April 25, 2023

BRI Showcase

Welcome

Agenda

1. Trends / Areas to Watch
2. By the Numbers
3. Product and Organizational Updates

Stay until the end for chance to win an iPad and other fun prizes. Be ready to Kahoot!

Kahoot!

Meet Today's Speakers

Barbara Ciudad
Regional Manager - Southwest

Kathy Edgington
Regional Manager - Northwest

Lauren Lambiase
Regional Manager – Upstate NY

Mark Spiecher
Regional Manager - NYC

Kemi Altonji
VP, Client Services

John Lowden
Regional Manager – Mid-Atlantic

Our Company

BRi

FSA | HRA | HRA VEBA | HSA | COMMUTER BENEFITS | SPECIALTY/LIFESTYLE ACCOUNTS | COBRA | DIRECT BILLING

EXPERTISE

250+ Employees focused on Consumer-driven Benefits and Benefit Continuation services

SOLUTION-ORIENTED

Proprietary Technology with clients' needs in mind

DISTINCTIVE

Single Card; Innovative Payment Solutions with 95% average substantiation

DEDICATED SERVICE

1:1 Client Relationship

CLIENT SUCCESS

92% Client Satisfaction and over 95% client retention

INDUSTRY LEADERSHIP

Recognized thought leadership ECFC Board & certifications

PUBLISHED AND RECOGNIZED BY:

Forbes Business Council

ebn Employee Benefit News

SHRM

HR CHAT

benefitspro

HRMORNING

ALM | benefitspro LUMINARIES 2022 EDUCATION & COMMUNICATION BENEFIT RESOURCE, LLC BECKY SEEFELDT

Trends / Areas to Watch

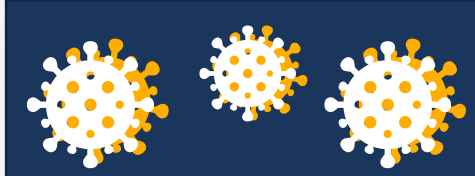
End of Pandemic—What Does It Mean?

BACKGROUND

- During National Emergency through Outbreak Period, disregard certain election, payment, and submission requirement timeframes.
- The "Outbreak Period" acts as a pause on typical deadlines that would apply for COBRA, pre-tax accounts and other benefit plans.
- The "Outbreak Period" ends 60 days after the National Emergency is ended (or such other date announced by agencies). Tolling periods begin at the end of the "Outbreak Period."

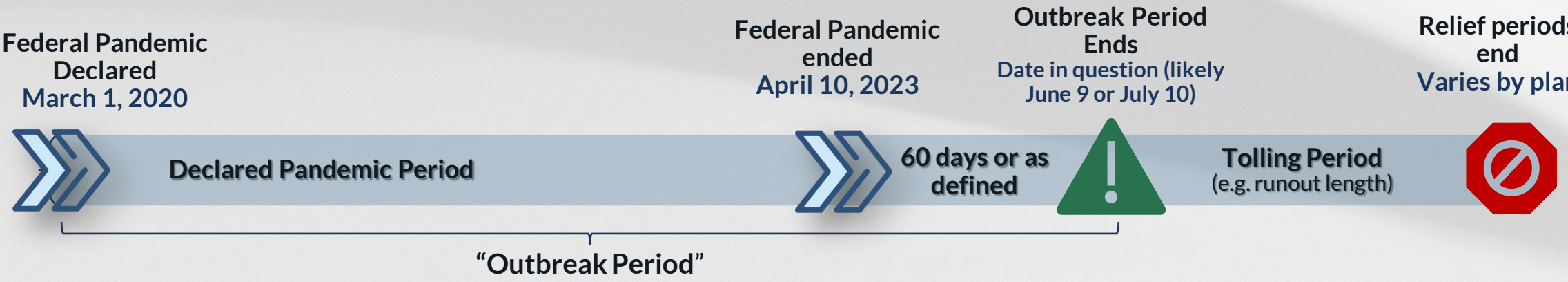
HAS THE END ARRIVED? MAYBE…

- March 29, agency FAQs Part 58 represented May 11 as end of National Emergency with July 10 as the end of the Outbreak Period.
- April 10, 2023: H.J. Res. 7 signed terminating the National Emergency and could trigger a 60 day end to the outbreak period.
- **Which has authority?** Requesting clarity from agencies.



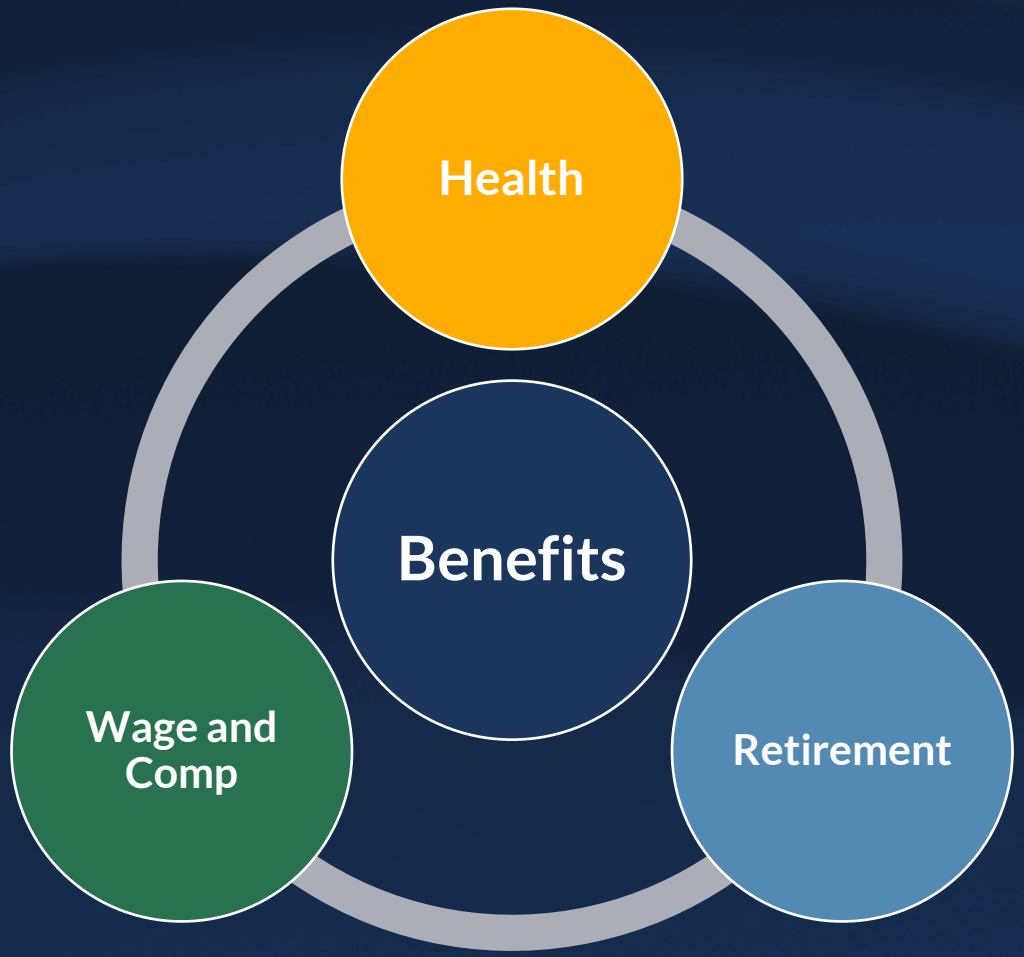
Extensions Were Permitted For:

- Time a participant has to elect coverage
- Time a participant has to pay for COBRA
- Dispute denials of claims
- Amount of time to submit claims for coverage



The Definition of ‘Benefits’

TRADITIONAL VIEW OF BENEFITS



EVOLVING DEFINITION OF BENEFITS

Rise in Lifestyle / Specialty Accounts

Specialty Accounts (also called Lifestyle Spending Accounts) are specifically designed to address the unique needs of employees through flexible employer design and funding of taxable benefits.

Why should you consider Specialty Accounts?

- **Flexibility.** Aligns benefits with the specific needs of employees
- **Retention.** Provides benefits that stand-out and aids in employee retention and acquisition strategies
- **Simple management** for streamlined implementation and management. Works with other benefits you are already offering

>1 in 2
focus on wellness
(physical and/or emotional)

Range in value = $100 - $10,000
Average = $970
Median = $300

Over 300% increase in use of Specialty Accounts
Based on industry estimates from 2021 to 2022.

In May 2022, “just under 10% of employers that responded said they have a benefit— but 70% of respondents said that they are considering adding

- Mercer Insights survey.

What Hybrid Working Means for Commuter

Commuting spend is increasing…but also evolving

Overall Mass Transit Spend for BRI Clients

- **61% YOY Growth by Spend** (comparing 2021 v. 2022)
- **126% YOY Growth by Transactions** (comparing 2021 v. 2022)
- **Average spend in 2022 = $18.41**

Contactless utilization on rapid rise

- **259% YOY Growth by Spend** (comparing 2021 v. 2022)
- **259% YOY Growth by Transactions** (comparing 2021 v. 2022)
- **Average spend in 2022 = $2.91**
- **12% of transit transactions made with contactless payment**

Source: Mastercard Benchmark Analysis for Transit Spend

What does commuting look like in a post-pandemic era?

- Strong utilization of parking benefits
- More flexible / on-demand use of mass transit
- Consideration for alternative transportation options
  - Vanpools / LyftLine
  - Specialty Accounts for car pooling, tolls, bike share, etc.

By the Numbers...

What Did Clients Tell Us?

92%+

Overall Satisfaction Rate (CDB)

CLIENT SCORE (CDB)

Net Promoter Score (NPS) of 30 and above classified as "great"; 70 and above "excellent" / "world class"; For B2B services rankings for financial and HR services range from 30-46.

Areas that would delight / add to satisfaction include:

- Expanded options to manage/assist participants
- Reporting accessibility and clarity
- Feedback on file imports / errors

Education opportunities

- Ability to auto-apply contributions
- Integration capabilities with payroll
- Features and functions available on the site

Biggest contributing factors to satisfaction?

Service and Employees

What Did Participants Tell Us?

90%+ rating for

- Overall satisfaction
- Friendliness, professionalism
- Communications received
- BRIWEB functionality

Nearly 4 in 5 report using BRIWEB and receiving COMMUNICATIONS

NPS 55

PARTICIPANT SCORE

Net Promoter Score (NPS) of 30 and above classified as "great"; 70 and above "excellent" / "world class"; For B2C services related to insurance and financial , ratings average 16-28.

Card is #1 choice for accessing funds.

Breakdown

85% access funds through card
37% submit online/mobile claims
8% digital wallet
5% indicate mailing/faxing claims

Calling

preferred method of communicating

64% call
15% live chat
21% email

Key Insights

- Highest satisfaction levels reported among those that use CARD and BRIWEB.
- 1 in 3 report lack full understanding on **what is eligible**
- Types of **resources preferred varies by plan type** *(and aligns with variances in utilization of the accounts by different generations).*
  - FSA/HRA participants prefer flyers, brochures
  - HSA prefer decision-support tools, infographics and videos
  - CBP prefer decision-support, FAQs and infographics

Plan Trends & Utilization

	Who uses them?	What is being contributed?	How is it used?
Flexible Spending Accounts	Nearly 1 in 2 accounts held by Gen X Avg. Age 47 Prefers brochures, flyers and phone support.	**$1,265** avg. contribution 3.6% contributed statutory maximum $859 avg. contribution for Limited FSA	 **9 of 10** used FSA
Health Savings Accounts	Nearly 1 in 2 accounts held by Millennials Avg. Age 42 Prefers infographics, videos, decision support tools and chat.	**HSA Balances** $3,265 avg. balance (up 27% in last 5 years) •5-7% investing HSA; $9,906 avg. investment balance •70% of have balance of <$2,000 •Balances increase with age from avg. of $1,110 for Gen Z to $4,423 for Boomers. Source: BRI HSA Account Metrics as of 7/22	**Most Need HSA for Current Expenses** Nearly 1 in 3 use HSA monthly $58 of $100 of deposited funds are used in year.
Commuter Benefit Plans	1 in 2 accounts held by Millennials; younger more likely to use transit; older more likely to use parking. Prefers infographics, FAQs and tools. Likes account alerts.	**$382** avg. balance transit **$264** avg. balance parking 1 in 3 uses entire balance each month	91% report using card; 19% using digital payments 1 in 3 need better understanding of what is eligible.

Key Performance Metrics

Account Use Metrics

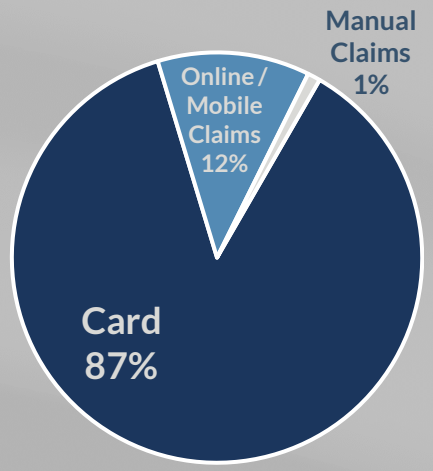
- 6.75 transactions/ppt/yr
- Processed over 2.8M transactions

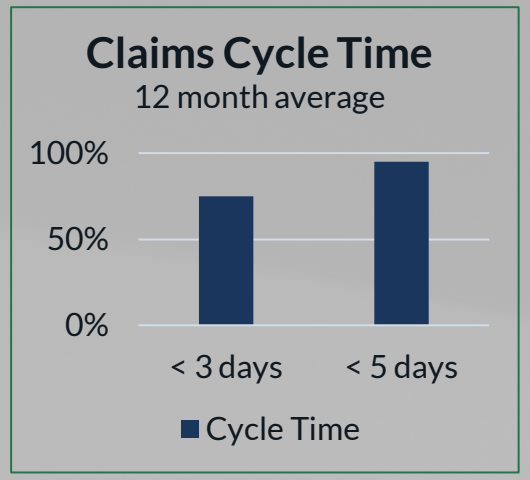
Card Use

- 87% of transactions paid by card
- 95% auto-substantiated

Claims

- 13% paid be claim / request
  - 97% of claims submitted electronically
  - 78% of claims paid by direct deposit
- 95% processed within 5 days, 75% within 3 days
  (12 month period ending Feb 2023)

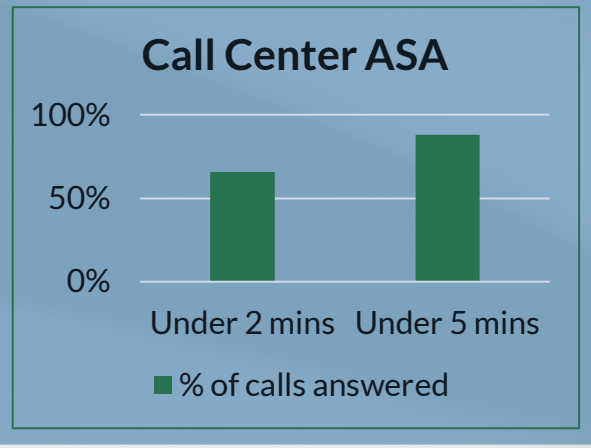




Customer Service

Since implementation of our new call center platform in October 2022

- Received over 150K calls
- Average Speed to Answer (ASA) on inbound calls
  - Under 2 minutes ~70% of the time
  - Under 5 minute ~90% of the time
- Scheduled callbacks are returned within 2 hours 85% of the time



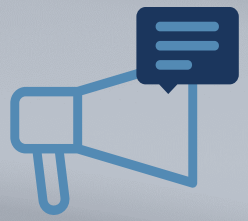
Product and Organizational Updates

Regional-focused Service Representatives

Service Goal

To provide a level of distinctive service excellence that makes clients' lives easier and positions our partners to win and retain more business.

The Approach



REFINE RESPONSIVENESS

Expert account managers dedicated to strategically engaging with a focused book of clients

Central to BRI's service offering & capability

SIMPLIFY POINTS OF CONTACT

Regional & broker-aligned expert team members reduce contacts & increase holistic perspective

Regional leader holistically guides & manages any escalations

STREAMLINE & CLARIFY PROCESSES

Process reengineering partnered with expertly authored client / broker guidebooks

Driver of capability enhancements, clarity & simplicity

Commitment to Plan Satisfaction

Goals

Provide simplified solutions which align with organizational goals and drive participant satisfaction

Avoid unnecessary complications which hamper participants ability to use and understand their benefits

Strengthen partnership among brokers, clients and BRI regarding participant communication and experience

Actions / Outcomes

Identify and reduce plan pain points

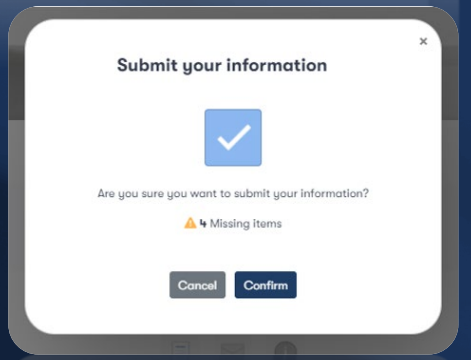
Engage in collaborative discussions regarding best practices

Measure and report on outcomes

Interactive Onboarding

Our interactive on-boarding experience combines technical tracking with the personal support of a Project Manager to easily collect the required information and implement plans.

- Centralize document and data collection
- Provide increased visibility and access to onboarding clients and brokers
- Improve awareness and set expectations during the implementation process



Happier Client = Happier Brokers = Happier BRI

More Streamlined File Management

What is the BRI Import Wizard?

The BRI Import Wizard streamlines file imports loaded to BRIWEB to deliver better customer interactions.

What does it provide?

- ✓ Streamline file imports
- ✓ Reduced wait time
- ✓ Auto-file recognition for files already meeting BRI standards, with simplified file mapping to allow for file variations to be easily accepted.
- ✓ Instant feedback regarding formatting errors
- ✓ Faster funding
- ✓ Reduce risk with manual handling

What's Next?

- **Auto error reporting** for other file transmission methods, with client-specific plan-level response considerations.
- **Robotic process automation** to streamline the movement and systematic processing of data across systems.

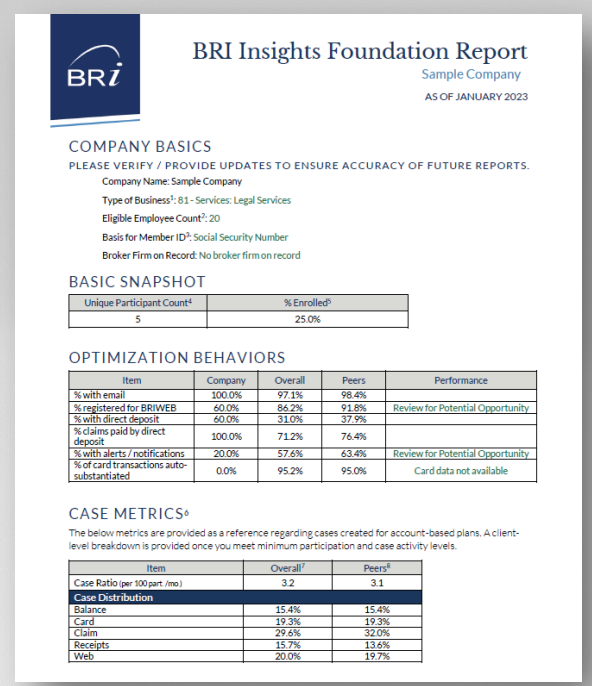
BRI Insights Reports

Use BRI Insights Reports to…

- ✓ Confirm company basics and partner affiliation
- ✓ Compare performance to benchmarks and peer group
- ✓ Identify and discuss optimization behaviors and education opportunities

BRI Insights Foundation Report

For small and new clients.
Provides optimization behavior information



BRI Insights Foundation Report
Sample Company
AS OF JANUARY 2023

COMPANY BASICS

PLEASE VERIFY / PROVIDE UPDATES TO ENSURE ACCURACY OF FUTURE REPORTS.

Company Name: Sample Company
Type of Business[1]: 81 - Services: Legal Services
Eligible Employee Count[2]: 20
Basis for Member ID[3]: Social Security Number
Broker Firm on Record: No broker firm on record

BASIC SNAPSHOT

Unique Participant Count[4]	% Enrolled[5]
5	25.0%

OPTIMIZATION BEHAVIORS

Item	Company	Overall	Peers	Performance
% with email	100.0%	97.1%	98.4%	
% registered for BRIWEB	60.0%	86.2%	91.8%	Review for Potential Opportunity
% with direct deposit	60.0%	31.0%	37.9%	
% claims paid by direct deposit	100.0%	71.2%	76.4%	
% with alerts / notifications	20.0%	57.6%	63.4%	Review for Potential Opportunity
% of card transactions auto-substantiated	0.0%	95.2%	95.0%	Card data not available

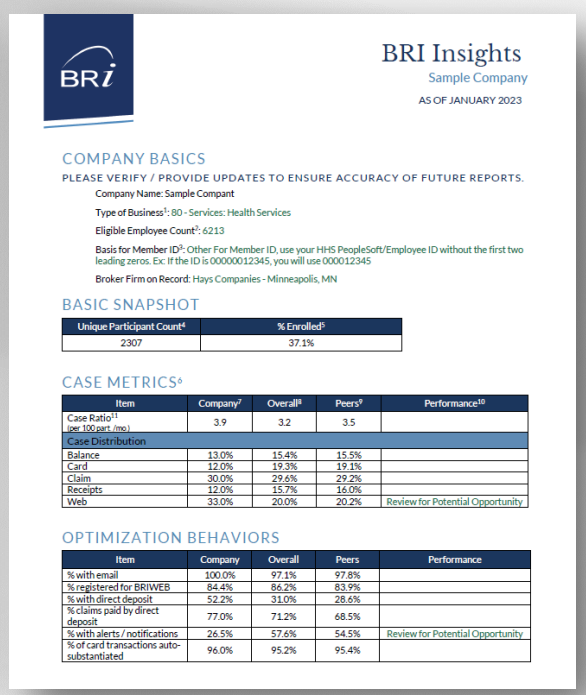
CASE METRICS[6]

The below metrics are provided as a reference regarding cases created for account-based plans. A client-level breakdown is provided once you meet minimum participation and case activity levels.

Item	Overall[7]	Peers[8]
Case Ratio (per 100 part. /mo.)	3.2	3.1
Case Distribution		
Balance	15.4%	15.4%
Card	19.3%	19.3%
Claim	29.6%	32.0%
Receipts	15.7%	13.6%
Web	20.0%	19.7%

BRI Insights Report

For clients with established participation, which meet minimum case metric levels



BRI Insights
Sample Company
AS OF JANUARY 2023

COMPANY BASICS

PLEASE VERIFY / PROVIDE UPDATES TO ENSURE ACCURACY OF FUTURE REPORTS.

Company Name: Sample Compant
Type of Business[1]: 80 - Services: Health Services
Eligible Employee Count[2]: 6213
Basis for Member ID[3]: Other For Member ID, use your HHS PeopleSoft/Employee ID without the first two leading zeros. Ex: If the ID is 00000012345, you will use 000012345
Broker Firm on Record: Hays Companies - Minneapolis, MN

BASIC SNAPSHOT

Unique Participant Count[4]	% Enrolled[5]
2307	37.1%

CASE METRICS[6]

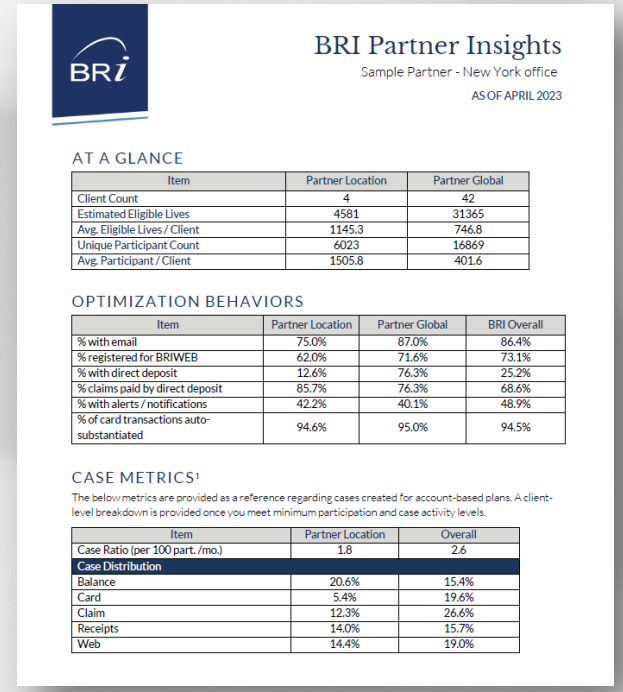
Item	Company[7]	Overall[8]	Peers[9]	Performance[10]
Case Ratio[11] (per 100 part. /mo.)	3.9	3.2	3.5	
Case Distribution				
Balance	13.0%	15.4%	15.5%	
Card	12.0%	19.3%	19.1%	
Claim	30.0%	29.6%	29.2%	
Receipts	12.0%	15.7%	16.0%	
Web	33.0%	20.0%	20.2%	Review for Potential Opportunity

OPTIMIZATION BEHAVIORS

Item	Company	Overall	Peers	Performance
% with email	100.0%	97.1%	97.8%	
% registered for BRIWEB	84.4%	86.2%	83.9%	
% with direct deposit	52.2%	31.0%	28.6%	
% claims paid by direct deposit	77.0%	71.2%	68.5%	
% with alerts / notifications	26.5%	57.6%	54.5%	Review for Potential Opportunity
% of card transactions auto-substantiated	96.0%	95.2%	95.4%	

BRI Partner Insights Reports

provide partner-level performance metrics for location and global



BRI Partner Insights
Sample Partner - New York office
AS OF APRIL 2023

AT A GLANCE

Item	Partner Location	Partner Global
Client Count	4	42
Estimated Eligible Lives	4581	31365
Avg. Eligible Lives / Client	1145.3	746.8
Unique Participant Count	6023	16869
Avg. Participant / Client	1505.8	401.6

OPTIMIZATION BEHAVIORS

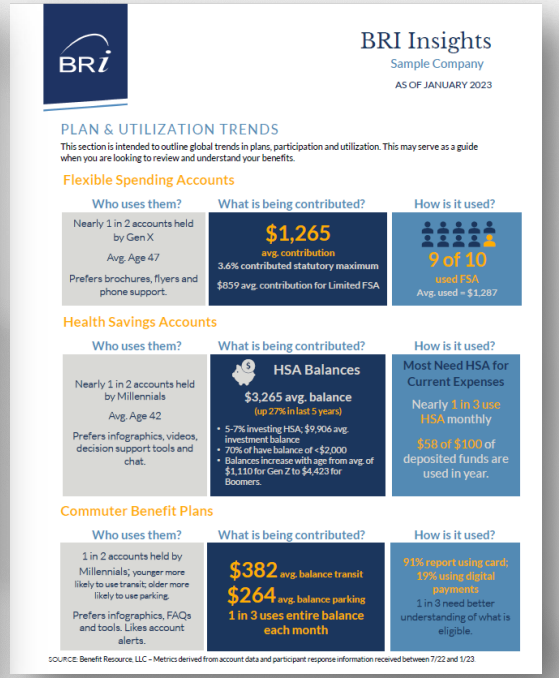
Item	Partner Location	Partner Global	BRI Overall
% with email	75.0%	87.0%	86.4%
% registered for BRIWEB	62.0%	71.6%	73.1%
% with direct deposit	12.6%	76.3%	25.2%
% claims paid by direct deposit	85.7%	76.3%	68.6%
% with alerts / notifications	42.2%	40.1%	48.9%
% of card transactions auto-substantiated	94.6%	95.0%	94.5%

CASE METRICS[1]

The below metrics are provided as a reference regarding cases created for account-based plans. A client-level breakdown is provided once you meet minimum participation and case activity levels.

Item	Partner Location	Overall
Case Ratio (per 100 part. /mo.)	1.8	2.6
Case Distribution		
Balance	20.6%	15.4%
Card	5.4%	19.6%
Claim	12.3%	26.6%
Receipts	14.0%	15.7%
Web	14.4%	19.0%

All reports include Global Plan & Utilization Trends



BRI Insights
Sample Company
AS OF JANUARY 2023

PLAN & UTILIZATION TRENDS

This section is intended to outline global trends in plans, participation and utilization. This may serve as a guide when you are looking to review and understand your benefits.

Flexible Spending Accounts

Who uses them? Nearly 1 in 2 accounts held by Gen X. Avg. Age 47. Prefers brochures, flyers and phone support.

What is being contributed? $1,265 avg. contribution. 3.6% contributed statutory maximum. $859 avg. contribution for Limited FSA

How is it used? 9 of 10 used FSA. Avg. used = $1,287

Health Savings Accounts

Who uses them? Nearly 1 in 2 accounts held by Millennials. Avg. Age 42. Prefers infographics, videos, decision support tools and chat.

What is being contributed? HSA Balances. $3,265 avg. balance (up 27% in last 5 years)
- 5-7% investing HSA; $9,906 avg. investment balance
- 70% of have balance of <$2,000
- Balances increase with age: from avg. of $1,110 for Gen Z to $4,423 for Boomers.

How is it used? Most Need HSA for Current Expenses. Nearly 1 in 3 use HSA monthly. $58 of $100 of deposited funds are used in year.

Commuter Benefit Plans

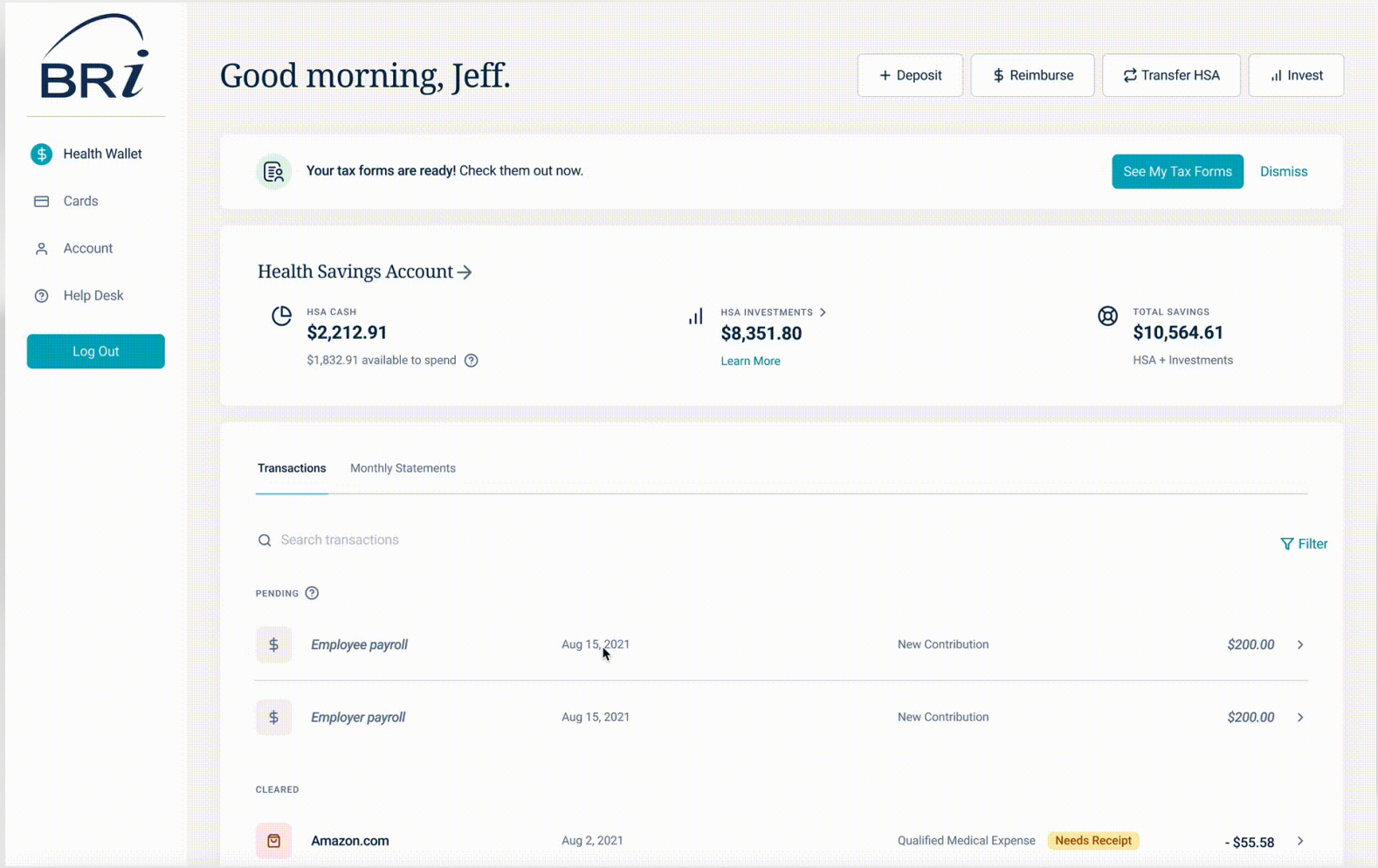
Who uses them? 1 in 2 accounts held by Millennials; younger more likely to use transit; older more likely to use parking. Prefers infographics, FAQs and tools. Likes account alerts.

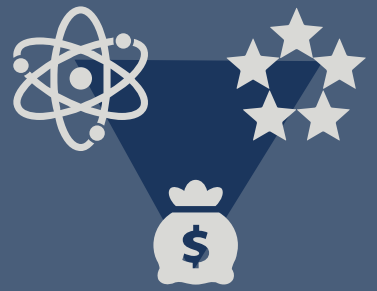
What is being contributed? $382 avg. balance transit. $264 avg. balance parking. 1 in 3 uses entire balance each month

How is it used? 91% report using card; 19% using digital payments. 1 in 3 need better understanding of what is eligible.

SOURCE: Benefit Resource, LLC – Metrics derived from account data and participant response information received between 7/22 and 1/23

A New Vision for HSAs





What will it provide?

- ✓ More modern and seamless user experience
- ✓ Agile and incremental development of HSA solution
- ✓ Expansion of investment options
- ✓ Insights into account growth
- ✓ Elimination of service hand-offs to HSA custodian
- ✓ Continued integration with Beniversal Card

Investments in Customer Service

Email to case – June 2022

- Improved visibility
- Centralized tracking of contact channels
- Aggregate data for identifying trends and patterns

New contact center platform – October 2022

- Integration of phone system and CRM
- Improved identification of participants
- Enhanced queue and call routing
- Callback option / Hold my place in line

Outsourcing partnerships

- Provide scale to reduce impact of seasonal peaks
- Focus on high value work and customer interaction

New online chat system –January 2023

- Expands capacity for online interactions
- Allows tiered service

Real-time customer feedback – March 2023

- Text-based post-interaction survey capabilities

Upcoming

- SMS/Text interactions
- Chatbot function within BRIWeb for quick Q&A 24x7
- Participants able to switch from non-voice or self-service mode to assisted or voice mode during the interaction during business hours
- Pilot recurring claims and claims automation options

Expanded Member Communication Services

Electronic Election Confirmations

- Confirms an election has been created and ready to register at BRIWEB.
- Provides COMPANY CODE and the basis of the MEMBER ID (if known), which is needed during registration.
- Quick Start guides and videos included.

Welcome Series by Plan Type

- Small bite-size communications sent over the first 3 months an employee is enrolled in a new benefit

Ongoing Communications

- BRI Pulse
- Quarterly account balance reminders

Targeted Communications

- Receipt reminders
- High balance reminders (commuter benefits)
- Annual year-end account reminders (FSA)
- Identity verification requests (HSA)

- COMING SOON!
  - Card activation and use reminders

Opt-in Activity Based Notifications

- Card activity notice
- Deposit activity
- Monthly balance
- Claims paid notices

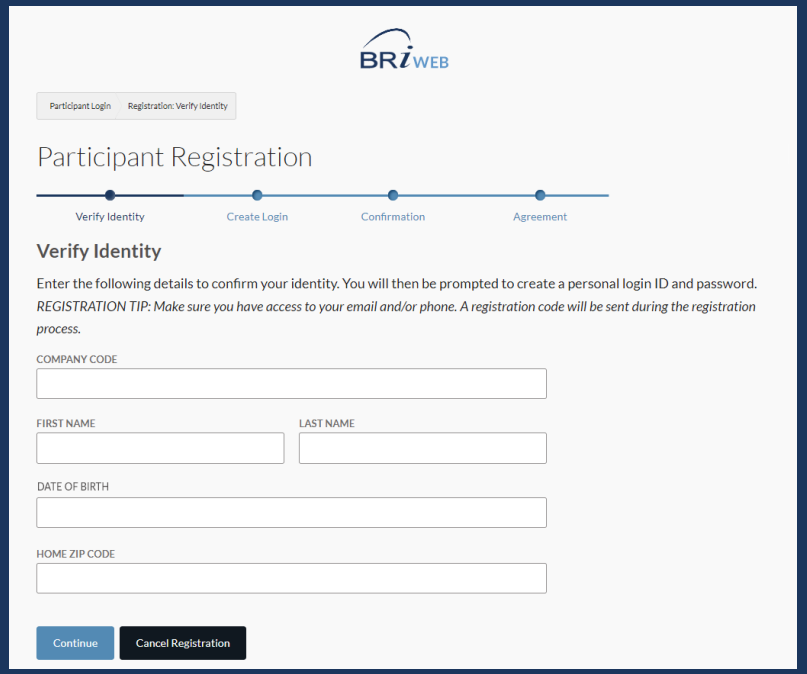
Simplified Registration for BRIWEB

ENHANCEMENTS

1. Ensure **COMPANY CODE** is more readily available to participants through expanded communication options.
2. Reduce the reliance on **MEMBER ID** to verify an individual during registration.
3. Improve **ACCESS TO FAQS** and resources.
4. Provide **REAL-TIME FEEDBACK** regarding errors.

WHAT DO WE NEED

1. Employers should continue to communicate COMPANY CODE and MEMBER ID BASIS.
2. In order to avoid prompts for Member ID, validation includes Zip Code and Date of Birth. Missing or incorrect info will trigger a prompt for Member ID.



Released in Q4 2022

Improved Claims Visibility

PRIOR FEATURES

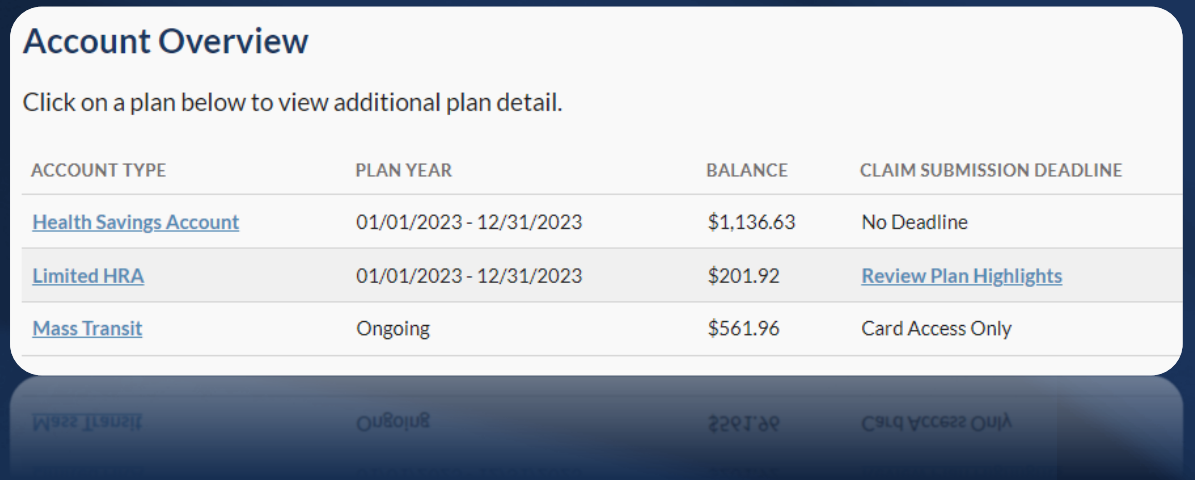
- Separate sections for recent and processed claims history
- Opt-in email and text alerts regarding claims payments made
- Denial notices sent by mail and available in BRIWEB claims activity

RECENT AND UPCOMING ENHANCEMENTS

- Claims submission deadlines and links to plan highlights integrated into dashboard – Live
- Consolidated claims activity to display recently submitted and processed claims in single view – Live
- Allow participants to view submitted documentation – Live
- Allow participants to submit new documentation for a denied claim – Anticipated June 2023

Nearly 1 in 2 do not feel informed on claim status

Nearly 1 in 3 feel could be better informed on what is eligible

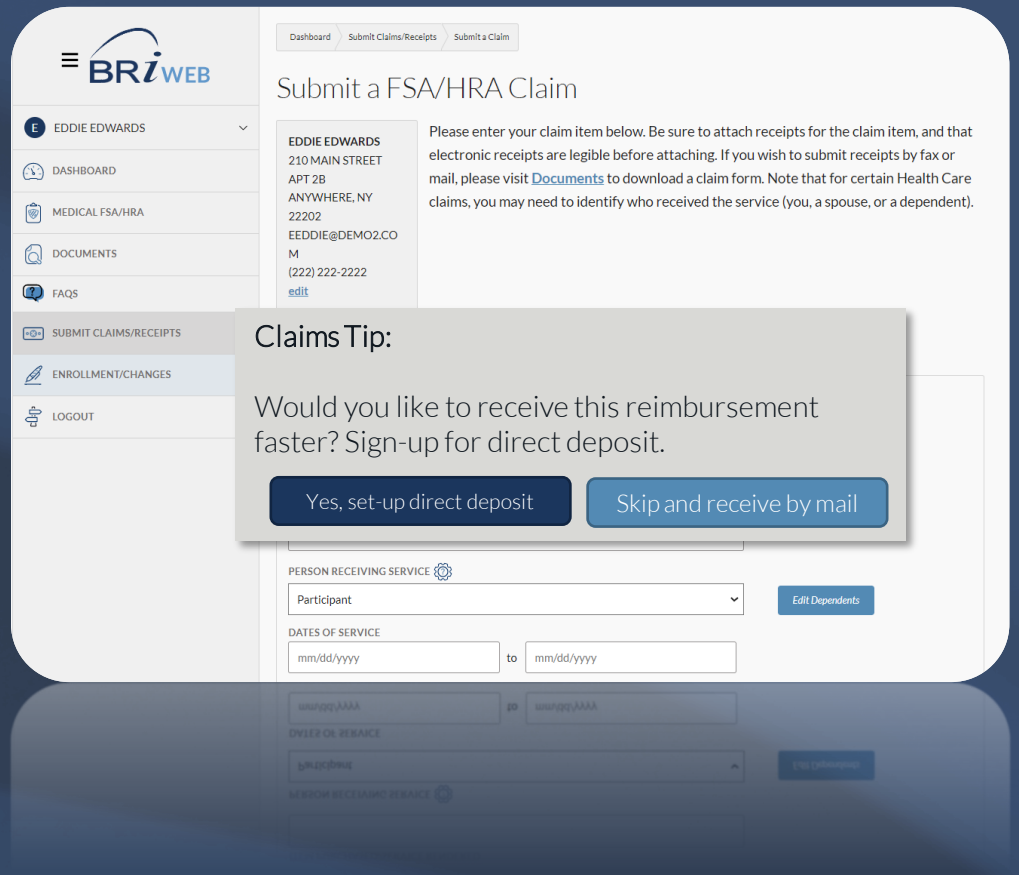


Next Best Action

Goal: Leverage participant-level triggers and intelligence to recommend the "next best action" a participant can take to maximize the benefits and satisfaction with their accounts.

Approach: Combine targeting marketing / messaging and embedded actions to encourage actions.

- Leveraging BRIWEB for improved service and visibility
- Faster reimbursements with direct deposit
- Targeted use of Beniversal Card
- Employer-driven campaign opportunities leveraging "BRI Insights" reports



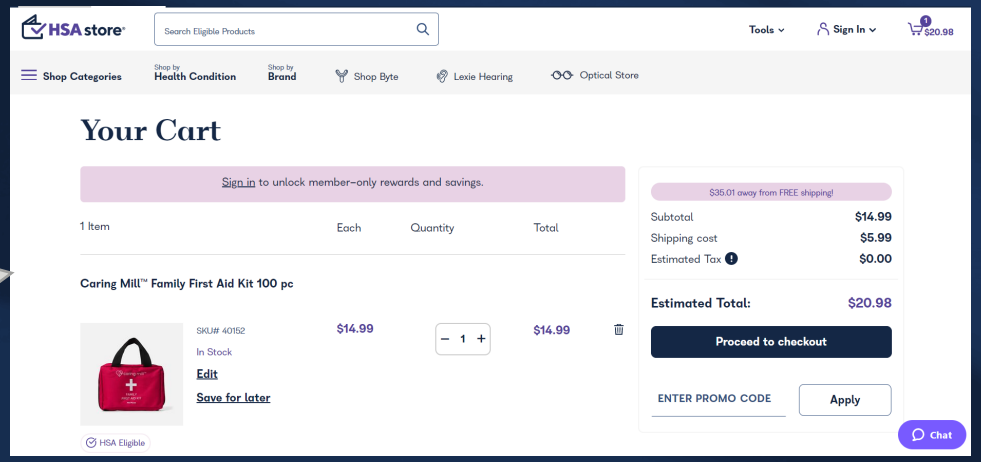
Anticipated Q2/Q3 2023 – Staggered release

Direct Pay

Integrated Digital Payments for Eligible Items

- Seamlessly access and pay for eligible items through FSA Store and HSA Store.
- Automatically links health account payments. No card entry required.
- Available balance confirmed to avoid denials.
- Supports split payments to allow participants to use personal funds to complete desired purchase.

Anticipated release – Summer 2023



Digital Wallets

HOW IT WORKS:

1. Add Beniversal/eTRAC card to Google Pay, Apple Pay or Samsung Pay

   If using for transit, Apple Pay and Samsung Pay allow you to update settings to make the Beniversal/eTRAC card the default payment method for transit expenses. Your Beniversal/eTRAC card will automatically be selected as the payment source for any transit expenses.

2. At a contactless terminal, open your digital wallet (Google Pay, Apple Pay or Samsung Pay) on your phone. If needed, select your Beniversal/eTRAC card as the payment method.

3. Hold your phone approximately ½ inch away from the terminal. Terminal will light-up or ding indicating the transaction was successful.

Save time on your commute!

No pass purchase required. Simply, use it with OMNY and other contactless transit systems

Tap and Ride!

GREAT NEWS! All Beniversal and eTRAC cards can be added to:

Pay | G Pay | SAMSUNG pay

Kahoot!

To Play..... **www.kahoot.it**

...where speed and accuracy are the key to the game

Thank You!

ANY QUESTIONS?