

Seventh National Medical Banking Institute | March 11-13, 2009 | Nashville, TN

BUILDING AN ELECTRONIC
**Medical Banking
Community**



**Driving Medical Banking Into Everyday
Practice - A New Tool Kit for Employers**

March 13, 2009

Wells Fargo Health Benefit Services

- ❖ A division of Wells Fargo Bank, N.A.
- ❖ Has offered HSAs since their inception in 2004
- ❖ Currently serving over 190,000 account holders both directly and through more than **10,000 employer plan relationships**

WF HSA Account Features

❖ HSA Account

- FDIC Insured
- Interest Bearing
- No Checks*
- Online Banking

❖ Wells Fargo Visa HSA Card

- Prepaid, Re-loadable
- Signature-based POS
- Primary Card & Dependent Card
- No ATM*

❖ HSA DDA can be linked via an automated sweep to HSA Investment Account

- Choice of 5 funds + MMK
- Web site/Call Center - Allocation & Realignment Options

❖ Online Applications

- Commercial Electronic Office
- Health Account Manager (access educational
- Enrollment

* Future functionality

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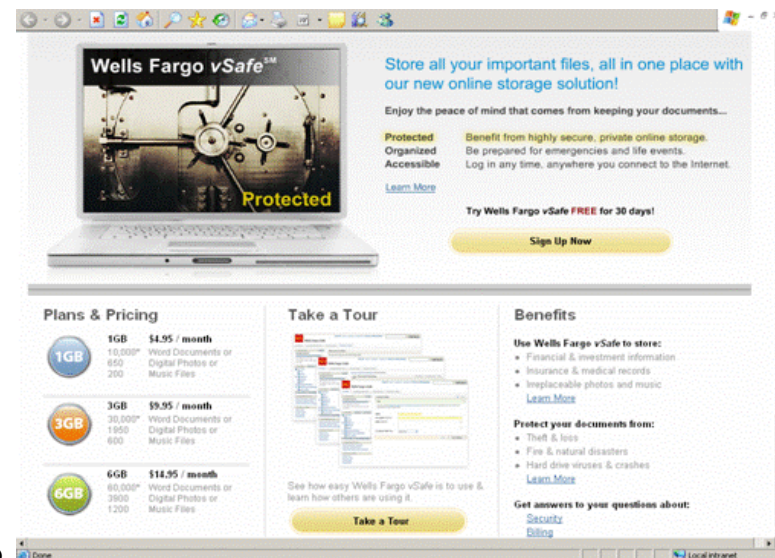
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vSafeSM Product Overview

- What is it?
 - *vSafe* – it's a secure online storage solution that allows customers to protect, organize, and instantly access electronic copies of important documents and personal information.
- How does it work?
 - Customers can use the standard templates we provide to collect and secure things like wallet contents, medical history, insurance policy information, an inventory of possessions, and password reminders. They can upload almost any electronic file format, including videos/photos/music files, and can choose to have many of their electronic Wells Fargo account statements automatically uploaded for archiving purposes.

What are the benefits?

- **Emergency Preparedness** –customers gain peace of mind by keeping their most important documents protected from loss, damage, or theft
- **24/7 Access** –customers can locate their important information at a moment's notice
- **Data Security and Privacy** - *vSafe* accounts are protected with Wells Fargo's 2-factor authentication (called Advanced Access); files are encrypted and backed up regularly with geographically diverse data centers; Wells Fargo employees cannot view/access any files uploaded to a *vSafe* account *

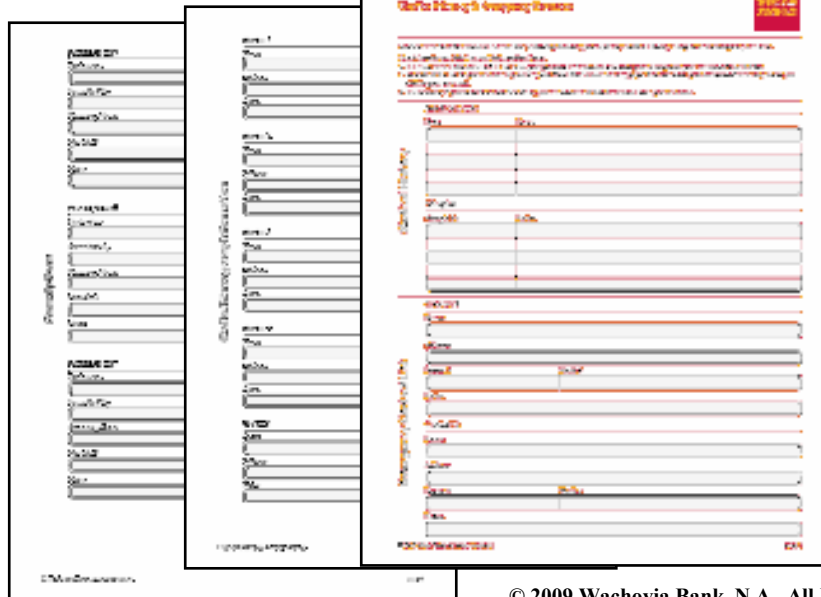
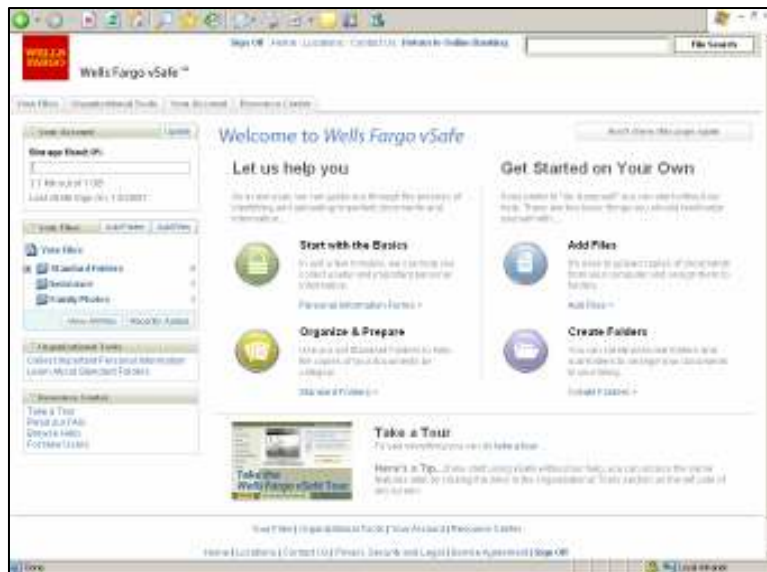


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Pricing, Features and Functionality



- **Pricing Plans (based on storage capacity):**
 - 1 GB = \$4.95/month
 - 3 GB = \$9.95/month
 - 6 GB = \$14.95/month
 - All customers receive 30 day free trial
- **Integrated into Online Banking** – customers access their account by signing on and clicking the *vSafe* tab
- **Templates Provided for Collecting Key Data:** Wallet Contents, Insurance Policies, Medical Records & Emergency Contacts, etc.
- **Auto-Upload of Wells Fargo Account Statements:** Customers can choose to have many electronic Wells Fargo account statements automatically uploaded on a monthly basis (the first 24 months of statements do not count against their storage allotment)
- **Organizational Tools:** Set of standard folders that can be customized, renamed, and reorganized; notes fields and file search capabilities; options for customer to record where physical document is located
- **Enhanced Security:** Customers are authenticated with Advanced Access, which sends a unique, one-time password to their mobile or home phone via SMS/voicemail (additional option to use an RSA Secure ID device)
- **Easy to Use:** Simple user interface, instructional help section, flash tour, FAQ
- **Specialized Customer Service Center:** Customers call a dedicated line to reach specialized *vSafe* servicing bankers

Talking Points

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Talking Points

- ❖ Focus on rationalizing the paper chase in healthcare
 - ❑ Agreed more coordination is needed between ERs, Plans and banks so as to not confuse or frustrate EEs
 - ❑ It seems to me that brokers and TPAs still represent an untapped area of partnership and focus from banks providing CDH solutions, this should entail training for TPAs and brokers on the bank product so that they become not only an effective sales channel but so they can become a trusted resource for EEs education

- ❖ Build a “health-wealth portal” that links on-line banking to a wellness portal
 - ❑ Banks, like Wells Fargo, are leading the way with Health benefit Services and vSafe, though more can continue to be done based on consumer demand for such on-line services
 - ❑ On-line calculators that help consumers plan for health care expenses, HSA contributions or provide a secure portal to store electronic medical records are areas that make sense from a an immediate ROI for banks

- ❖ Working with communities to create a greater awareness about existing healthcare assets
 - ❑ Banks can and are impacting the communities in which they operate through participation in local HFMA meetings and seminars both as participants and as presenters, writing white papers, contributing to articles on these topics, and lastly continuing to invest in solutions with solid ROIs
 - ❑ While more can be done, it is important that healthcare is still nascent and is limited within a bank the size and scope of a Wells Fargo so there is opportunity to better connect with the groups in our respective banking organizations that are responsible for community outreach