

Case Study

How Intermountain Health achieved **80% HSA enrollment** **and built a culture of savings**



Healthcare
Industry



63,000
Eligible employees



HSA
Benefit





Challenge



Solution



Success

Common misconceptions left \$31M in savings on the table.

In 2006, Intermountain Health partnered with HealthEquity to introduce Health Savings Accounts (HSAs) alongside their high-deductible health plan (HDHP). At the time, their PPO plan was 4 times more costly per employee than the HDHP, but getting people enrolled proved challenging.

Dave Adams, VP of Executive Compensation and Benefits at Intermountain Health, understood the potential of HSAs and qualified plans to provide effective, affordable healthcare and help establish long-term financial security for employees. However, **by 2010 only 6% of eligible caregivers (Intermountain Health employees) had the plan, leaving \$31 million in premium savings unrealized.**¹

The benefits team faced several common challenges:



Off-putting plan name: The name 'high-deductible health plan' sounded expensive to caregivers as they anticipated higher out-of-pocket costs.



Confusion with FSAs: Unfamiliar with the personal ownership of HSAs, many assumed they were healthcare Flexible Spending Account (FSA) and feared losing unused funds at the end of the year.



January medical claims: With a diverse population, not all caregivers could cover unexpected out-of-pocket medical expenses at the beginning of the year.

¹Based on Intermountain Health PEPM health plan cost data



“

I love being able to help people. Part of this is *helping people understand their benefits.*”

Dave Adams, VP Executive Compensation and Benefits



Challenge



Solution



Success

“

For the first time in my life, I am now able to afford to take [my family] to the doctor or the hospital because I have saved enough money in my HSA. *This peace of mind is priceless for me.*”

Intermountain Health caregiver

An intentional contribution strategy overcame the PPO preference.

The benefits team at Intermountain Health used annual surveys to understand how the benefits they offer impacted the lives of their employees. Employee feedback provided the insights needed to tackle low enrollment with strategic plan improvements.

2011 **15%**

In 2010 Intermountain Health introduced an HSA match (\$300 single/\$600 family), then doubled it the following year (\$750 single/\$1500 family) to cover the full amount of the HDHP deductible.

2012 **33%**

Realizing caregivers' need for immediate financial support at the beginning of the year, Intermountain worked with HealthEquity to revamp their approach in 2012—front-loading 50% of the HSA match at the start of the plan year for new enrollees who contributed any amount to their account. This strategic change spurred enrollment to 33%.

2017 **69%**

Building on this momentum, they introduced an additional HDHP in 2017 to provide caregivers more choice. This plan came with a powerful incentive: Any new employee who selected the HealthSave account for the first time would be eligible for **100% of the full employer contribution on the first pay period if they made even a single contribution of any amount** into their HSA. Enrollment soared to 69% as caregivers embraced the opportunity to start the year with significant savings.

2020 **80%**

Finally, in 2020, Intermountain took a powerful step to support its diverse workforce by providing an additional 50% contribution to the HSAs of its lowest-paid employees. This propelled enrollment to an impressive 80%, proving that iterative, employee-centered changes can drive both higher adoption and smarter healthcare decisions.



Intuitive naming

Intermountain Health **renamed their HDHP to “HealthSave”** to build an intuitive association with HSAs.



Challenge



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Success

Strategic changes resulted in 99% of HSA members actively contributing.

Intermountain Health’s multi-year strategy transformed caregiver financial wellbeing, driving enrollment and savings far beyond industry benchmarks.

99%

HSA members actively contributing, with **2X higher contribution** vs. industry peers²

With access to HealthEquity’s data-driven approach, Intermountain Health demonstrated it’s possible to turn benefits challenges into a culture of savings—empowering employees to **better save, spend, and invest for health.**

\$5,600+

Average HSA member balance²

\$10.5M

Employer savings per year



Strategic savings

Intermountain Health’s program drove \$140K worth of employer plan cost savings in 2009 and this savings grew to \$10.5M per year,¹ 10 years later. **10x annual savings in 10 years** – that is *strategic impact*.

“

We never stopped listening to our employees.”



Dave Adams,
VP Executive
Compensation
and Benefits

¹Based on Intermountain Health PEPM health plan cost data

²Based on Intermountain Health data.



Challenge



Solution



Success

“

If you don't offer an HSA, you're doing your people a huge disservice.”

Dave Adams, VP Executive Compensation and Benefits

Give your people the HSA experience *they deserve.*

866.855.8908

HealthEquity.com/HSA

“

I was in a car accident last year and the driver only had coverage up to \$3000 dollars. Had I not had the HSA money I would not have been able to have surgery or continue with my job at Intermountain.

It literally saved my livelihood.”

Intermountain Health caregiver



HealthEquity is dedicated to empowering employees to better save, spend, and invest for health.