

# Specialty Accounts

## GIVE YOUR EMPLOYEES THE BENEFITS THEY WANT MOST

Some of the most desirable employee benefits, according to a study released by Harvard Business Review, are student loan assistance, tuition assistance, gym memberships, day care support, and fitness classes. Wouldn't it be great if you could provide all of these benefits into one convenient offering?

You can — **Specialty Accounts** represent a new category of benefits designed to address the unique needs of your employees. Benefit Resource (BRI) can administer your Specialty Account—ensuring funds are used based on the specifications of your plan—including carded and non-carded programs.

### GET CREATIVE WITH YOUR BENEFITS

Employees today are looking for more than just a paycheck. They want to work for a company that understands and addresses their needs.

Specialty Accounts are an easy way for you to support your people and their priorities, no matter where they are in life. These accounts help to address the physical, mental, social, and even career well-being that make up the total well-being of an employee. They are typically set up as a taxable benefit to allow for greater customization.

#### BRI PRO TIP

Not sure how to design your plan? Consider surveying your employee base to determine what their unique needs are. Then, pick your eligible expense categories based on the results.

### A HEALTHIER, MORE BALANCED WORKFORCE

Benefits that promote physical, mental, and financial health allow employees to worry a little less about life's burdens — providing companies with the following advantages:

- Reduced workplace stress
- Higher productivity rates
- Lower healthcare costs
- Easier talent acquisition
- Increased employee retention rates
- Improved company image and employee workplace experience

### PLAN DESIGN OPTIONS

The following categories are available:

- **Wellness and Fitness** (equipment, gym memberships, fitness app subscriptions, mental health support, etc.)
- **Education** (college tuition/student loans, learning subscriptions, certifications, K-12 private school tuition, Pre-K, etc.)
- **Special Transportation** (not covered under a Commuter Benefit Plan like taxis, tolls, gas, ridesharing apps, etc.)
- **Bicycle Commute** (bikes, bike share programs, etc.)
- **Pet Benefits and Supplies** (pet supply stores, veterinary services, etc.)
- **Utilities** (phone, internet, electric, etc.)
- **Home Office Supplies** (desks, chairs, computers/equipment, etc.)
- **Personal Services** (cleaning services, salons & barber shops, home repairs, etc.)
- **Entertainment** (theatres, event tickets, amusement parks, dance halls, arcades, aquariums, digital goods, etc.)

*Need something different?* Just ask to discuss options that best meet your needs!

#### BRI PRO TIP

Stand out by creating a comprehensive Wellness Account that covers *ALL* types of wellness: physical, emotional, financial, intellectual, and family (including pets!).

## EASY, CUSTOMIZABLE PLAN DESIGN

### STEP 1. SELECT THE EXPENSE CATEGORIES

Employers can select from a variety of predefined expense categories or work with their assigned representative to design a program that best meets company needs.

### STEP 2. DETERMINE THE RULES

- **Will funds roll over?** Opt to allow employees to keep (roll over) unused funds at the end of the year, or not, depending on company budget.
- **How much (and how frequently) will funds be provided?** Control how much and how frequently funds are distributed.
- **Who can enroll?** Set parameters that must be met in order to participate in the benefit.



### STEP 3. DECIDE HOW FUNDS CAN BE USED

**Option 1: Carded program:** The Beniversal® Prepaid Mastercard® is used to

pay for eligible plan expenses. Sophisticated auto-approval logic minimizes the need for paperwork and receipts. Participants can connect their cards to digital wallets such as Apple Pay®, Google Pay®, and Samsung Pay® to enable contactless payments. Claims for reimbursement can be submitted if a different payment source is used.

**Option 2: Reimbursement only:** Participants pay for expenses using their preferred payment method. Then, they reimburse themselves through BRIWEB, BRIMOBILE, or by mailing in a claim form with required documentation.

#### BRI PRO TIP

Communicate the *BENEFIT*. Employees need time to understand how these accounts work and how to use the funds in them.

## CONVENIENT TOOLS FOR MANAGING ACCOUNTS

- **BRIWEB:** Our secure online portal provides employer and participant logins for managing accounts, viewing balances and reports, and accessing resources.
- **BRIMOBILE:** On-the-go access for participants to submit claims/receipts, and view balances/transactions. The app is available on the Apple App Store and Google Play.
- **BRIALERTS:** Participants can opt-in to receive real-time alerts via email or text for balance and transaction activity.


Note: Standard text messaging rates from the wireless service provider may apply.

## QUICK, KNOWLEDGEABLE SUPPORT PLAN SUPPORT


Every employer is assigned a dedicated specialist who can provide direct answers and expertise. This specialist is supported by other BRI team members so you always receive quality, hands-on support.

### PARTICIPANT SUPPORT

Participant Services is available to answer questions via phone, email, and live chat. Both English and Spanish-speaking representatives are available.

 (800) 473-9595 (M-F, 8am - 8pm ET)

 ParticipantServices@BenefitResource.com

 Live chat is available through the participant login at BenefitResource.com

## SAVE WITH THE BENIVERSAL SUITE

Ask us how you can take advantage of our other administration services, including pre-tax benefit accounts (FSA, HSA, HRA, HRA VEBA) and COBRA/ Direct Billing.