



Building Your Strategy:

HEALTH SAVINGS ACCOUNT (HSA)

tip

1

DRIVE ADOPTION BY SEEDING ACCOUNTS

To help alleviate employee concerns about enrolling in an HSA, 45% of employers offer funding (or “seeding”) for accounts. **The average employer funds \$638 per year for a single account, \$912 for a two-person, and \$1126 for a family contribution.**

tip

2

ENCOURAGE PROACTIVE FUNDING

HSAs are popular, with **72% of employees actively funding an HSA with an average monthly employee contribution of \$155.** Employees that proactively fund their HSA are better prepared for unexpected medical costs. Give employees a benchmark to work towards by showing them how much they would need to contribute to cover their deductible or maximum out-of-pocket costs.

tip

3

EDUCATE ABOUT LONG-TERM INVESTMENT OPTIONS

Those with an HSA use **86% of the funds in their account for health purposes each year. However, under 5% of employees utilize the investment option available.** This presents an opportunity for employers to offer further education about the multiple savings advantages HSAs present, including being a long-term investment tool.

tip

4

AVERAGE ACCOUNT BALANCES INCREASING

The average account balance is \$2350. Since all HSA funds roll over from year to year, there is potential for exponential balance growth. The anticipation is that not only will the average account balance increase as the years go on, but HSA adoption rates will as well.

Unless otherwise stated, all data points are based on plan trends and usage statistics from plans administered by Benefit Resource, LLC.