

HSA Today



A Note from TRICOR.....

Being an Insurance broker for over 30 years, I have worked with clients and insurance vendors of various sizes and locations. To be successful we have to make sure we find the right fit for our clients. The three keys are product, price and service.

The HSA services provided by Blackhawk Bank are a great match for our clients. Blackhawk Bank makes it easy for us and our clients to transition from traditional health insurance plans to the rapidly expanding consumer driven health plans.

Our agency has found that Blackhawk Bank is the only HSA administrator that provides personalized service as well as sound technical advice. They even go so far as to provide onsite enrollment support. Blackhawk Bank makes it easy for the client and their employees by waiving any set up charges or first year fees. To me, that sends a message that Blackhawk Bank is in this for the long haul, not just a quick sale. Our experience with other HSA vendors is high priced services, and lack of staff support and knowledge, without personalized services.

I use Blackhawk Bank exclusively for our customers that want to take advantage of the consumer driven health plans by installing an HSA that will provide a cost effective, long term health plan strategy. Whenever possible, we have Blackhawk Bank present the HSA at employee meetings. This allows us to concentrate on the insurance plan and we find the employees find it beneficial to have the bank talk about the finances.

To be successful, we need to grow and keep our existing clients. Blackhawk Bank provides us with that opportunity, by providing a quality service, at an affordable price, and most important, personalized service and support to our agency and customer. I wish all my vendors were this easy to work with.

It is easy to see why Blackhawk Bank is rated as one of the top three HSA administrators in the country. I look forward to working with Blackhawk Bank as we continue to implement more consumer driven plans utilizing the HSA.

Jeffrey W. Klett, RHU, REBC
Vice President Employee Benefits
TRICOR Insurance

Consumer Driven Plans and HSAs – A Holistic Approach

Enrollment meetings now resemble trade shows in that several vendors may be present, all with essential information. Add to that, when a company changes to a Consumer Driven Plan from a traditional one (or just adds the Consumer Driven Plan as an option) education about major changes in thinking about healthcare not to mention the new banking relationship become the make or break feature. In the face of so much "newness" employees can become overwhelmed – the eyes glaze over, and the number of folders they take away from the meetings seems daunting, even for HR professionals! All the symptoms are there, suggesting a diagnosis of renewal fatigue.

What can you, as a Benefits Professional, do to alleviate this condition? Plenty! One of the most effective ways to combat the onset of renewal fatigue is to engage your audience and provide them with an interactive format, coordinating resources with fellow presenters if at all possible beforehand. This is the reason I love doing onsite enrollments of HSAs where I get to work together with an agent on a presentation. Of course, this is the best bet for the business owner too, because they are not turning their unsuspecting employee loose in the hope they "find a bank."

Research shows that the most time you as a speaker are going to own in front of this type of crowd before attention wanders is SEVEN MINUTES! Make the most of these minutes with the following:

☀ **Bring your "A" game.** - Love your presentation, and rehearse it before hand. Have a trusted colleague whose speaking style you admire candidly critique you. Make sure you not only know your material, but can answer questions without referring to too many handouts which results in paper shuffling. Forget the podium if possible!

☀ **Speaking of handouts** – color-code them and have them in the same order for each participant. Remember, finding information takes less time if everyone can immediately refer to the blue or the yellow sheet, rather than finding a document that looks like all of the others.

☀ **If you have a power point** – bring hard copies for all who attend so that they can take notes. Encourage them to jot their thoughts and questions down on these sheets so that they can use them for reference tools later when they are filling out documents, or as a guide for one-on-one Q & A with you.

☀ **Most Importantly** – Remember how it feels to be in their shoes (or chair, as it were). Jargon will alienate even the savviest of participants. Additionally, I have found that yielding the floor to an agent so that they might answer a benefit related question during my HSA presentation does away with confusion on the part of the participants, as well as misgivings on the part of management.

At the end of the day, even though we as presenters of this information know it backwards and forwards and see the value, an employee who is giving up their lunch break to sit and listen may not. Collaboration with fellow presenters and a holistic approach saves time, cuts confusion, and creates a relationship, not just a transaction!

Please join us in welcoming the following new people to our list of Preferred Providers.
We look forward to doing business together!



New Agents:

- Steve Elsberg,
MFG Insurance IL
- Matthew Berrafato,
Kropp Insurance IL
- Julie Burfoot,
Burfoot Insurance IL

**DON'T FORGET – WE
PAY A “FINDER’S FEE”
FOR AGENTS YOU
REFER \$25. ONCE THEY
SIGN AN AGREEMENT
AND SEND US AT
LEAST ONE NEW
ACCOUNT!!!**

Agent Survey – We will mail this survey the week of June 15th. Results will tell us how and what to improve in order to better serve you, our valued agents!



The survey will be the entire next issue. “Points to Ponder” in the meantime which will be on the survey include:

- What Blackhawk enrollment materials are you currently using most?
- Do you have many requests for online group enrollment?
- Do employers have a sense of how / if / when to make contributions on behalf of employees?

We're going Quarterly!

From this issue on, HSA Today will be a quarterly publication. This is the summer issue, and you can expect the fall issue around September of this year.



New Groups who have their HSAs with us:

- Avery Hall Insurance, MD
- Regal Cutting Tools, IL
- All American Kitchens, IL
- Patch Products Worldwide, WI

WHAT'S COMING UP IN THE NEXT ISSUE:

Hot topics for the Fall Issue will be:
Agent Survey Results

Blackhawk HSA

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