

Positioning HSAs for a Multigenerational Workforce

Reference Sheet



Help employees of all ages see the value of health savings accounts (HSAs) so they enroll, contribute, and stay engaged with their benefits.

Gen Z & Young Millennials (20s - 30s)

Employee Profile: Early career, often healthy, focused on debt reduction, and building financial security. These employees likely don't know much about HSAs or the value of the accounts.

Messaging Points:

- Focus on the basics: answer key questions like what an HSA is, who can have one, and what makes it different from other benefits.
- Boost your paycheck with tax savings.
- Start building long-term wealth early.
- Your HSA grows with you — like a retirement account for future health expenses.

Employer Tip: Offer bite-sized education through short videos and quick guides to help employees better understand and engage with their benefits and understand the long-term value.

Millennials & Gen X Parents (30s - 40s)

Employee Profile: Balancing mortgages, family expenses, and rising health care costs.

Messaging Points:

- Use HSA dollars for everyday family medical needs.
- Stretch your money further with triple tax advantages.
- Protect your budget against high deductibles.

Employer Tip: Provide seed contributions or matching dollars to ease family expenses and encourage adoption.

Gen X & Early Boomers (50s - 60s)

Employee Profile: Planning for retirement, seeking ways to catch up on savings.

Messaging Points:

- Catch up with extra HSA contributions after 55.
- Grow savings tax-free to cover health costs in retirement.
- Use HSAs to bridge health care costs until Medicare.

Employer Tip: Include HSAs in retirement planning seminars and promote catch-up contribution limits.

Retirees & Near Retirees (65+)

Employee Profile: Preparing for retirement, focused on managing health costs on fixed income.

Messaging Points:

- Focus on the basics: answer key questions like what an HSA is, who can have one, and what makes it different from other benefits.
- Boost your paycheck with tax savings.
- Start building long-term wealth early.
- Your HSA grows with you — like a retirement account for future health expenses.

Employer Tip: Offer bite-sized education through short videos and quick guides to help employees better understand and engage with their benefits and understand the long-term value.

We're Here to Help!

Our **HSA toolkit** makes it easy to promote your HSA and educate employees. With customizable resources, you can boost awareness, drive participation, and help your team make the most of their HSA benefits—today and into retirement. EBC clients can access the communication toolkit materials directly from the main menu of their online account.