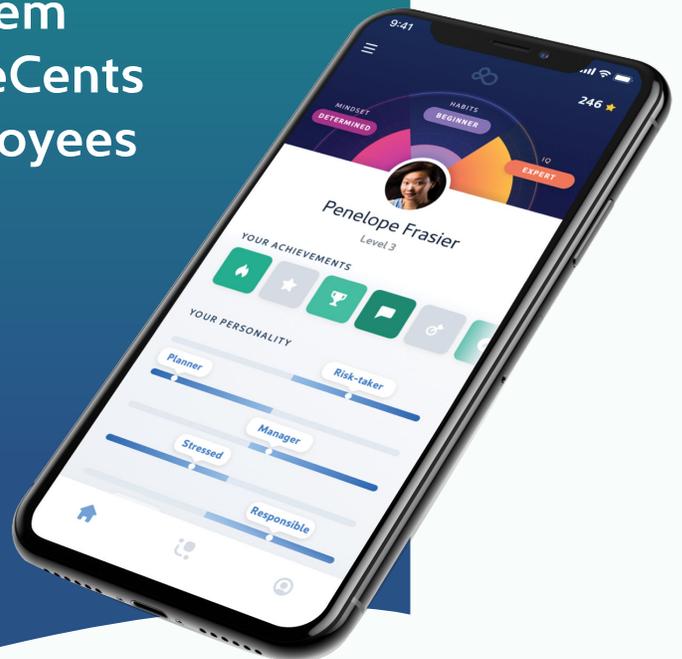




# IMPROVING EMPLOYEE FINANCIAL HEALTH

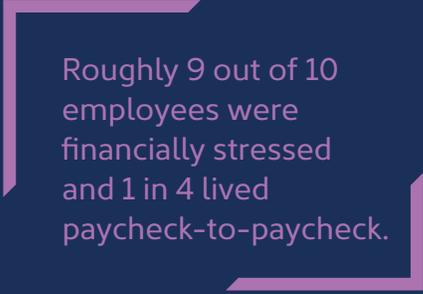
Major Non-Profit  
Healthcare System  
Implements LifeCents  
to Engage Employees  
and Improve  
Employee  
Financial Health



## EMPLOYEE FINANCIAL HEALTH ASSESSMENT OFFERS ACTIONABLE INSIGHTS

One of the top non-profit healthcare systems in the nation, with thousands of employees and a large off-site (in home) workforce, implemented LifeCents, a financial health and wellness app, in order to enhance engagement with existing employee benefits and to drive overall improvements in its employees' financial health.

While performing an initial holistic evaluation of its employees' financial well-being, which created baseline measures of their financial IQ, mindset and behaviors, as well as a survey into its employees' outlook on benefits, the organization discovered shocking statistics about their employees' financial health: Roughly 9 out of 10 employees were financially stressed and 1 in 4 lived paycheck-to-paycheck.



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**After evaluating the data from the employee financial health assessment, a customized version of LifeCents was implemented to meet the specific needs of the employees and the organization.**

The solution provided employees with both decision support and actionable education related to the benefits offered by the healthcare company. The program was also designed to give employees access to one-on-one coaching to help each individual achieve the financial goals most important to them.



# BACKGROUND

## PILOT PROGRAM TO MITIGATE EMPLOYEE FINANCIAL STRESS

Over a two-year period, a nonprofit healthcare company implemented a pilot program with LifeCents to drive awareness of existing employee benefits and to help improve the financial well-being of its employees. Due to an alarming percentage of employees (88%) who identified that they were financially stressed, the healthcare company expanded the program in the second year to address the financial issues identified through a financial health assessment in the first year. To achieve this, employees were able to access free financial coaching through the LifeCents financial wellness platform.



88% of employees identified as being financially stressed



Nearly 50% of employees were carrying student debt and making significant monthly payments, which was a key contributor to their financial stress.

# OBJECTIVE

## IMPROVE OVERALL EMPLOYEE FINANCIAL HEALTH AND WELL-BEING

**Learn** how employees perceived benefits offerings, **raise awareness** of those benefits and their value, **increase employee participation** in existing wellness benefits, and then **engage** financially stressed employees to take advantage of free, one-on-one financial coaching to **improve** their financial lives.

# RESULTS

**ORGANIZATION:** Following the implementation of LifeCents, the healthcare company had empirical data that enabled them—for the first time—to see which benefits employees found most valuable, why certain benefits were not being used, which benefits employees want to learn more about, and how employees perceive the organization’s overall benefits offerings. In addition, it was discovered that nearly 50% of all employees were currently carrying student debt and making significant monthly payments. Thus, the organization was able to identify gaps in benefits offerings, and provide support to employees to empower them to make more informed decisions at open enrollment.

**LIFECENTS:** As a result of LifeCents providing customized recommendations for the products and services most appropriate and relevant to each individual, based on their personal needs and financial health profile, **engagement rates were extremely high – both within the LifeCents app and with financial coaches.**

The organization was able to identify gaps in benefits offerings, and provide support to employees to empower them to make more informed decisions at open enrollment.



# A BASELINE FOR GOOD FINANCIAL HEALTH



The organization's employee base was **dispersed across multiple facilities and in the field**, presenting complex engagement challenges.

The healthcare organization offers a myriad of core and voluntary benefits, such as childcare, family services, educational and professional development, life insurance, and more. Like many companies, these benefits are often underutilized by employees. Additionally, a large percentage of employees provide in-home healthcare which presents other challenges in terms of employee engagement.

As a result, the healthcare company turned to LifeCents to empower their employees through better engagement and by improving their financial well-being.

By better engaging their employees and improving their financial health, the healthcare company helped to reduce financial stress among employees and improve participation in their suite of benefits.



The organization was looking to **better understand employee perception of their under-utilized benefits** and how they were meeting employee needs.

In order to determine which benefits were most valuable to each employee, they needed to establish a baseline understanding of employees' financial habits and learn about attitudes toward their personal finances. However, getting people to think about their personal finances—let alone discuss them—is often difficult.

## Enter LifeCents.

Working collaboratively with the healthcare company, LifeCents was customized to help raise awareness among employees of the invaluable array of benefits available to them. At the same time, the employees also enjoyed access to the other dimensions of the LifeCents financial wellness program to address broader needs. In the process, the initial health assessment of the employees was alarming given the number of employees who were significantly stressed about their finances.

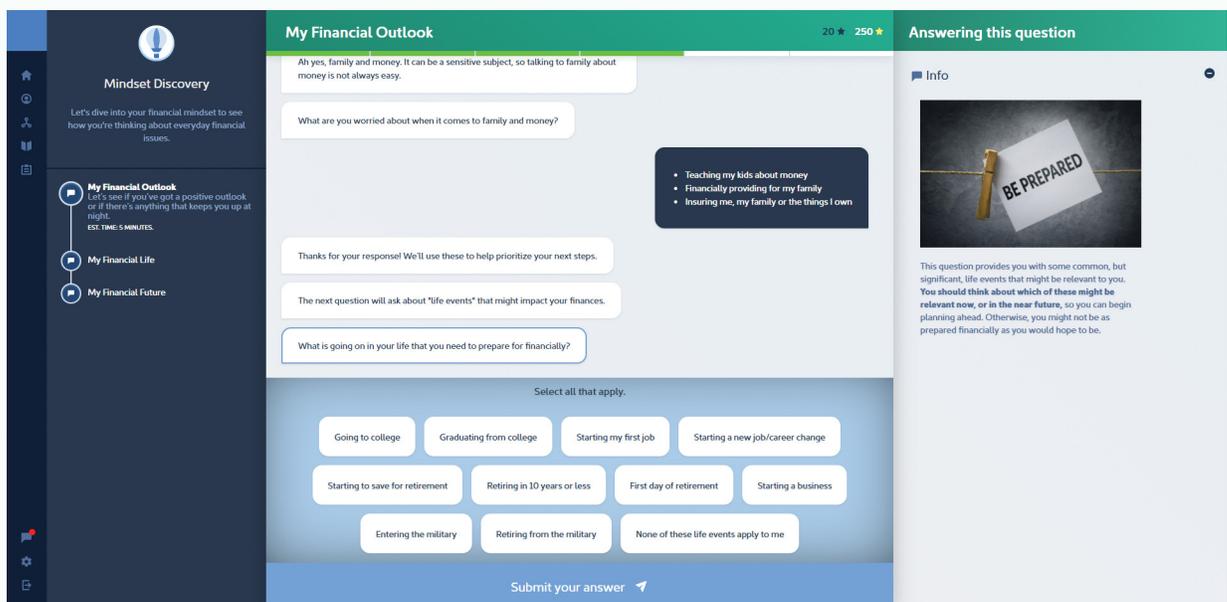
**As a result, LifeCents worked with the organization to implement a second pilot program** aimed at addressing the employees' financial stress, identifying key sources of that stress, and helping alleviate it by connecting them to benefits such as access to free, one-on-one financial coaching.



# PILOT PROGRAM 1

## INITIAL SURVEY YIELDS SURPRISING RESULTS

The pilot program used a custom, organization-specific, in-app survey to gauge employees' overall outlook towards their benefits and their overall financial behaviors such as savings, money management, and credit and debt circumstances; the pilot also gauged their general mindset about their personal finances.



**The results of the employee financial health assessment were illuminating.** Among the insights gained, 88% of the healthcare company's employees stated they were stressed about their personal finances.

Equally alarming was the discovery that one out of four employees said they were living paycheck to paycheck. It was clear they were in dire need of the same quality of care for their personal finances as they provide every day to those they care for.

**Taking a consultative approach, based upon the employee survey results and data, LifeCents recommended a solution:** Launch a second pilot program for employees with an emphasis on offering free, one-on-one financial coaching in order to address their financial stressors.



# PILOT PROGRAM 2

## CONNECT FINANCIALLY STRESSED EMPLOYEES TO FINANCIAL WELLNESS SOLUTION



Employees spent an average of **11 minutes and 22 seconds** each time they logged into LifeCents.



**68% of employees** registered with LifeCents.



**80% of employees** who accepted the **Financial IQ challenge** went on to complete it.



**64% of employees** who accepted the **Savings challenge** went on to complete it.

**There is ample evidence to suggest financially-stressed employees are less productive at work, which threatens the overall financial well-being of organizations.** Ensuring employees feel positive about their personal finances is critical for a focused and productive workforce, particularly one in the healthcare industry. At least 35% of employees report being distracted by their personal finances while at work. And nearly half of that subset stated they spend three or more hours each week dealing with their personal finances while on the clock. This amounts to at least 156 hours—nearly one month—of lost productivity per employee, per year.<sup>1</sup>

**To solve this problem,** it is not simply enough to provide employees with financial education. Instead, **their financial behavior must change,** and the most critical component to improving behavior is engagement, specifically, the employee’s interaction within the LifeCents financial wellness platform.

**The biggest hurdle to successfully engaging employees is inertia or complacency. LifeCents’ in-app engagement strategy specifically seeks to overcome this apathy and maintain momentum.**

For this pilot program, LifeCents encouraged employee engagement by providing a “gamified” experience that allowed employees to earn badges, points, milestones, and other rewards for their participation within the financial wellness platform. They were also given personalized benefits recommendations depending on the information they provided in the challenge.

Because LifeCents is an online platform, these challenges and badges could be completed and earned from any place, at any time. This made it easy for all the employees to access and benefit from the financial wellness program. The more interaction employees had with LifeCents, the more they were rewarded to continue their journey towards better financial health.



# MOVING BEYOND ENGAGEMENT TO ONE-ON-ONE COACHING

**The ultimate goal of the second pilot program was to connect employees to resources, services, and partners, including a personal finance coach.**

To achieve this, LifeCents partnered with Money Management International (MMI), a nonprofit organization that helps consumers make empowered financial choices<sup>2</sup>. MMI provided the organization's employees with one-on-one expert financial counseling to guide them towards financial confidence.

**The engagement rates for using this resource was extremely high.**

When presented with the personalized recommendation<sup>3</sup> to connect with a financial coach:

**70%** of employees clicked to learn more about the service

**23%**  
went on to engage and connect with financial coaching provider

**78%**  
of employees who stated they had not registered for their coaching session yet, planned to do so.



“It always helps to have a financial checkup.”

**Employees' reactions to the second pilot were overwhelmingly positive:** 70% of employees rated their experience with LifeCents as either “good” or “great,” and 87% of those employees said they would recommend LifeCents to other employees, family members, or friends.

When asked how LifeCents helped them, users responded that the app made them become more conscious of their finances. “It always helps to have a financial checkup to see if you are on track,” remarked one employee, while another stated that LifeCents “has helped me learn more about my finances and budgeting.”

Just what the financial doctor ordered.

2 MMI helps create, restore, and maintain a life of financial wellness through empowered choices. For 60 years, MMI clients have achieved financial confidence through nonprofit programs that educate, motivate, and liberate. MMI inspires action by delivering expert professional guidance and timely solutions that are aligned with client goals.

3 “Connections” are a powerful feature in LifeCents that are used to recommend the user to partners, programs and services—in a responsible way—based on the user’s financial needs. Connections provide users with access to real-world solutions for real-world financial needs.



*LifeCents is a financial wellness company that empowers people to acquire the knowledge, build the habits, and gain the confidence they need to make smarter everyday decisions. Our wellness platform helps people become financially aware, savvy, and engaged, which is of great value to businesses and communities. LifeCents' clients and partners include Fortune 500 companies, financial service providers, government agencies, nonprofits, and employers.*

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