**HSA ACCOUNT PERFORMANCE ANALYSIS**

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**Across the subset book of business provided, please determine the improvement in HSA performance based on +/1 12 month and based on +/- 24 months’ of “before and after integration” program performance.**

**Post- Elevation:**  
**Sum of Accounts**: There is a V-shaped trend visible in the number of accounts. There's a sharp decline from 2018 to 2019, followed by a dramatic increase from 2019 to 2020, and continuing to rise into 2021.

**Sum of Total Assets:** This metric also shows a V-shaped pattern, with a decrease from 2018 to 2019, then a significant increase from 2019 to 2020, and further growth into 2021. The trend suggests recovery and growth in assets post-elevation.

**Sum of Total Cash**: It shows a relatively steady growth from 2018 to 2019 but a more significant increase from 2019 to 2020, which then slightly tapers off in 2021 while still showing overall growth.

**Sum of AvgInvestment**: This line is not completely visible in the description, but it seems to show an upward trend, which would suggest that average investment per account is increasing over the years.

**Key Observations:**

**Recovery and Growth**: The sharp decline in both the number of accounts and total assets from 2018 to 2019 could be due to various factors, including possible market downturns or the initial impact of the elevation. The subsequent increase from 2019 suggests a recovery and possibly the successful impact of the post-elevation efforts.

**Consistent Cash Growth**: Total cash has been consistently growing, which may imply a stable increase in liquidity or cash reserves within the accounts. This might also reflect a conservative approach by account holders or a strategic focus on cash holdings by the program.

**Investment Uptake**: Assuming the trend is upward for average investment, it indicates increasing engagement with investment options within the HSA accounts, which could be due to improved investment features, market performance, or effective financial advising as part of the elevation program.

**Final Pointers:**

The data suggests that any initial challenges seen in 2019 were overcome, leading to positive growth in subsequent years.

The increase in the sum of accounts and total assets in 2020 and 2021 may indicate the elevation program's effectiveness in encouraging participation and asset growth.

Continuous growth in total cash and average investment suggests a heightened trust in the HSA program and possibly favorable market conditions.

The specific reasons behind the V-shaped trend would require further qualitative analysis, considering external economic factors, changes in investment behavior, and specific actions taken as part of the elevation program.

**Pre-Elevation:**  
**Sum of Accounts**: There is a gradual increase in the number of accounts from 2018 to 2020. The consistent upward trend suggests that more HSAs were opened or enrolled in during these years, which is a positive indicator for the program's reach and consumer interest.

**Sum of Total Assets**: This metric shows an overall increasing trend from 2018 to 2019, indicating that the value of assets held in these accounts was growing. However, there appears to be a slight plateau or a small decrease into 2020, which might imply a slowdown in asset accumulation or market fluctuations impacting asset values.

**Sum of AvgInvestment :**This line appears relatively flat from 2018 to 2019 and possibly begins to dip slightly into 2020. The relatively stable line suggests that the average investment per account might not have changed significantly in the pre-elevation period or that any increases in investment were modest.

**Sum of Total Cash**: This metric shows a relatively flat line across the years, with no significant increases or decreases. This suggests that the liquidity within the HSA accounts has remained relatively unchanged in the period leading up to the elevation event.

**Key Observations:**

The number of HSA accounts was growing steadily, indicating increasing in the program.

The total value of assets was initially growing but showed signs of leveling off or decreasing as it approached the elevation event, which could be an area to investigate further.

The average investment per account did not show substantial growth, which could suggest either a steady state of investment behavior or that any efforts to increase investment had not taken effect yet.

The total cash holdings in the accounts remained stable, which could imply that there were no significant changes in how account holders were managing their cash versus investment allocations during this period.

**Comparative Analysis**:  
**Pre-Elevation (Based on Interpretation of Previous Chart):**

Sum of Accounts: Steady increase over the years, indicating growing participation.

Sum of Total Assets: Increasing trend until it slightly plateaued or decreased in the final year.

Sum of AvgInvestment: Relatively flat, suggesting investments per account remained stable.

Sum of Total Cash: Also relatively flat, indicating liquidity within the accounts didn't change much.

**Post-Elevation (Based on Interpretation of Previous Chart):**

Sum of Accounts: Sharp decline followed by a significant increase, suggesting an initial drop-off in participation after the elevation, but a strong recovery and growth thereafter.

Sum of Total Assets: Mirrored the accounts' trend with a decrease followed by a notable increase, indicating that the total value of assets was affected by the same factors influencing account openings.

Sum of Total Cash: Consistent growth, with a slight deceleration in the final year, showing increased liquidity.

**Final Findings and Pointers:**

**Impact of Elevation**: The post-elevation period exhibited more dramatic changes in metrics, with initial declines in both the number of accounts and total assets, but subsequent recoveries that exceeded pre-elevation levels. This could imply that any strategies implemented with the elevation may have taken time to bear fruit but ultimately led to positive outcomes.

**Program Participation**: The recovery and growth in the number of accounts post-elevation are particularly striking. It suggests that whatever dip occurred after the elevation was not only mitigated but reversed, leading to greater program participation than before.

**Asset Accumulation**: The trends in total assets suggest a similar story. After a brief downturn, there was a significant uptick in assets, potentially due to a combination of new accounts, increased contributions, or positive market performance.

**Investment Behavior**: The post-elevation period showed more volatility in investments, which, when coupled with the growth in total assets, suggests that post-elevation account holders may be more actively investing or that investment options became more appealing or profitable.

**Cash Holdings**: The steady increase in total cash post-elevation versus the flat pre-elevation trend could indicate a shift in how account holders are managing their funds, possibly keeping more in cash as a safety net or due to changes in investment strategies.

Strategic Implications:

The data supports the notion that the elevation had a delayed but positive impact on both account growth and asset accumulation.

Strategies to encourage account opening and investment, initiated at the time of elevation, should be studied to understand which were most effective and could be leveraged in the future.

The initial downturns post-elevation highlight the need for careful change management and communication with stakeholders to manage expectations and mitigate short-term declines.

The overall positive trends post-elevation are encouraging signs that the elevation has strengthened the HSA program's position and should continue to be built upon.

**What key given (or derived) parameters would you recommend using to assess this improvement?  Why?**

Rationale for Chosen Factors:

**Number of Accounts**: This is a direct measure of participation in the HSA program and can reflect the impact of elevation strategies on enrollment.

**Total Cash and Total Assets** These are key indicators of financial health for the program, showing not just how much money is being put into the HSAs, but also the growth of those funds, potentially through investments.

**Average Member Contribution**: While the sums are relatively small, this metric can reflect the average user's behavior towards saving within the HSA program, and any increase is indicative of heightened individual engagement.

**Total Payroll Contributions**: As a common method for funding HSAs, payroll contributions are a robust measure of how actively employed individuals are using the HSA program.

The chosen metrics collectively provide a comprehensive view of the program's performance, capturing both growth in participation (number of accounts) and financial health (total cash and assets), as well as participant engagement (contribution levels). Each factor contributes to understanding different aspects of the program's success and areas for potential improvement. Understanding fluctuations in these metrics can guide strategic decisions to enhance program offerings, tailor communication and education efforts, and adjust investment options to better meet participant needs.

**Key Findings:**

Growth in participation is evidenced by the increasing number of accounts.

Asset accumulation has been significant, although the recent declines warrant investigation into market conditions or programmatic changes.

Contributions show volatility, particularly payroll contributions, which may be influenced by employment rates, wage changes, or program incentives.

The decline in average member contributions could reflect broader economic conditions, changes in the incentive structure, or shifts in participant demographics.

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**Conclusion**:

The data suggests that the HSA program saw significant improvements in both participation and financial metrics post-elevation. This could indicate that the elevation program has successfully enhanced the attractiveness and utility of the HSAs, leading to more accounts being opened, higher contributions, and an increase in total asset value. It is important to continue monitoring these trends to ensure sustained growth and to adjust strategies as necessary to maintain or improve these positive outcomes.  
  
By examining the correlations between these metrics, we can uncover interdependencies and their collective impact on financial health. For instance, a positive correlation between 'Sum of Total Assets' and 'Sum of Total Cash' would underscore a balanced growth trajectory, while the relationship between 'Sum of Accounts' and 'Sum of AvgMemberCont' could reveal how member engagement influences financial expansion.

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**How does this improvement vary by industry?**

**Pre-Elevation Insights**:

- High Tech and Financial industries showed the most substantial asset base pre-elevation.

- Hospitality and Retail industries had the smallest number of accounts and total assets, indicating less participation or smaller scale within these sectors.

- Average Member Contributions were relatively higher in industries like Financial and High Tech, which could suggest higher income levels or better engagement with HSA benefits.

- Total Payroll Contributions were significantly higher in industries like Financial and High Tech, potentially reflecting both higher employment numbers and a stronger culture of health savings.

**Post-Elevation Insights**:

- There's a general increase across all industries in both the number of accounts and total assets post-elevation, suggesting a broad positive impact of the elevation strategy.

- The High Tech industry sees a remarkable rise in assets, which could be attributed to higher investment rates or larger contributions per account.

- Industrial and Aerospace sectors show a notable increase in total assets, possibly reflecting specific industry-focused initiatives or successful engagement strategies post-elevation.

**Comparative Analysis**:

- Comparing pre- and post-elevation figures, nearly every industry experienced growth in accounts and assets, with the most significant increases in sectors that already had strong pre-elevation numbers. This could indicate that industries with established HSA programs were better positioned to capitalize on the elevation efforts.

- The BioPharma industry shows substantial growth post-elevation, which may reflect an industry-specific response to the elevation event, potentially driven by greater awareness and need for HSAs within this sector.

**Conclusions and Strategic Implications:**

- The elevation event appears to have positively influenced HSA engagement across all industries.

- Industries with higher financial metrics pre-elevation experienced notable growth, possibly due to having more resources or better initial engagement with HSA programs.

- Strategies implemented post-elevation should be examined, especially those tailored to specific industries that have seen the highest growth, to understand what drove their success and how these strategies might be applied to other sectors.

- Further analysis could focus on understanding industry-specific factors contributing to the different rates of change in HSA metrics to tailor future initiatives effectively.

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**What overall conclusions and strategic implications can you draw from this data?  Why?**Increased Participation: The elevation program coincides with a significant rise in HSA participation, indicated by the increased number of accounts across all industries.

Enhanced Financial Commitment: Both total assets and average member contributions grew post-elevation, suggesting that participants are more financially engaged and committed to their HSA savings.

Variable Contribution Patterns: Fluctuations in average contributions, especially payroll contributions, might indicate sensitivity to external factors like economic conditions or internal program changes.

Industry-Specific Responses: Different industries reacted distinctly to the elevation, with some showing more pronounced growth, pointing to the value of tailored strategies.

**Strategic Implications:**

Leverage Successful Strategies: Analyze the tactics employed post-elevation that led to increased participation and higher asset accumulation, and consider applying them to areas or industries with less pronounced growth.

Continuous Engagement: The increase in the average member contributions post-elevation highlights the effectiveness of continued engagement strategies. It's crucial to maintain communication and education to keep this momentum.

Adjust Contribution Incentives: Address the variability in contribution patterns by examining the incentive structures and making necessary adjustments to stabilize and encourage contributions.

Personalize Industry Approaches: Acknowledge that one size doesn't fit all; what works for the High Tech sector may not for Hospitality. Develop industry-specific offerings or educational campaigns to support growth in lagging sectors.

Future-Proof the Program: Despite success, there's a slight downturn in recent years for some metrics. It’s important to future-proof the program by diversifying investment options, adapting to economic changes, and addressing new healthcare spending habits.

These findings are grounded in observed data trends before and after a significant program change (elevation). They are relevant because they pinpoint specific areas of success and potential, which can inform targeted, data-driven decision-making for the future of the HSA program. They emphasize the importance of adaptability and the benefits of strategic focus on participant engagement and industry y-specific customization.