



mychoice[®]
Accounts
by  **businessolver**

**Get to Know
MyChoice Accounts**

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What are MyChoice® Accounts?

MyChoice Accounts are tax-advantaged and lifestyle accounts powered by our innovative technology. Built by industry experts, our proprietary platform integration addresses exactly what employers and their employees need. MyChoice Accounts provides a simple, intuitive platform, a single payment card for all accounts, no-noise account administration and swift issue resolution. Our extensive experience in consumer accounts administration has helped us identify critical pain points in data, timing, and security issues that often plague FSAs, HRAs, HSAs, and commuter benefits.

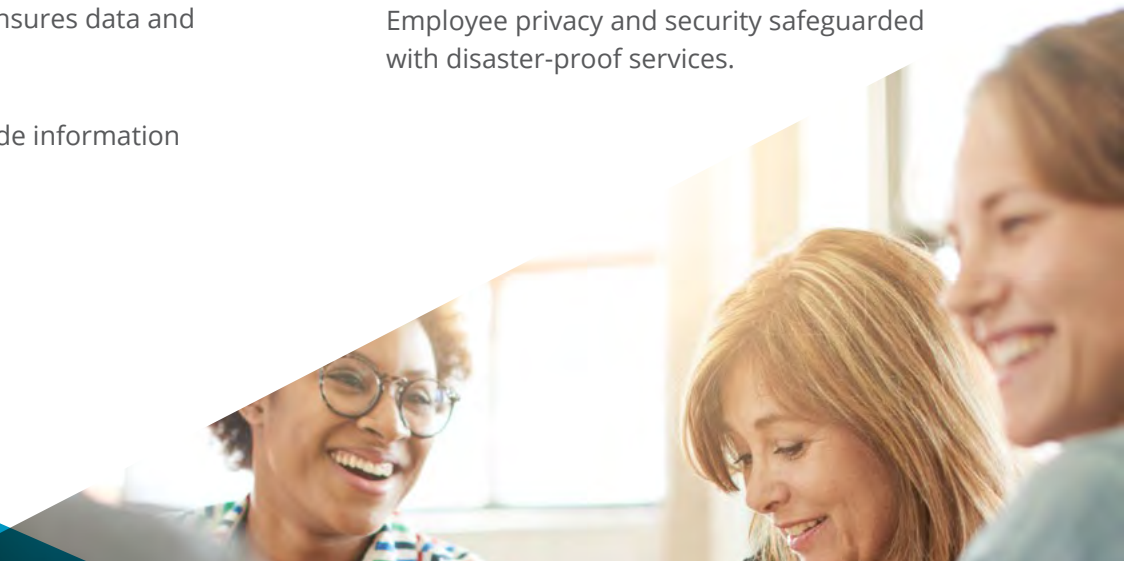
Our Why

People are at the heart of everything we do, and we care about each of them. Every record in our MyChoice Accounts is a real person. We designed our technology and service model to deliver a unique solution to employees focused on an empathetic, personalized benefits journey, no matter what, where, or when they need support. **While our competitors are consolidating, we are innovating for our clients and members.**

What We Do

MyChoice Accounts are uniquely flexible. We offer a full and seamless integration with Businessolver's powerful benefits administration technology platform, Benefitsolver®. Embedding this important piece of your benefits package directly into your administration system will save you time and money.

- ▶ **Single-Source Solution**
Integrated resources streamline your company's benefits administration needs.
- ▶ **Web-Based Enrollment**
Employees easily view plans, enroll, and make changes.
- ▶ **Eligibility and Status**
Rules-based configuration ensures data and status integrity.
- ▶ **Fully-Integrated Reporting**
Real-time, online tools provide information and insight.
- ▶ **Licensed Participant Support**
Service center representatives offer high-touch, trusted support.
- ▶ **Benefits Communications**
Engaging content delivered where and when your employees need it.
- ▶ **Privacy and Security**
Employee privacy and security safeguarded with disaster-proof services.





Our Solutions

▶ HSA Administration

- Investments
- Closed-loop payroll
- CIP processing

▶ FSA Administration

- Limited purpose, dependent care, health care

▶ HRA Administration

- Integrated, ICHRA, post-employment, retiree, limited purpose

▶ Commuter Benefits

- Parking and transit, debit card model

▶ Lifestyle Accounts

- Pre-tax tuition and adoption assistance accounts
- Fitness/wellness accounts
- Goal Accounts
- Employer-defined expenses for any incentive or lifestyle offering



Our Services

▶ Streamlined, online enrollment

- Rules-based eligibility and enrollment
- Plan design templates

▶ Member communications strategy

- Including standard and customized communication
- Year-round engagement for member satisfaction and utilization

▶ Compliance and legal updates

- Non-discrimination testing
- Monthly product webinars

▶ Client advocacy

- Online client community and discussions
- Product Advisory Councils

▶ Diverse client administration

- Traditional employer groups
- Pooled groups, multi-campus or multi-division companies, unions, government and education entities, corporations, non-profit groups

▶ Live, on-shore member services team

- Licensed benefits advisors

▶ Claims processing

- Online, mobile, manual
- AI-enabled personal benefits assistant
- Reimbursements or provider pay
- Direct deposit or mailed checks





Key Features

▶ Benefitsolver integrations

- Payroll
- COBRA/Direct Bill
- Verification Services
- Total Rewards
- Personalized Navigation
- Census/Enrollment Files

▶ Vendor and Carrier Integrations

- Carrier-neutral for maximum flexibility
- Claims feeds for easy claims substantiation
- SSO or seamless plug-ins (APIs)

▶ Member experience tools

- MyChoice Recommendation Engine, enrollment decision support
- MyChoice Mobile App
- Sofia, personal benefits assistant

▶ Single, multi-purse debit card

- All accounts, IAS-compliant



Sofia is the face of changing consumer trends.

Sofia is our AI-enabled personal benefits assistant. She connects participants with answers and guides them in benefits utilization. Plus, she's always available, 24/7.

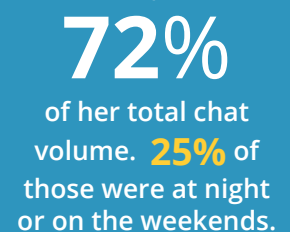
- ▶ Sofia supports member services by answering member questions through chat within the platform and the mobile app.
- ▶ When asking about a product or service, 66% of consumers expect a response to their query on the same day, and over 40% expect a reply within the hour¹
- ▶ More than 25% of millennials expect a response within 10 minutes of reaching out to a consumer brand¹
- ▶ Positive impressions of chatbot interactions have increased by 38%¹



During our 2020 AE season, Sofia:



Successfully resolved



¹ Vonage -10 Trends Changing Customer Expectations

Am I a good fit for MyChoice Accounts?

A Checklist

I am looking to consolidate vendors and have a simple online enrollment experience.

My HR teams are overwhelmed with troubleshooting and issues with our consumer accounts vendor.

My benefits costs continue to rise.

My workforce is unengaged with their consumer accounts benefits.

My workforce needs more education about use of their consumer accounts benefits.

I want to make sure we're getting the best value in our consumer benefits administration.

We must complete a lot of manual approvals and processes just for consumer accounts administration.

What questions should I ask?

- ▶ What technology and services do I need?
- ▶ Can the vendor meet my core requirements?
- ▶ Does the vendor offer a service or component I don't have access to now?
- ▶ How committed is the vendor to platform innovation?
- ▶ How often does the vendor push releases and update the product?
- ▶ Does the vendor's culture align with ours?
- ▶ Is the solution future-proofed to ensure we meet our long-term goals?
- ▶ What is the projected cost?
- ▶ Is there a long-term value for changing vendors?
- ▶ What are our current pain points or issues to solve for?



Time to dig a little deeper?

Click here to find Ten Questions for Finding the Right Benefits Technology Partner.



Hesitations? Ask yourself...

I don't want a new consumer accounts provider because ...

Ask yourself...

My participants don't have issues

- Are they just choosing the plans they have always chosen without an active enrollment?
- Are they educated on their selection?
- Have you checked in with them on their satisfaction and use?

We have really low enrollment... no sense in rocking the boat

- Are you participants disengaged because they are uninformed?
- Are employees opting out because they don't understand the value?
- What is this costing you?
- Does your enrollment process coach participants in risk, cost projections and account value?

I don't want my employees to have to learn a new system

- Is your current system seamless, or are there multiple SSOs out to other vendor partners?
- How many minutes are your participants spending on benefits election?
- Have you done a survey to understand any challenges with the existing system?
- Do you feel employees understand the enrollment process?

It is a hassle to move

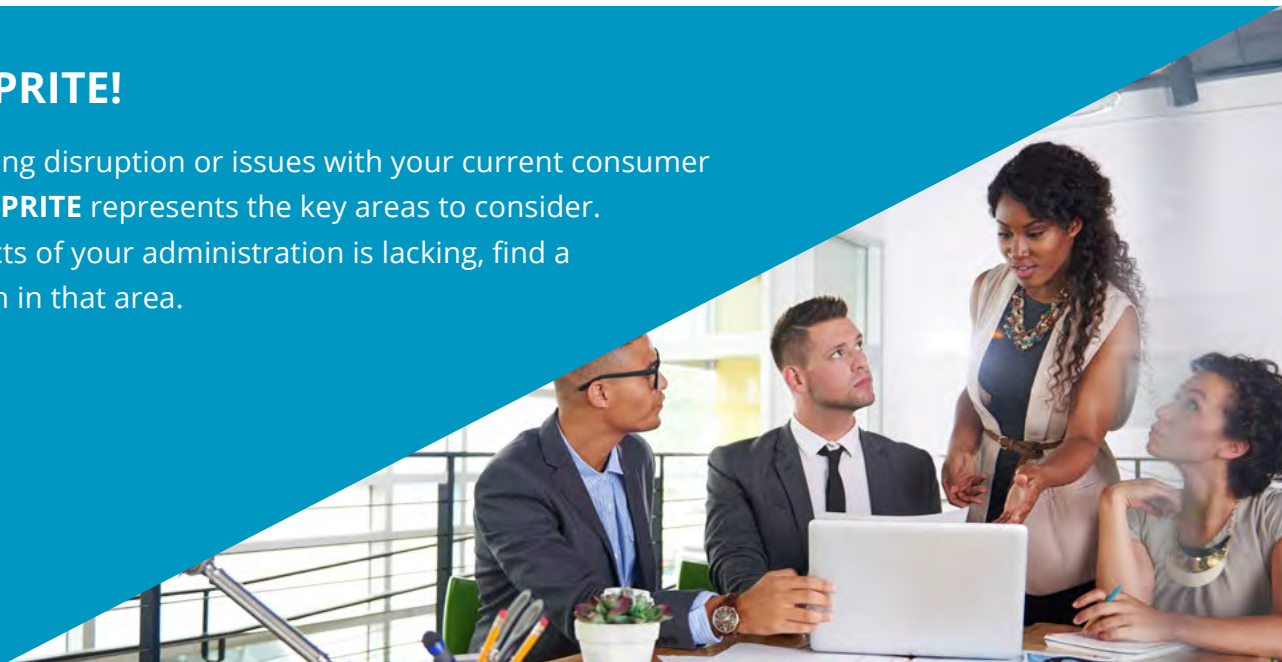
- How's Your SPRITE? See below!

Remember SPRITE!

If you are experiencing disruption or issues with your current consumer accounts provider, **SPRITE** represents the key areas to consider.

If any of these aspects of your administration is lacking, find a vendor with strength in that area.

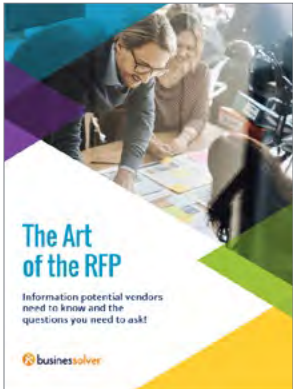
Service
Participation
Rates
Integration
Technology
Education



I'm interested in an RFP.

What now?

Check out the documents below to help you get the most out of your RFP. To submit an RFP to MyChoice Accounts, [contact our MyChoice Accounts team today.](#)





Market-Leading Benefits Technology +
Innovative, High-Touch Services

businessolver.com

