

# HSA IMPLEMENTATION GUIDE

Integrated health savings accounts



THE POWERFUL  
& *easy* HSA  
SOLUTION



MASSACHUSETTS

HealthEquity®

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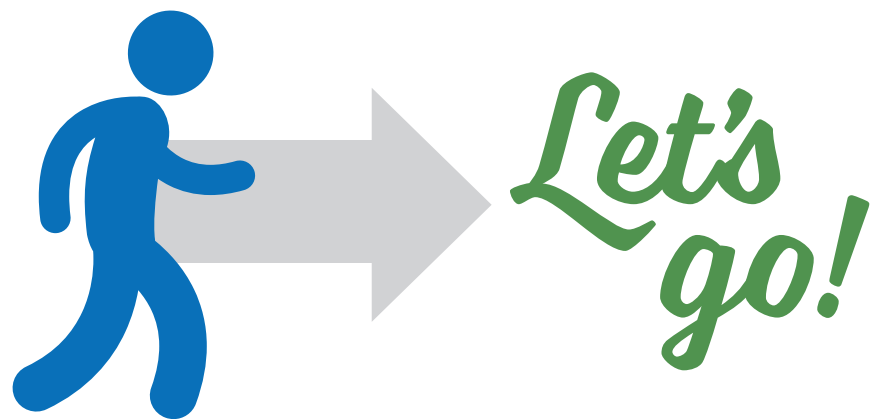
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# EASY, CONVENIENT SOLUTIONS

Thank you for selecting HealthEquity as your HSA partner. As an experienced provider of health savings accounts, we offer powerful and convenient solutions to ensure the successful implementation of your plan. These include:

- Integrated claims and eligibility
- Automated account setup
- Dedicated employer support team
- Useful employer portal

This guide provides a detailed outline of the HSA setup process. Our team of experts will guide you every step along the way for easy execution.





HealthEquity team member  
Salt Lake City, Utah

# Easy Execution

## Helpful support for employers is available every step of the way

Our employer services team, based in Salt Lake City, will guide you through the entire implementation process. Their insight and experience provide powerful resources for a successful launch.

# TIMELINE

## 1. PREPARATION

Employer selects an HSA-powered plan through Blue Cross Blue Shield of Massachusetts (BCBSMA). HealthEquity is an independent and separate company partnering with Blue Cross to administer your health care account.

Finalize timeline

Group setup, employee enrollment

## 2. INTEGRATION

BCBSMA sends group eligibility to HealthEquity

HealthEquity creates employer portal

## 3. GO LIVE

HealthEquity opens HSAs

Employer receives welcome communication

Employees receive welcome materials

# We'll take you there.

Our streamlined process makes implementing HSAs easy for employers. With powerful technology and an expert implementation team, we provide a convenient launch process with three easy phases:

- 1 PREPARATION
- 2 INTEGRATION
- 3 GO LIVE



# PHASE 1: PREPARATION

.....  
45+ days prior  
to effective date

## Select an HSA-powered health plan

- Work with your BCBSMA representative to select an HSA-qualifying plan that meets the needs of your employees.

### Effective Plan Design:

Experience has proven that increasing employer contributions to employees' HSAs leads to higher adoption and greater plan satisfaction. This enables you to enrich your employees' benefits package while complying with health reform regulations and avoiding excess taxes.

.....  
45 days prior  
to effective date

## Review Timeline

- Review the implementation timeline with your BCBSMA representative and determine milestone dates.
- Determine communications plan and how to position your HSA offering with employees for increased adoption.
- Employee educational resources are available at:  
[www.HealthEquity.com/BCBSMA](http://www.HealthEquity.com/BCBSMA)

.....  
40 - 10 days prior  
to effective date

## Group setup, employee enrollment

- Complete group setup through BCBSMA.
- Employees interested in participating in an HSA-powered plan complete the BCBSMA enrollment process.
- To be eligible, employees must meet the following requirements:
  - Enroll in an HSA-qualifying plan.
  - Have no other health coverage unless permitted by the IRS.
  - Not enrolled in Medicare.
  - Not claimed as a dependent on someone else's return.



# PHASE 2: INTEGRATION

35 - 25 days prior  
to effective date

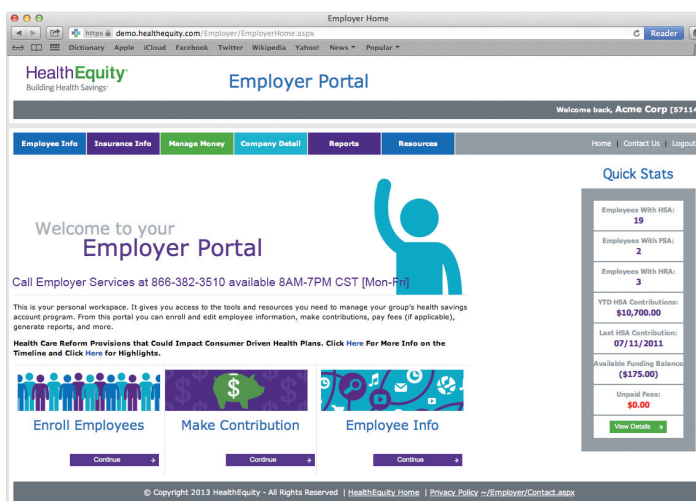
## BCBSMA sends group eligibility to HealthEquity

- BCBSMA sends group setup and enrollment data to HealthEquity electronically via secure file transfer protocol (FTP).
- After initial setup, BCBSMA will send regular enrollment and claims data to HealthEquity via secure FTP.

15 days prior  
to effective date

## HealthEquity creates your employer portal

- HealthEquity loads group setup information into our secure integrated platform.
- HealthEquity creates a secure employer interface for managing employee eligibility, account funding and reporting.





# PHASE 3: GO LIVE

.....  
15 days prior  
to effective date

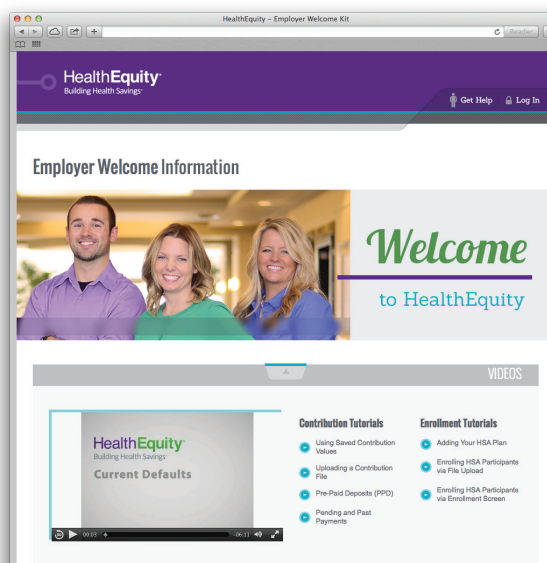
## HealthEquity opens HSAs

- HealthEquity loads eligibility data.
- Employees must pass the Customer Identification Process (CIP) as required by federal law. HealthEquity manages the entire CIP, which typically takes one business day.
- Employees who fail the CIP are notified by mail or email.
- Once the CIP is successfully completed, individual accounts are created by HealthEquity. No wet signatures are required to open accounts.

.....  
1-3 days after  
eligibility file is loaded

## Employer receives welcome communication

- You will receive a welcome letter by mail or email, containing instructions for accessing the employer portal, making contributions and a link to the comprehensive employer welcome site.
- For a personalized employer portal demonstration, contact HealthEquity Employer Services at 866.382.3510.



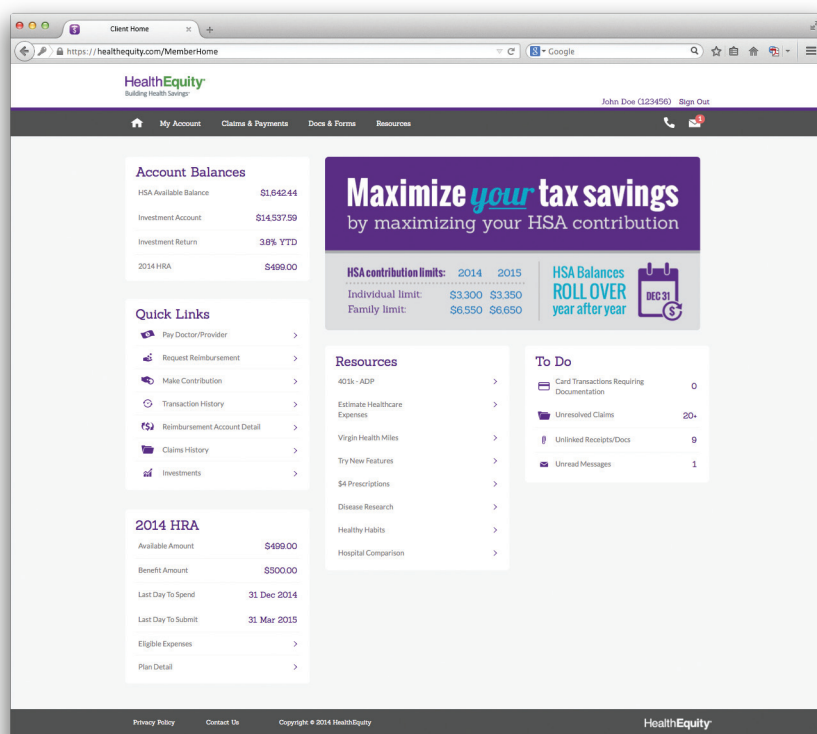
sample



12 - 15 days after  
eligibility file is loaded

## Employees receive welcome materials

- HealthEquity mails welcome materials to employees who pass CIP
- Welcome materials include:
  - HealthEquity Visa® Health Account Card<sup>1</sup>
  - Instructions for accessing the member portal
  - Contact information for member services
  - Tips for maximizing health savings with an HSA



sample

## HSA balance transfers:

Employees may have existing HSAs with previous administrators. To take advantage of HealthEquity's integrated claims and to avoid potential fees from other providers, we suggest consolidating into one HealthEquity account. The transfer process is simple and leads to increased satisfaction. We can offer an incentive for balance transfers: [HealthEquity.com/DoubleIt](http://HealthEquity.com/DoubleIt)

<sup>1</sup> This card is issued by The Bancorp Bank, pursuant to a license from U.S.A. Inc. Your card can be used everywhere Visa debit cards are accepted for qualified expenses. This card cannot be used at ATMs and you cannot get cash back, and cannot be used at gas stations, restaurants, or other establishments not health related. See Cardholder Agreement for complete usage restrictions.

# WINNING WITH EMPLOYEES

For increased adoption, it is important for HSAs to resonate with employees. HealthEquity provides a comprehensive suite of educational materials to help in your efforts. These resources leverage our unique insight as a leading provider of health accounts and offer a simple, compelling message.

Communication tools are located in a convenient, online format:

[HealthEquity.com/BCBSMA](http://HealthEquity.com/BCBSMA)



sample



HealthEquity team member  
Salt Lake City, Utah

# *Account mentors*

**Helpful support for our members  
is available every hour of every day**

Our team of specialists based in Salt Lake City are available 24 hours a day, providing members with the tools and information they need to optimize their health savings accounts.



# FAQs



## How much can be deposited into an HSA?

The maximum amount is established by the IRS and subject to change each year. See IRS Publication 969, health savings accounts and other tax-favored health plans, at [www.irs.gov](http://www.irs.gov) for current contribution limits.



## What is integrated eligibility and enrollment?

Eligibility and enrollment integration means that BCBSMA automatically transmits data to HealthEquity for account setup and current enrollment status.



## How do integrated claims work?

Your employees' claims information is fed directly to their HSA. This allows them to make online payments using the HealthEquity member portal. It also creates an archive of medical expenses.



## Who pays the monthly health savings account administration fee?

Typically, the employer pays the monthly HSA administration fee for their employees. Upon termination, the employee becomes responsible for the monthly fee. Employers may elect to have employees pay the monthly fee.

## Q What HSA investment options are available to members?

A HealthEquity offers an extensive suite of investment options that members can select. For more information, visit [www.HealthEquity.com/advisor](http://www.HealthEquity.com/advisor). A minimum balance of \$2,000 is required to begin investing.

## Q How do I manage the HSA program moving forward?

A Upon group enrollment, you will have access to the HealthEquity employer portal. Its features allow you to:

- Create additional logins for your staff with role-based permission levels and email preferences
- Set up banking information
- View employee listing with status, coverage level and coverage dates
- Fund accounts and manage contributions
- Generate reports and create system alerts

## Q What happens if someone fails the customer identification process (CIP)?

A Employees who fail CIP will display an incomplete status in the employee listing on the employer portal. These employees will need to submit additional documentation before their accounts can be used. Contributions can still be made to the account, but will be unavailable until the CIP has successfully been completed.

Investments available to HSA holders are subject to investment risk, including the possible loss of the principal invested and are not FDIC insured or guaranteed by HealthEquity or HealthEquity Advisors. HSA holders making investments should review the applicable fund's prospectus. Investment options and thresholds may vary and are subject to change. Consult your advisor or the IRS with any questions regarding investments or on filing your tax return. For more information about HealthEquity Advisors, please visit <http://www.adviserinfo.sec.gov>.

# RESOURCES

## Employer services

Phone: 866.382.3510 (Available 8 am - 7 pm Central)

Email: [employerservices@healthequity.com](mailto:employerservices@healthequity.com)

## Employer portal

[MyHealthEquity.com](http://MyHealthEquity.com)

## Employer welcome materials

[Employee Pays Product: www.HealthEquity.com/welcome/default.aspx?code=erwk40](http://www.HealthEquity.com/welcome/default.aspx?code=erwk40)

[Employer Pays Product: www.HealthEquity.com/welcome/default.aspx?code=erwk27](http://www.HealthEquity.com/welcome/default.aspx?code=erwk27)

[Partner Pays Product: www.HealthEquity.com/welcome/default.aspx?code=erwk4](http://www.HealthEquity.com/welcome/default.aspx?code=erwk4)

## Employer open enrollment resources

[HealthEquity.com/educate](http://HealthEquity.com/educate)

## Member services

Phone: 877.694.3938 (Available every hour of every day)

Email: [memberservices@healthequity.com](mailto:memberservices@healthequity.com)

## Member single sign-on

-----[www.healthequity.com](http://www.healthequity.com)

## Member resource site

[HealthEquity.com/BCBSMA](http://HealthEquity.com/BCBSMA)



# Get started today.

Help your employees to maximize health savings by offering our powerful and easy HSA solution.

Contact your BCBSMA representative or contact HealthEquity at:

**866.382.3510**



*We'll take  
you there.*

# EASY ACCESS to your ACCOUNT WHEREVER you are.



HealthEquity mobile app<sup>1</sup>  
available for FREE at:

- Apple® App Store®
- Google Play™



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<sup>1</sup> Accounts must be activated via the HealthEquity website in order to use the mobile app.

Nothing in this communication is intended as legal, tax, financial or medical advice. Always consult a professional when making life changing decisions. HealthEquity, Inc. is an independent and separate company contracted with Blue Cross to administer your health care account. HealthEquity, Inc. does not provide Blue Cross products or services and is solely responsible for any products and services it offers.



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**HealthEquity®**

15 West Scenic Pointe Drive, Suite 100  
Draper, UT 84020  
info@healthequity.com  
www.HealthEquity.com