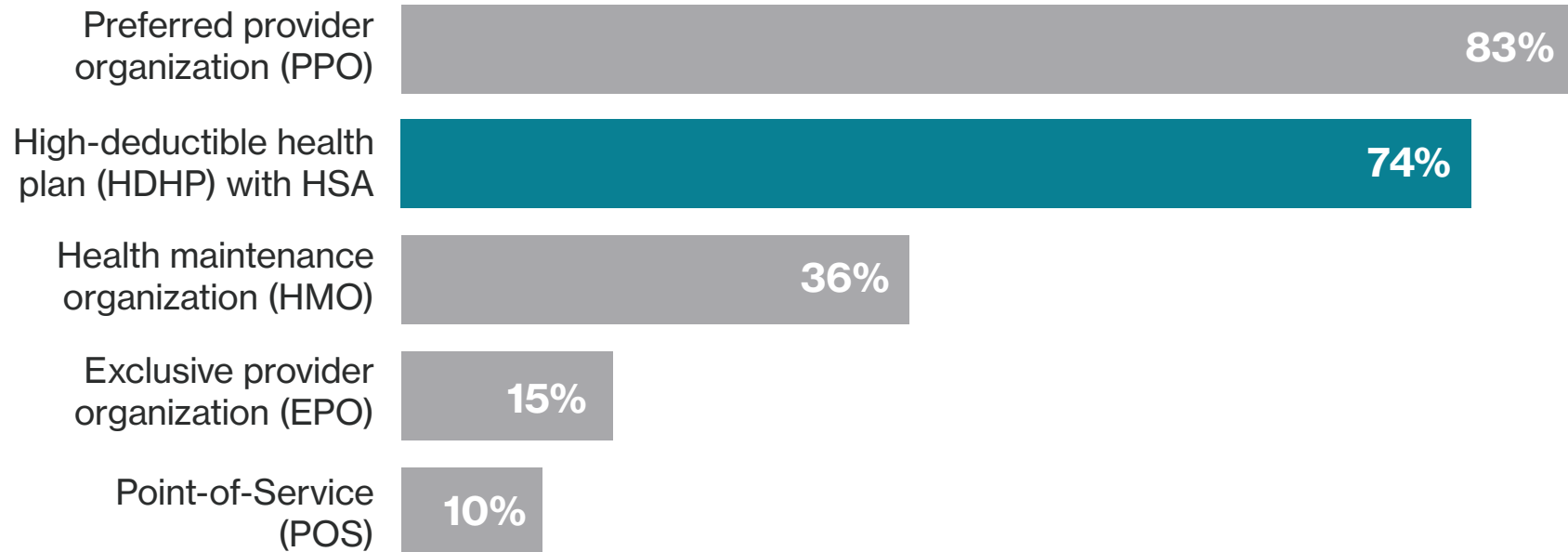
**Nearly half** also say their budget doesn't stretch as far as they would like.

### How HR Leaders Feel When Designing Benefits Offerings



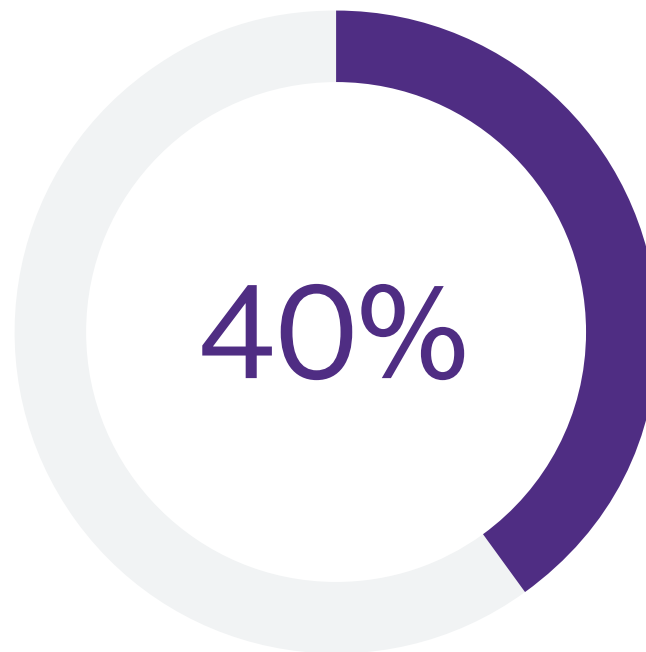
As cost challenges grow, **74% of employers** in our sample now offer high-deductible health plans (HDHPs) with HSAs.

### Types of Health Insurance Plans Employers Offer



Employers who offer HDHPs on average see **40% of their employees enroll** in those plans. This indicates plenty of room to boost HSA adoption and maximize cost savings.

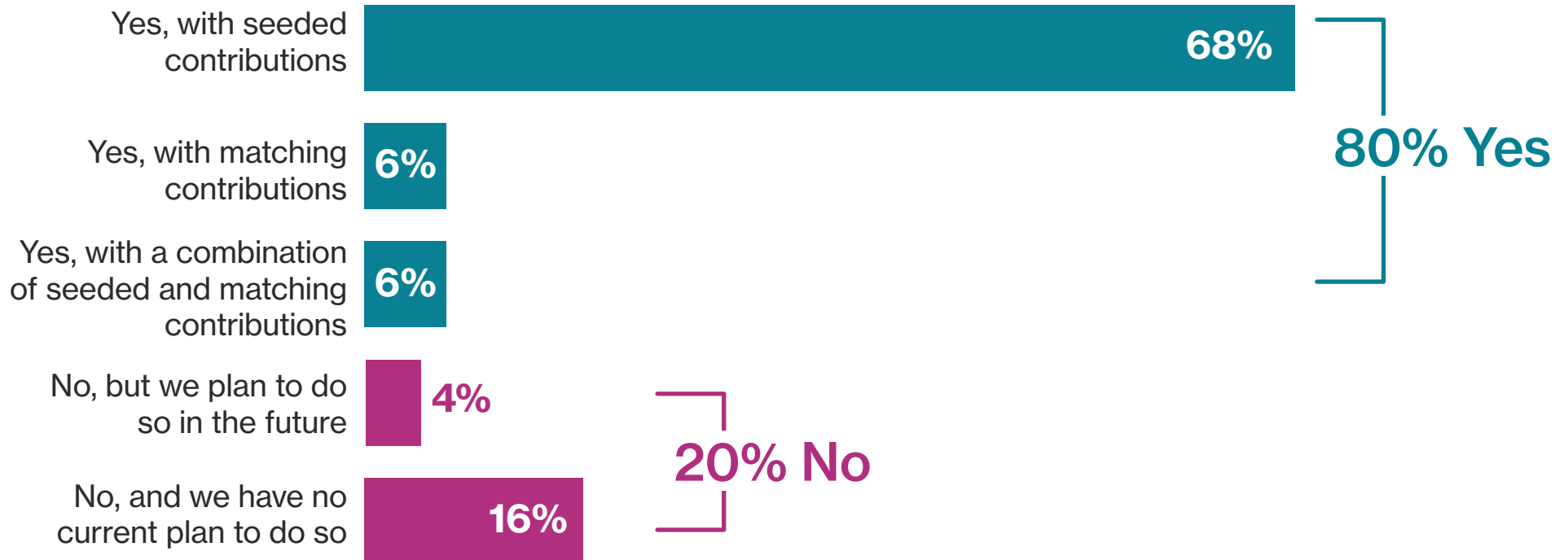
### Average % of Employees Enrolled in HDHPs





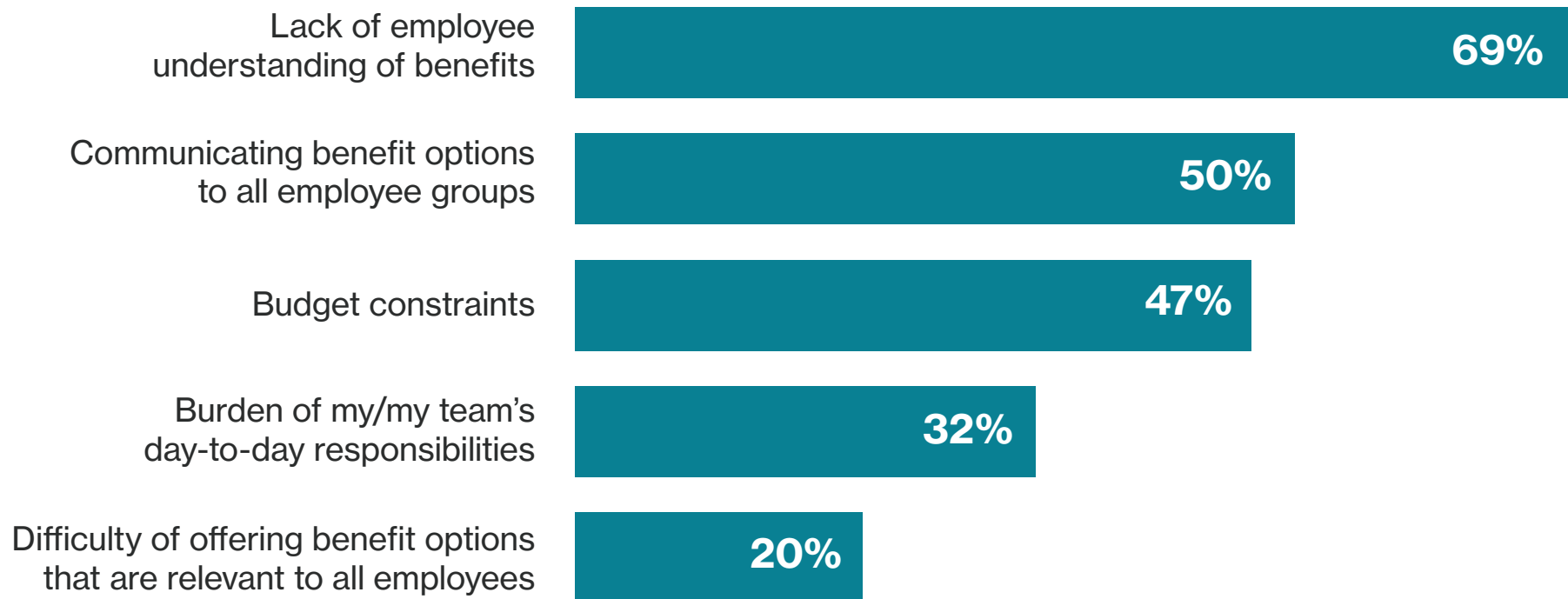
# To help incentivize HSA adoption, **4 in 5 offer some form of employer HSA contribution.**

## Contribute to Employees' HSA Accounts?



But employee education and understanding matter too.  
For example, nearly **7 in 10 say a lack of employee understanding** is an obstacle to success.

### Hurdles to Success of Benefits Offering





Benefits leaders recognize the potential of benefits to support their key goals. They especially acknowledge that HDHPs + HSAs can help reduce benefits costs.

But there's still opportunity to optimize plan design and employee education.

## HealthEquity can help.

We offer free HSA program plan design. We can walk you through several options to create the right plan to serve your overall business goals.



Contribution strategies



Program evaluation



Engagement strategies

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