

5 Ways to Boost HSA Adoption + Engagement

Insights From Evive's 2020 National HSA Survey

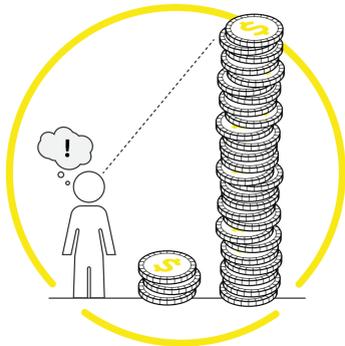
Evive's 2020 National HSA Survey gathered insights from 500 employees across the U.S.—all covered under their employer's health plan. It examined why (or why not) employees decide to open these accounts, when available to them, and how (and how often) they engage with them when they do.

In terms of long-term financial success, employees are (paradoxically):



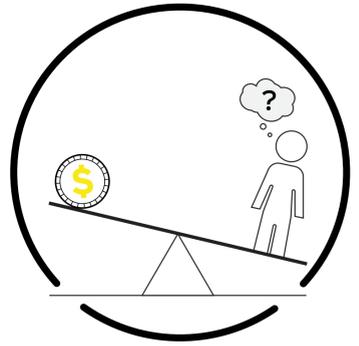
Overconfident

2 in 3 employees think they're savvier than most people when it comes to finances



Underprepared

Nearly 4 out of 10 employees expect their healthcare costs in retirement to be \$50K or less



Feeling unsupported

4 out of 10 employees don't think that their employer is committed to their long-term financial success

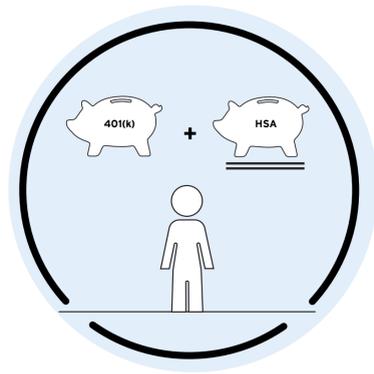
The takeaway

Employees are self-assured in their financial aptitude, but aren't saving enough for retirement—and to make matters worse, they don't feel supported by their employer in this regard.

The opportunity

Using data-driven, personalized messaging, employers can reach employees at the times—and in the ways—that most resonate, driving account adoption and smarter utilization. And that means lower financial stress, better presenteeism, and healthier retirement savings in the workforce.

So what can employers do to help? (A lot, actually.) Here are 5 ways to boost HSA engagement:



Underscore unique savings

Position an HSA as a second (and necessary) retirement savings account



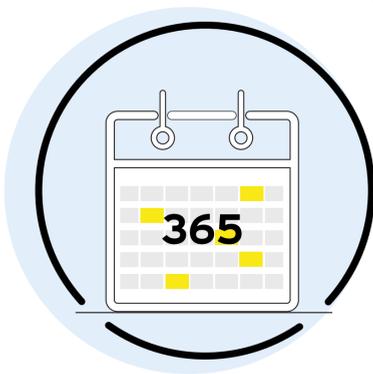
Illustrate your investment

Drive continued awareness through a detailed Total Rewards statement



Leave the door open

Make sure employees know enrollment is a year-round option



Keep addressing adoption

Communicate when the time is right for the employee—not just during open enrollment



Message when it matters

For those already enrolled, data-driven nudges make timely engagement easier

Hi!

Hi, we're Evive.

We change the way companies communicate. Starting with rich healthcare and HR data sources, we use our proprietary predictive analytics and behavioral science expertise to automate "campaigns of one": highly segmented, multimodal outreach that connects the right person to the right resource at the right time. This meaningful messaging drives measurable outcomes, supercharging companies' diverse strategies around cost containment and employee experience optimization. [We're here to show that data delivers.](#)