



# The Financial Wellness Difference

Helping all employees achieve financial security

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 **ascensus**<sup>®</sup>  
Always have a plan

# A focus on financial wellness can make a powerful and positive difference—not only for the well-being of your employees and their families, but also for your organization.

Almost half of today's employees are stressed by their financial situation—and 43% of those who are distracted by their finances at work say that they spend three or more hours of work each week thinking about or dealing with personal financial issues.<sup>1</sup> They are burdened with a range of financial commitments—such as credit card debt, caring for an elderly parent, and student loans—that compete with their ability to save for retirement.

Through a relationship with Financial Finesse, Ascensus offers a program that provides unbiased and personalized guidance to help employees pursue financial security in the present and the future. Wherever they are in their savings journey, employees can generate a tailored action plan and receive ongoing support that takes into consideration their complete financial picture.

Financial Finesse is a pioneer in workplace financial wellness benefits and has provided this service exclusively for nearly 20 years. Their sole focus is providing education, guidance, and coaching that empowers employees to take control of their financial situations.

As important as it is to understand what this financial wellness benefit is, it's equally important to understand what it is not: It does not drive assets into funds, sell products to employees, or require a significant time commitment.

This offering represents an opportunity for you to provide your employees today's fastest growing employee benefit, thereby making a powerful and lasting impact on employee outcomes.

<sup>1</sup>PwC, "Employee Financial Wellness Survey: 2018 results," May 2018.



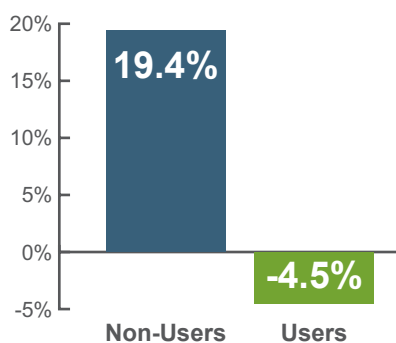
# How Financial Wellness Benefits Employers

Eighty-eight percent of corporations believe that employees' personal financial issues have an effect on overall job performance.<sup>2</sup> A focus on financial wellness is a natural extension of existing employee benefit programs.

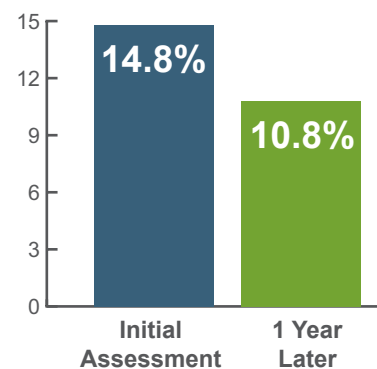
Today, most employers recognize how much financial stress costs in terms of absenteeism, turnover, medical costs, and delayed retirements. Wellness benefits don't just demonstrate an organization's concern for employee well-being, they positively affect the bottom line. Data from Financial Finesse shows that a little education and coaching can go a long way towards reducing costs.<sup>3</sup>

## Employees Who Engage With Their Financial Wellness Benefit Versus Those Who Don't

Annual Reduction in Healthcare Costs

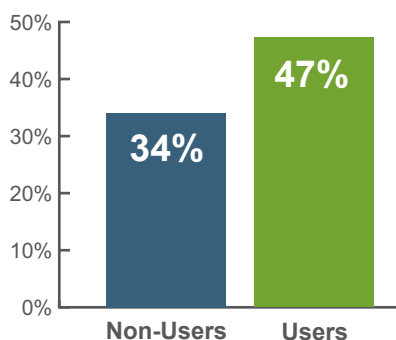


Reduced Rate of Absenteeism

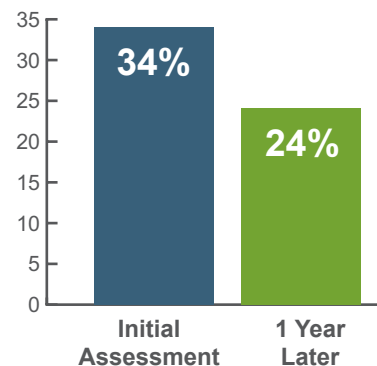


## Employee Behavior When They Engage With Their Financial Wellness Benefit

Helping Employees Retire on Target<sup>4</sup>



Reduction in 401(k) Loan Requests



<sup>2</sup>Benefits and Beyond: How Employers Think About Financial Wellness, Prudential, 2018. [https://www.prudential.com/media/managed/documents/rp/B-and-B\\_Exec\\_Summary\\_Flyer\\_rF2\\_DIG.PDF](https://www.prudential.com/media/managed/documents/rp/B-and-B_Exec_Summary_Flyer_rF2_DIG.PDF).

<sup>3</sup>Data based on study conducted for Fortune 100 employer using Financial Finesse's services. Changes were measured from 2010–2012. Individual company results may vary.

<sup>4</sup>These values represent the percentage of employees that indicate that they are "on track" for retirement.



# Financial Finesse—A Proven Approach

Through in-depth experience and specialized focus, Financial Finesse knows what works and what doesn't. The result is an effective and proven benefit that resonates with employees.

Financial wellness is when an individual:

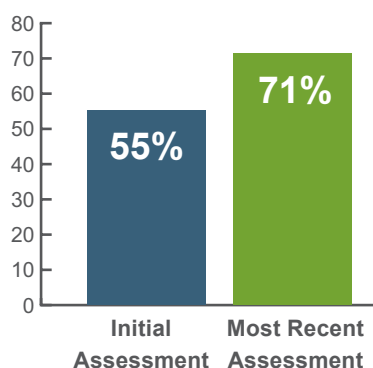
- Has minimal financial stress
- Is living below their means with no high interest debt
- Has established an emergency savings fund
- Has protected income and assets from loss
- Has developed an ongoing plan to reach future financial goals

## Lasting improvements to employee financial health

Financial Finesse allows employees to track their progress, and the evidence shows positive changes over time.

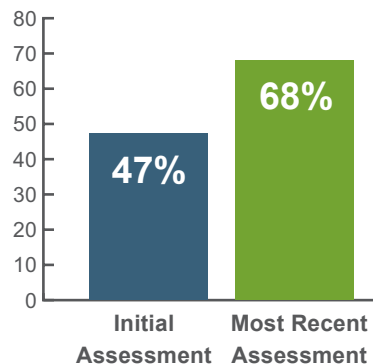
### Debt

I am comfortable with the amount of (non-mortgage) debt I have.<sup>5</sup>



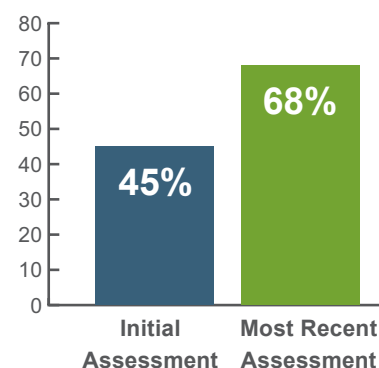
### Investments

I feel confident that my investments are allocated appropriately.<sup>5</sup>

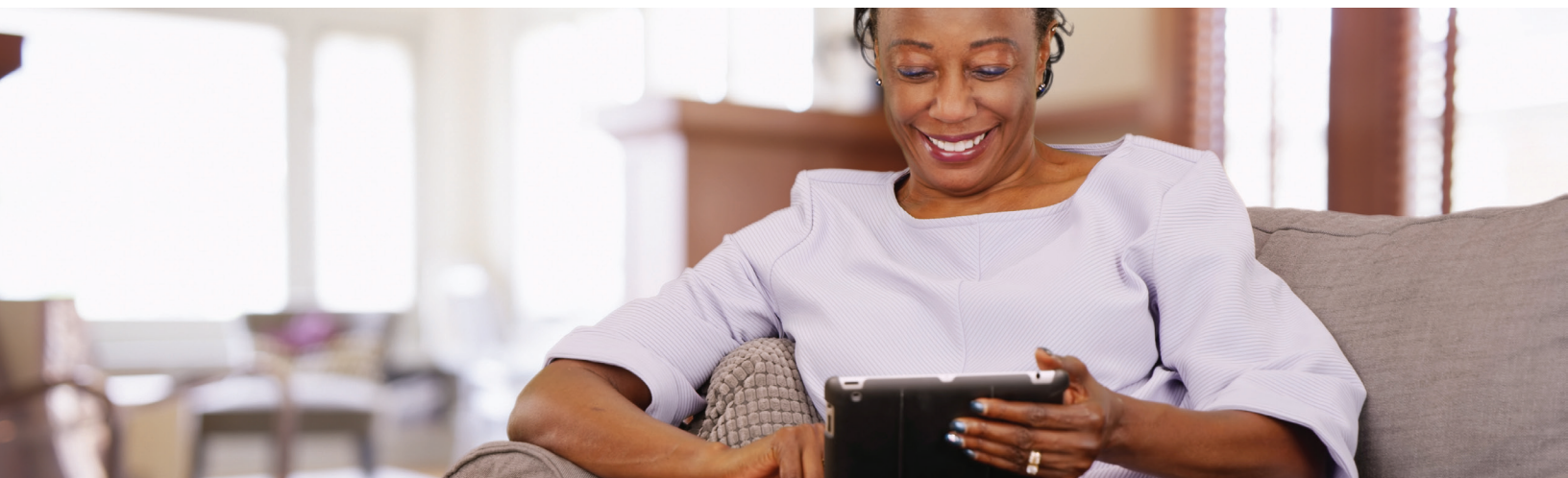


### Retirement

I have used a retirement calculator.<sup>5</sup>



<sup>5</sup>Aggregate data from Financial Finesse users based on initial Financial Wellness Assessments and then again during their most recent assessment.



# Program Overview

We've worked with Financial Finesse to provide two levels of support. First, we've included Financial Wellness Essentials into our core product offering at no additional charge to you. Second, for a more personalized approach, you can purchase Financial Wellness Plus.

## Financial Wellness Essentials

At the heart of the Financial Wellness Essentials benefit is the **Financial Wellness Hub**, a patent-pending online platform that allows employees to assess their financial situation quickly and receive a Personal Action Plan based on their specific needs.



### Personal Financial Assessment

Employees can receive their own financial wellness score and action plan by answering a five-minute questionnaire that is 100% confidential. The employee does not need to enter any personal information or account details. Yet because it's dynamically responsive, the questionnaire is tailored to each individual.



### Financial Wellness Hub

Major life events—both positive and negative—can have significant financial implications. By providing relevant resources on a wide range of topics, including easy-to-use calculators, short videos, life event guidance, and daily planner blogs, your employees can get the information they're looking for how and when they want it.

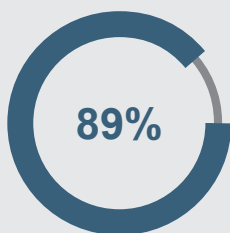


### Automated Email Campaign

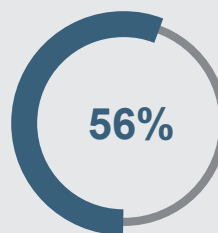
Each month, employees receive personalized messages on diverse financial topics including identity theft protection, college expense planning, and credit card debt.

## Driving Savings

Within 30 days of using Financial Finesse services, employees were motivated to take action<sup>6</sup>:



took 1 action to  
improve their finances



made 2 or  
more changes

Top changes include reducing credit card debt, setting up emergency cash reserves, and increasing retirement savings plan contributions.

<sup>6</sup>Aggregate data from users 30 days after using Financial Finesse services.

## Financial Wellness Plus

To make a more meaningful impact on employee financial health, you can upgrade to Financial Wellness Plus. In addition to including everything from Financial Wellness Essentials, Financial Wellness Plus provides customization opportunities and enhanced offerings:



### Workforce Financial Wellness Report

This annual, comprehensive, plan-specific report aggregates data collected through the personal financial assessments, providing important insights about your employee base. You can use this information to get to the root of the financial stressors impacting your employees and can work with your financial advisor to create an action plan. **Note:** No individual information is revealed.



### Personalized Financial Helpline

Employees and their family members have phone access to financial coaches for individual guidance and help with specific financial issues such as debt management, mortgage financing, tuition planning, and more.

These professionals are objective and unbiased Financial Finesse employees who provide education-based solutions. Because they are not licensed, they cannot and do not sell any products.



### A Note on Security

Financial Finesse has stringent security policies and procedures in place to protect user data. As a general practice, Financial Finesse does not sell, rent, or otherwise give personally identifiable information to mass marketers or third parties, except in limited circumstances such as compliance with law or when user permission is explicitly granted. Because Financial Finesse solely offers educational resources and does not manage user finances, information that presents the greatest risk for fraudulent activity, such as Social Security numbers and bank account information, is never requested or stored. Additional security information is available on the Financial Wellness Hub or upon request.

# Highlights

When you choose Ascensus, your employees won't just get a high-quality retirement plan, they'll get a first-rate financial wellness program **built in**. An offering of this caliber has traditionally been reserved for mega plans with over 10,000 employees and offered at a cost well into the six figures.<sup>7</sup> Now you're able to offer your employees exclusive access to resources and services that would not otherwise have been available to them and can have a meaningful impact on their lives.

	Essentials	Plus
<b>Service Highlights</b>	<ul style="list-style-type: none"> <li>• Personal financial assessments</li> <li>• Financial Wellness Hub</li> <li>• Educational emails</li> </ul>	<b>Essentials plus:</b> <ul style="list-style-type: none"> <li>• Access to CFP®-certified financial coaches for employees and their families</li> <li>• Plan-specific reporting and insights</li> </ul>
<b>Cost</b>	\$0	\$12 per participant, \$4,000 minimum
<b>Ease of Implementation</b>	Automatically added to your plan	Added at your direction during plan implementation or through your Client Service Team
<b>Annual Wellness Assessment Report</b>	Basic reporting from Financial Finesse on the overall program	Detailed reporting from Financial Finesse on usage specific to the participants in the plan
<b>Participant Access</b>	<b>Online</b> <ul style="list-style-type: none"> <li>• Accessed from the Wellness Center on your retirement plan website</li> <li>• Unbranded wellness experience</li> </ul> <b>Phone</b> Not available	<b>Online</b> <ul style="list-style-type: none"> <li>• Accessed from the Wellness Center on your retirement plan website</li> <li>• Employer-branded with a custom URL and logo for a more integrated and cohesive user experience</li> </ul> <b>Phone</b> Financial Helpline (no time limit)
<b>Ongoing Participant Engagement</b>	Statement messages, posters, flyers, and monthly emails	Statement messages, posters, flyers, and employer-branded monthly emails
<b>Supplemental Benefits</b>	<ul style="list-style-type: none"> <li>• Takes a holistic view of an individual's spending and savings habits—it doesn't just focus on saving for retirement</li> <li>• Can deepen your partnership with your financial advisor</li> <li>• Helps retain and attract employees by offering one of the fastest growing employee benefits</li> </ul>	<ul style="list-style-type: none"> <li>• Personalized conversations for as long and as often as needed through the Financial Helpline</li> <li>• Coaching tailored to each individual's needs and situation</li> </ul>

<sup>7</sup>Source: Data from Financial Finesse, Inc., 2019.

**We're here to help make a difference in the lives  
of your employees. Contact your advisor or  
Client Service Team for more information.**



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