



Easy for you, PERFECT for your CLIENTS



For over 15 years, HealthEquity has partnered with brokers, providing world-class health account services. So, we understand how hard you work each day to delight your clients.

Our goal is to provide a convenient, helpful and easy way for you to exceed your clients' expectations.

HOW HEALTHEQUITY CAN ELEVATE YOUR CDH OFFERINGS

We provide convenient, turn-key solutions for you to manage your groups so you have time to focus on what is most important to you. HealthEquity's Broker program provides:



Group management tools:

View and manage all your groups from one site. Get access to data and reporting tools that provide immediate insights and allow you to dig deep into the numbers.

Premium product available to all your groups:

HealthEquity provides premium products to over 45,000 employers nationwide, including dozens of Fortune 100 companies. Your clients receive the same premium product customized just for them and their employees.



Around the clock service:

At HealthEquity, our goal is to serve your clients just as well as you do. Our member services team is available 24 hours a day, 365 days a year so we can be the first line of support, enabling you to remain focused on growing your business.



Communication and education resources:

Consumer-driven healthcare can be complicated, so we provide tools and resources your clients can use to educate their employees. Some of the resources include:

- **Cobranded learn sites:**

HealthEquity creates a unique URL and cobranding landing page for any and all of your groups. These learn sites include tools your clients can use to educate their employees about their health accounts.

- **Plan comparison tool:**

Increase HSA adoption with this free, customizable tool. We load a group's plans details and users are able to see which plan is best for them and their personal medical needs. This tool is available to all of your clients, regardless of size. See a sample tool at www.CompareMyHSA.com/demo1

- **Easy access sales and marketing toolkit:**

We offer downloadable sales and marketing content that makes it easy to talk to your clients. Visit HealthEquity.com/brokers/ to see our available materials.

- **Education tracks:**

Educating members about their health accounts is one of our main goals. Your clients will have access to proven communication plans, videos, online calculators and recurring webinars.

Integration with 180+ health plans:

HealthEquity's flexible technology can accommodate a variety of health plan connections, further simplifying and boosting your CDHP offerings. With over 180 integrations already in place, implementation is a breeze.



Let us help you

Those were just a few of the benefits HealthEquity's Broker Central offers to brokers. We'd love to discuss how our Broker program can benefit you specifically as you serve your clients and groups.

Questions? Call us!

Call 866.260.9441 to talk to our team.

You can get information about our broker program, enroll groups, and more at:

HealthEquity.com/brokers/