

Introducing Clarity: Online Benefits Administration Partner

Tuesday, January 18, 2022



Please note:

- Attendees are in listen only mode
- This webinar is being recorded
- It will be posted to LVBCH.com Past Events
- Chat will be used for announcements from moderators
- Q&A should be used to submit your questions
- Questions will be answered live later in the session



Amanda Greene
Director of Operations
LVBCH



Welcome

Carl Seitz
President, LVBCH



Introducing Clarity Benefit Solutions

The New Online Benefits Administration Solution for Your Company

January 18, 2022

Agenda



01

The Clarity Story



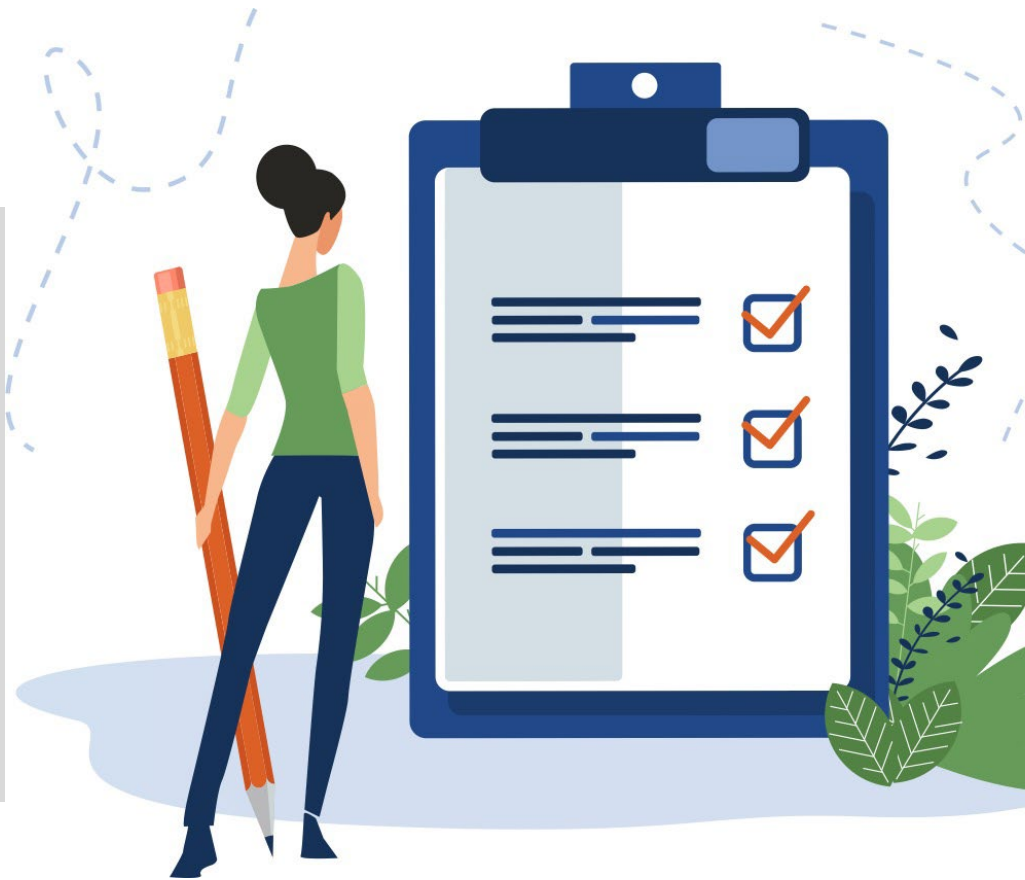
02

Why Clarity Benefit Solutions



03

Our Full Suite of Products + Solutions



The Clarity Story

Since our inception in 1990, our goal has been to use technology to simplify the administration of benefits, reduce costs, and empower consumers. Over the years, we have expanded our services to include various pre-tax consumer benefits, online enrollment, HRIS and mobile technology.

Founded in
1990



by CEO, **Bill Catuzzi**



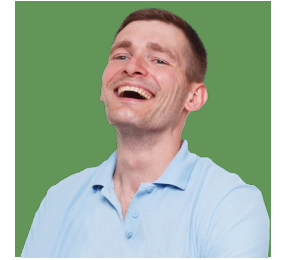
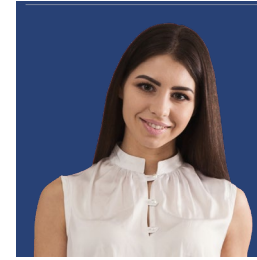
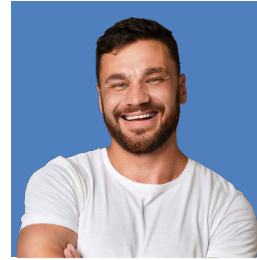
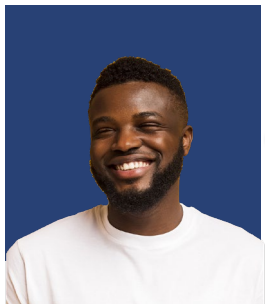
Clients range in size
2-15K+
IN ALL FIFTY STATES



30 Years and Counting...

Inspired by a genuine concern for people and a desire to serve, Clarity Benefit Solutions was created to give everyone the greatest opportunity to succeed.

We have a long history of saying what we mean, doing what we say, and practicing what we preach by always putting products and services in the world that we would want for themselves and for their families.



The result: Our simply smarter approach – fueled by feedback from partners like LVBCH and its members – has led to an unmatched level of products, services and technology. We provide solutions that we would use ourselves.

Afterall, we're customers too.

Why Clarity?

**We'd Like to Hear
from You...**

1. Who is going to win the SuperBowl?

- San Francisco 49ers
- Cincinnati Bengals
- Tampa Bay Bucs
- Buffalo Bills
- Los Angeles Rams
- Green Bay Packers
- Tennessee Titans
- Kansas City Chiefs



**We'd Like to Hear
from You...**

2. What was the toughest HR benefits administration challenge during the pandemic?

- Shifting education and enrollment from in-person to digital
- Controlling Costs
- Offering new benefits to accommodate evolving needs of employees
- Keeping up with changing regulations

We'd Like to Hear from You...

3. When it comes to your benefits enrollment and administration technology, and you had to pick **1**, which is your top priority?

- Employee education, engagement, and decision support
- Comprehensive Reporting
- Integrations with insurance carriers, HCM/payroll, and other benefits administration providers
- Customer Service
- Costs

The pandemic changed the benefits landscape



The Pandemic Has **Shifted Employer Priorities** and **Employee Usage Of Benefits**

- When asked how HR and benefits initiatives were impacted by the coronavirus pandemic, 54% of employers shifted primary method of contact with employees from in-person to digital.
- 50% of Employers said they struggled to communicate with and engage employees effectively in a remote environment
- Post 2020 - 41% of employees used benefits in new ways (COVID Sick time, enhanced childcare, etc.) because employers understood the importance and showed their agility in adapting to the new demands.
- Employees are valuing benefits like telehealth, virtual mental health, and PTO more than retirement and life insurance benefits which were a priority pre-2020.



Lack Of Comprehensive Strategy Outlines Clear **Need For Improved Benefits, Technology, and Processes**

- 34% of employees said they don't know how to access, manage, or get information about their benefits (32% of businesses said the same)
- Even though 95% of companies say they are satisfied with their benefits technology, only 22% strongly agree they get what they need from their reports, indicating either that technology fails to provide the reporting they need or users don't know how to access the reports.
- Although benefits technology has enabled self-service for most tasks, employees still need extra help for individualized needs - half of employees (46%) reported they don't get what they need when they reach out for additional help, negatively impacting their overall EX.



A Streamlined **Benefits Administration Solution** Solves Continually Evolving Education, Relationship, and EX Challenges

- Employees agree that a streamlined benefits system would increase their understanding and connection to the benefits their employers offer them.
- Businesses believe that administration tools can bring better employee understanding, an improved employer-employee relationship, and more connection to healthcare experiences.

According to a Forrester Consulting Thought Leadership Paper (June 2021)

Challenges With Benefits Administration Solutions

- Too many unintegrated platforms, logins, customer service numbers, etc.
- Reporting & Data Errors
- Customization of plan designs
- Digital Employee Engagement & Education
- Customer Service
- Costs (Fees and Time)



That is where we come in...

We offer a personalized approach to benefits that you've been looking for

**STATE OF THE ART
BENEFIT TECHNOLOGY &
SOLUTIONS TAILORED TO
YOUR NEEDS**



**DEDICATED SERVICE
THAT REALLY
SUPPORTS**



**PREFERRED LVBCH
PARTNERSHIP
RATES**



Full Suite of Ready for Life Benefit Solutions

EVERYTHING IN ONE PLACE

READY FOR LIFE | ADMINISTRATION

CLARITY + EMPLOYEE NAVIGATOR OR BSWIFT

Simplify the entire employee benefits administration lifecycle with a platform that is highly configurable and designed to automate the entire HR, benefits and payroll process. Choose from one of our trusted partners and offer a wider range of plan choices with more cost-effective options.

READY FOR LIFE | COMPLIANCE

CLARITY ERISA

Minimize risk and avoid penalties with expert support, innovative software, and a 24/7 compliance portal.

CLARITY POP

A tax-free way to help employees pay for health insurance premiums so your clients' employees and the employer save money.

READY FOR LIFE | WELLNESS

SIMPLYWELL – VACCINE COMPLIANCE

A fully automated solution that records and validates vaccines and testing so you remain compliant and stay current on all regulatory changes regarding the mandate - without burdening the HR department.

READY FOR LIFE | EMPLOYEE BENEFITS

CLARITY HSA

With more investment options and accelerated funding, our HSA helps your employees cover healthcare expenses today and save for the future.

CLARITY FSA AND LPFSA

We automate the entire FSA employee claim filing and card substantiation experience, eliminating frustration and ensuring your employees are always able to use their funds.

CLARITY DEPENDENT CARE

Your employees can access funds by simply swiping their Clarity Benefit Card to pay for eligible dependent care services.

CLARITY HRA

Flexible plan designs and automated claim substantiation reduce administrative costs and decrease financial burden on your employees.

CLARITY SMARTRIDE

Debit card-based commuter program available in hundreds of cities allow your employees to use pre-tax contributions to cover public transportation, parking and even popular rideshare platforms.

CLARITY COBRA

Streamline COBRA compliance and mitigate risk with automated notifications, employee billing and 24/7 access.

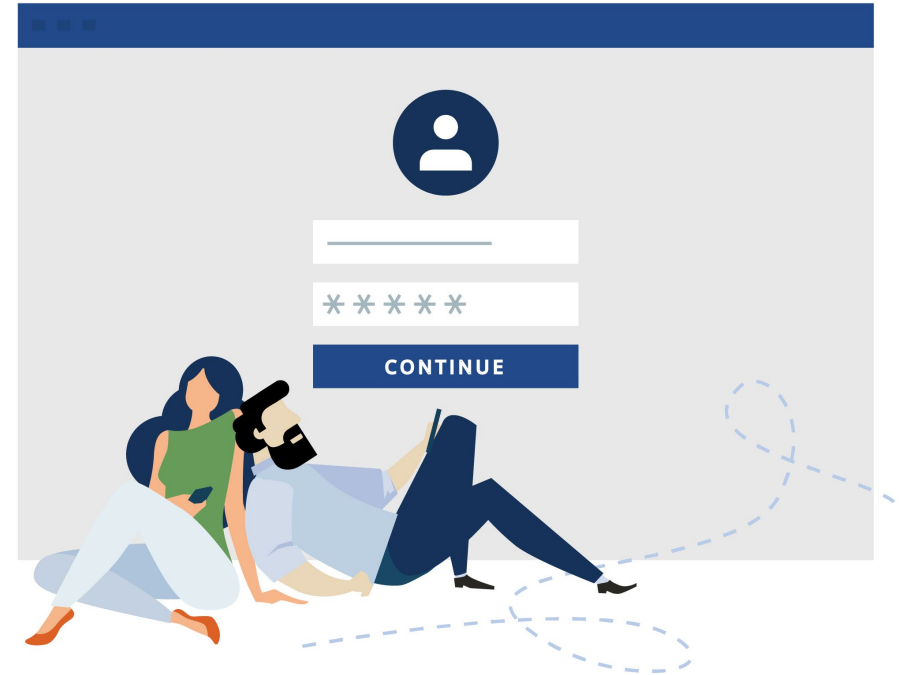
Benefit Technology that transforms.

CLARITY BENEFIT SOLUTIONS PORTAL

Single Sign-On access will keep all your Clarity information connected and consolidated in one place and is fully mobile-optimized.

You can review communications, access educational materials, manage contribution levels, review claims activities, update employee data and much more.

And this is all accessible on any device. Day or night.



Our Full Suite of Products and Solutions

Ready for Life Administration

Ready for Life Administration

BEST-IN-CLASS BENEFITS ENROLLMENT & ADMINISTRATION

We leverage the power of two platforms to allow you to customize your solution your needs. Whether you have 50 or 50k employees, we can handle whatever comes our way.



employee
NAVIGATOR

bswift®

Ready for Life Administration

EMPLOYEE NAVIGATOR

This highly configurable platform simplifies the employee benefits administration life cycle by automating the entire HR, benefits and payroll process.

- Provides paperless online enrollment that saves time, improves communication, and promotes retention
- Simplifies benefits admin with automated communication, decision support tools, and compliance support
- Provides a wider range of plan choices with more cost-effective options

Clarity takes care of implementation, carrier and payroll integration, and ongoing support.

REDUCE COSTS AND INCREASE COMPLIANCE

- Eliminate hours of tedious paperwork
- Integrate data and systems to reduce costs and wasted time
- Offer better, more affordable benefits to your workforce
- Facilitate compliance with the ever-changing demands of ACA



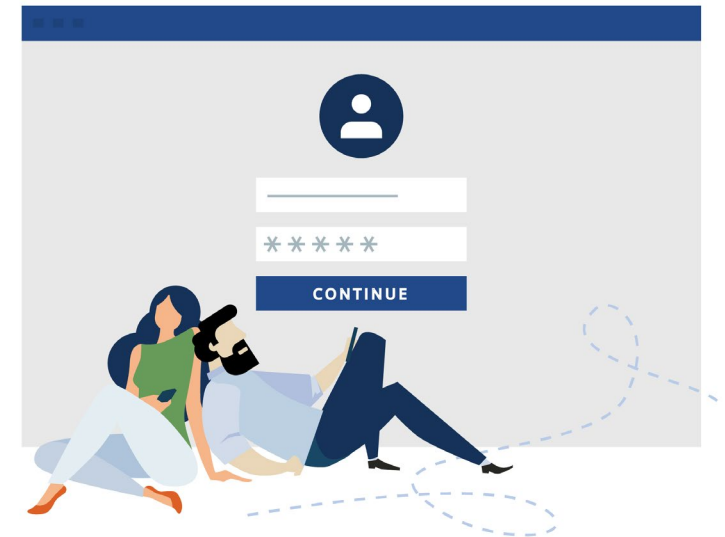
WHY EMPLOYERS LOVE EMPLOYEE NAVIGATOR

AFFORDABLE, PROVEN TECHNOLOGY

- Employee Navigator's practical functionality and low cost of entry are attractive
- With Clarity, you have the added advantage of integrating our employee benefits and eliminating administrative hassles
- Paperwork for COBRA, FSA, HSA, and other programs is totally automated

OPTIONS + FLEXIBILITY

- Clarity is part of the Employee Navigator Marketplace, which enables you to expand your offerings with voluntary and ancillary benefits
- Rely on our experienced implementation staff to get their enrollment system live and linked with your carriers through various forms of secure and automated data transmissions



Ready for Life Administration

BSWIFT

A flexible, online and paperless solution for enrollment that dramatically streamlines the entire benefits administration and payroll processes

- Saves time, improves communication and promotes retention
- Makes benefit selection and administration as effortless as possible, with intuitive features
- Securely links your payroll, HR, carrier, enrollment, and COBRA processes, creating a seamless and simple experience for everyone

OFFLOAD THE BURDEN

- ACA Reporting and Form Processing
- 5500 Filing Preparation and Form Processing
- Non-discrimination Testing
- Tracking Full-Time Equivalents
- Ensuring Minimum Affordability Reduce costs and paperwork

INCREASE COMPLIANCE

- Eliminates hours of tedious paperwork
- Integrates data and systems to reduce costs and wasted time
- Offers better, more affordable benefits to employers and their workforce
- Facilitates compliance with the ever-changing demands of ACA

bswift[®]

WHY EMPLOYERS LOVE BSWIFT

A SECURE EXPERIENCE, END-TO-END

bswift's constant reinvestment in security and innovation, with an annual budget of \$800 million on data security, guarantees your clients' benefits strategy and member data are protected. Through a combination of technology, compliance and policies, we're able to monitor and safeguard your data 24 hours a day, 7 days a week.

A FULL-SERVICE TECHNOLOGY SOLUTION

bswift's cloud-based technology is intuitive and easily configurable to empower you to have greater control, less risk and more predictable costs. You can monitor employee participation and activity with real-time reporting and analytics tools and can rest assured that employee data will always be in good hands, backed by CVS Health. And with Clarity, you have the added advantage of integrating our employee benefits and eliminating administrative hassles. Paperwork for COBRA, FSA, HSA, and other programs is totally automated.



Our Full Suite of Products and Solutions

Ready for Life Employee Benefits

Benefit Solutions That Meet All Your Needs.

WHAT MAKES OUR EMPLOYEE BENEFIT SOLUTIONS DIFFERENT?

ACCELERATED FUNDING

Built for unpredictability, the Clarity HSA offers an on-demand, interest-free payroll advances to cover unexpected healthcare costs, so employees aren't just covered—they're confident they can keep expenses under control.

MORE HSA INVESTMENT OPTIONS

Your employees choose from three different investment models – Managed, Self-Directed and a first-of-its-kind Brokerage option – all of which are designed to help your employees work toward their long-term investing goals. Best of all, they can manage all aspects of their HSA, including investments, from a single portal.

FLEXIBLE HRA PLAN DESIGN

The Clarity HRA is built to be flexible—the dollar amount and payment schedule are customized to the individual plan. Clarity will work closely with you to determine the plan design that works best for your clients and their employees such as split copay HRAs. Then throughout the plan year, we provide online tools to monitor the effectiveness of the program.

FLEXIBLE COMMUTE OPTIONS

Clarity SmartRide gives employees money-saving options nationwide, allowing them to reduce their outlay for public transportation, parking, and even popular rideshare platforms like UberPool and Lyft Line. Employees also have the flexibility to start, stop or change their elections on a monthly basis and unused funds carry over from month-to-month. Clarity SmartRide can also integrate with benefits administration and payroll systems to allow participants the flexibility to make changes to their contributions throughout the year.

AUTOMATED CLAIM SUBSTANTIATION

Clarity BenefitConnect is a convenient, easy-to-use tool that syncs medical, dental and vision insurance carriers to your employees Clarity Benefit Accounts to streamline either claim submissions or debit card substantiation so they can focus on their health, not submitting claims, receipts, and Explanation of Benefits (EOBs).



Benefit Technology that transforms.

BENEFITCONNECT

Clarity BenefitConnect automates the employee claim filing and card substantiation experience by linking insurance carriers directly to Clarity.

Integration now makes it possible for employees to share their insurance claims history with designated third parties.

This significantly reduces or even eliminates the need for consumers to file claim and card substantiation paperwork - and makes it easier for them to manage their healthcare expenses.



IT'S AS EASY AS 1-2-3

1. An employee links their insurance carrier to the Clarity platform.
2. Clarity BenefitConnect automatically retrieves new insurance transactions.
3. Clarity substantiates card purchases, tracks deductibles, creates claims, and pays them.



Clarity Benefit Card

Our powerful Clarity Benefit Card gives your employees easy access to all of their Clarity spending accounts by swiping the card at the point of purchase.

The card can be used at any qualified service provider that accepts MasterCard.

As part of the Clarity SmartRide program, the card is programmed to work anywhere a customer pays for mass transit, parking, or rideshare programs.



Clarity HRA Types

INTEGRATED HRA: The most common HRA Integrated with a traditional health insurance plan

EMBEDDED HRA: Pays based on employee meeting certain portion of their deductible

FIRST DOLLAR COVERAGE HRA: Covers the first dollar health care deductible until the HRA is exhausted

DENTAL VISION HRA: Covers non-cosmetic dental and vision

EXECUTIVE HRA: For shareholders and owners only. Must be reported as taxable income on the W-2s

QUALIFIED SMALL BUSINESS HRA: Allows employers to set aside a fixed tax-free amount for employees to cover individual health insurance or medical expenses

INDIVIDUAL COVERAGE HRA: covers your employees with individual health insurance coverage and there are no reimbursement limits.

COST SHARING HRAS

Employee Deductible: Covers all expenses covered by Integrated HRA, but a portion of the coverage paid by the employee; can be paired with an HSA

Percent Based: Reimburses employees for a percentage of healthcare expenses until the HRA has been exhausted

Donut: Covers all expenses covered by an Integrated HRA, but a portion of the coverage is paid by the employee

Split Co-Pay: Covers all of the expenses covered by an Integrated HRA, but a portion of the coverage is paid by the employee to share the cost

Our Full Suite of Products and Solutions

Ready for Life Compliance

Why Clarity COBRA



AUTOMATED COMPLIANCE

- ERISA regulations also now allow for personal liability to be imposed on the employer for COBRA violations
- A web-based solution integrates with most payroll and benefit administration platforms, automating required notifications and minimizing the risk of penalties

CENTRALIZED ADMINISTRATION

- Comprehensive reporting, notifications, participant and retiree billing, and payments –in one easy-to-use tool

DEDICATED COBRA SUPPORT

- Every employer is assigned a dedicated COBRA representative with a minimum FPO service excellence
- A self-service portal gives you 24/7 auditable access to account details
- Clarity also received a 75 Net Promoter Score (NPS) for COBRA clients, proving we deliver the industry's best customer service

- Ongoing COBRA administration
- Send qualifying event notifications via first-class mail with proof-of-mailing
- Process COBRA elections once completed by client or qualified beneficiary
- Validate all COBRA elections
- Validate of participant eligibility
- Validate and process disability extensions
- Bill and collect premiums monthly
- Handle undeliverable mail
- Provide collections for returned checks
- Send termination and conversion letters
- Process participant life status events
- Avoid penalties and liabilities
- Stay up to date with rules and regulations
- Avoid personal liability for COBRA violation

Why Clarity ERISA

COST SAVING COMPLIANCE

- Clarity does the heavy lifting for you —minimize risk with expert support, innovative software, and a 24/7 compliance portal
- Avoid costly penalties, which might range from \$110 to \$2,194+ for every day a single plan is in violation

AUTOMATED DOCUMENTATION

- Automate the creation of your wrap plan document and summary plan description (SPD) so you have a single, up-to-date source document for all benefit plans subject to ERISA

CLOUD-BASED PLATFORM

- Our innovative platform ensures ongoing compliance, provides real time access for updates and audits and keeps your employees informed

DEDICATED SUPPORT

- An expert Client Relationship Manager will provide dedicated, ongoing support to help you navigate ERISA, make changes to their documents, and answer questions from auditors

Why Clarity POP

TAX SAVINGS

- Employees save about 30% on their insurance premiums and employers realize FICA tax savings of 7.65%.
 - Employees take home an extra \$1,500 annually on average.
 - Employers save between \$500 and \$2,500 per employee on average.

FLEXIBLE + FULL SERVICE

- With Clarity by your side, you have a true partner that can adapt to your business—and do it with a smile. When you work with us, you get a full-service benefits administration and technology provider, which means you'll lay a solid foundation for today and prepare for education, compliance, and cost challenges you may face tomorrow.



Our Full Suite of Products and Solutions
Ready for Life Wellness

Clarity SimplyWell – Vaccine Compliance

A fully automated solution that records and validates vaccines and testing so employers remain compliant and stay current on all regulatory changes regarding the mandate - without burdening the HR department. We manage the entire process for you with a user-friendly application, in-house document verification, and automated reporting.

WHAT MAKES OUR VACCINE PROGRAM DIFFERENT?

Simple Implementation

Implementation is free and it can be done in one week, so you can “set it and forget it.”

More Robust

This is not just a repository for vaccination/testing proof. We fully verify all documentation and automate your program.

Comprehensive Administration

We send welcome emails to employees introducing the program and provide instructions for submissions. We verify and record all vaccination and testing documents for accuracy. We send automated reminders to non-vaccinated employees that are required to provide weekly testing. We automate recurring reporting to provide as proof of compliance and we provide real time reporting.

Easily Manage Exemptions

SimplyWell - Vaccine Compliance will review, verify and process all religious, medical, or other exemptions.

Customizable Options

We allow you to customize your vaccine program by offering both requirement and reward options. You can decide to simply implement a vaccine mandate, offer a reward to encourage your employees to get vaccinated with our program, you can do both. SimplyWell - Vaccine Compliance works for companies of any size. And, if you choose to reward, you can customize the amount based on your business goals.

Fully HIPAA Compliant

We guarantee full compliance with HIPAA and various international health and privacy laws, including European Union’s Directive on Data Protection, Canada’s Personal Information Protection and Electronic Documents Act (PIPEDA), the General Data Protection Regulation (GDPR), and the California Consumer Privacy Act (CCPA).

Connected to Your Existing Clarity Plans

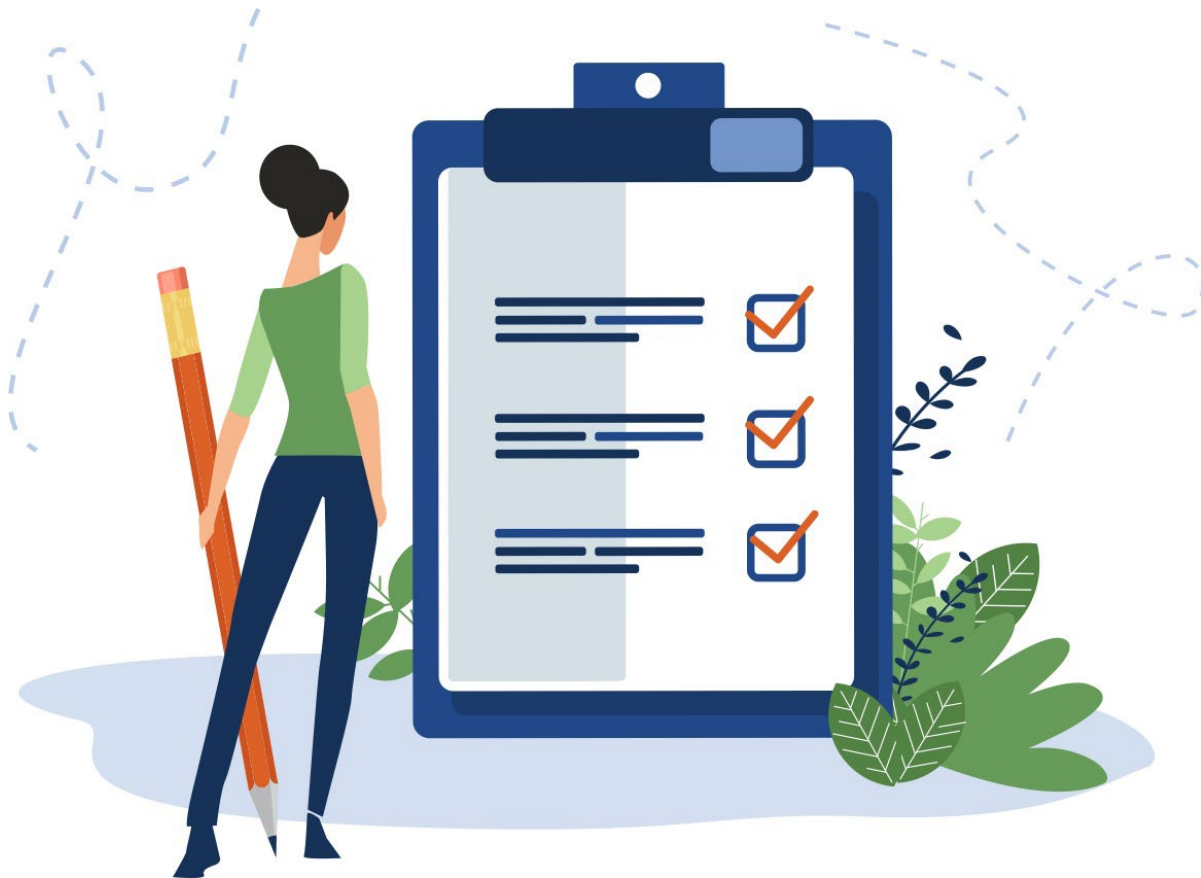
If you are an existing Clarity Participant, the vaccine reward will be automatically added to your Clarity Benefit Card. Reward funds will be placed in a separate account so participants can use those funds to cover any expenses.

Prebuilt Surveys

Prebuilt Surveys allow employers to gauge how comfortable employees are about returning to the office and how they feel about the vaccine program. Employees can anonymously provide their input through the platform in less than five minutes.

The benefits landscape and administration has become increasingly complicated.

Yet, never has it been more important...and that's where we come in.



Interested in learning more?



David Leodore

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Questions & Answers

Please use Q&A to submit your questions to the moderator.

THANK YOU!



Employers for Healthcare Value Since 1980

www.LVBCH.com