

The Financial Hardship Gap

ASHHRA Benefits Symposium

January 28, 2025 | Nashville



we believe

**no one should
have to face
financial hardship
alone**



Financial hardship is

the inability to pay for a good or service that is necessary to survive

- Housing
- Transportation
- Utilities
- Food
- Healthcare
- Child care

“My boyfriend left me, and I can’t afford my apartment”

“My car broke down, and I can’t get to work.”

“I’m drowning in credit card debt.”

“I don’t have food for dinner tonight.”

Impact on Employees

Stress

Fear

Shame

Despair

Lack of sleep



Impact on Employers

Lower productivity

Lower engagement

Higher turnover

Higher absenteeism

More safety incidents

Higher healthcare costs

More mental stress



The Financial Hardship Gap



Financial education, literacy, webinars, coaching **can't** help



Hardship funds, earned wage access, emergency savings, and loans are ...

... band aids at best

... and often make things worse

Financial Care | People



- Dedicated
- Confidential
- Unlimited access
- Empathetic and non-judgmental
- Rigorous training centered around our proprietary behavioral science framework.
- Trained to collect critical data on context, motivators, and barriers.
- Technology and AI supported

Financial Care | Solutions



Brightside Partners

- Savings Account
- Spending Account
- Cash Advance
- Payroll-Linked Loans
- Debt Management
- Credit Building & Repair
- Collaborative Budgeting
- Student Loan Assistance
- Account Linking
- Bill Negotiation



Existing Employer Benefits

- Physical Health
- Mental Health
- Retirement
- Hardship Funds
- Employee Stock Plans
- Childcare
- Parental Leave
- Disability Leave



Govt & Local Resources

- Programs / Subsidies
- Food Kitchens
- Shelters / Housing
- Local Charities
- Rent Relief
- Transportation
- Utilities

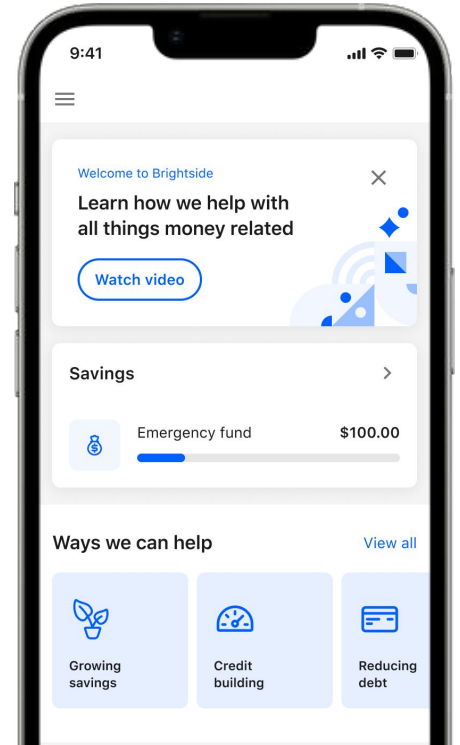


Non-Partner Consumer Solutions

- Loans
- Insurance
- Crowdfunding
- Taxes
- Phones
- Internet

Financial Care | Platform

- Technology that makes it easy to do the right things financially
- Mobile app, desktop, email, and phone
- Designed to start conversations with their Financial Assistant
- Deeply rooted in behavioral psychology
- Push notifications proactively assist employees



Flexible pricing to ensure ROI

- \$400 per engaged employee per year
- Fees at risk based on measurable ROI
- Pilot program to start



Top 10 Hospital System

115,000+ employees

Started with a pilot in 2023

Expanded to the full population in 2024

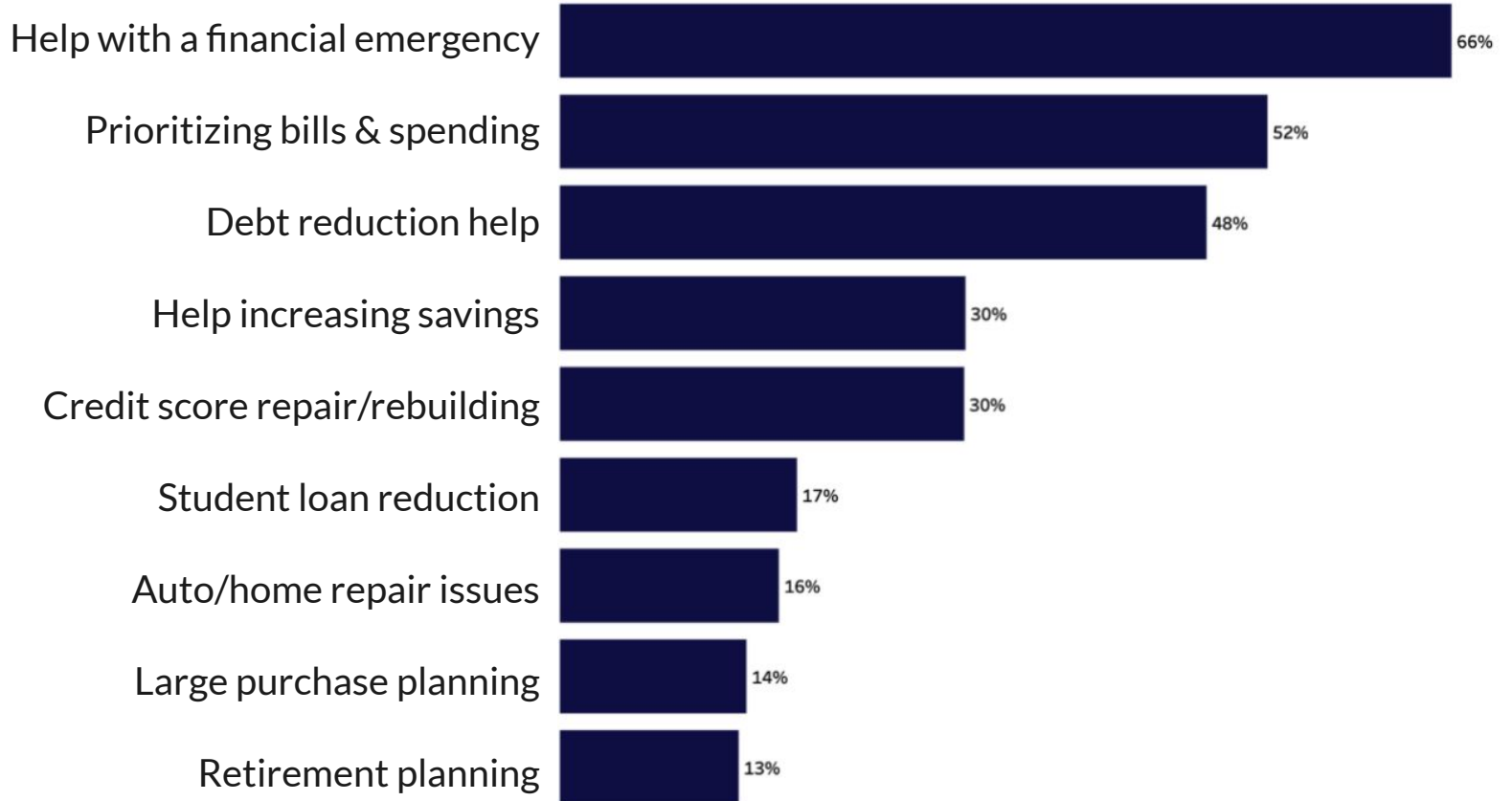
Pilot Program

All employees earning <\$50,000 per year

~25,000 employees

+ administering the hardship fund & premium assistance program

What brought you to Brightside?



Engagement

~15%

annual engagement

7.5% from employee comms
and marketing

5.6% from hardship fund
applicants

1.9% from premium
assistance plan applicants

60%

of hardship and
premium assistance
applications resulted
in engagement on
another financial
need

After Tax Income (ATI)

\$980

of after-tax income per
engaged employee per
year

* at **\$400** per engaged
employee per year ...

... almost a **2.5 to 1** return
on investment

Turnover

39%

**reduction in
voluntary turnover**



Emergency savings

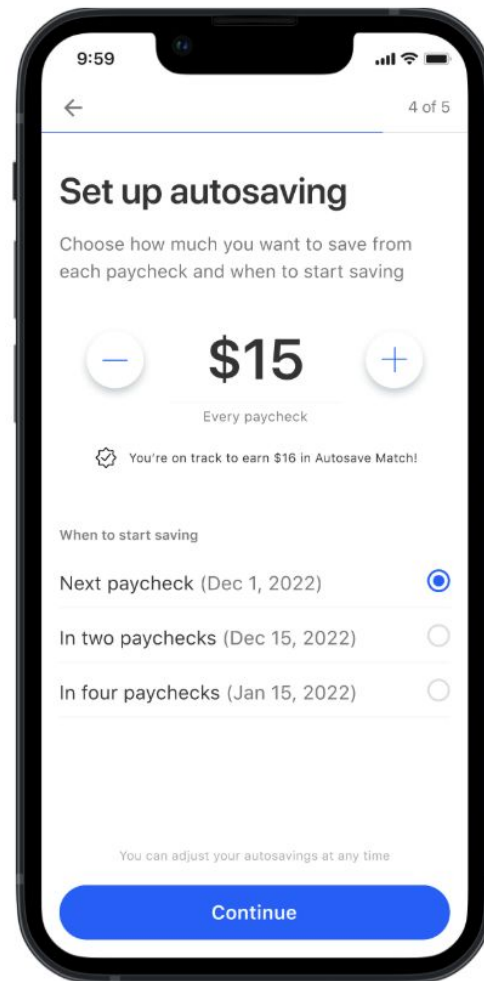
\$975

average emergency savings per year for employees who started auto saving

with **NO** employer incentives

40% of engaged ee's started auto saving

80% of loan applicants started auto saving





Financial Confidence

94%

of engaged employees say
working with Brightside
makes them more confident
in managing their finances

Member Experience

+82

net promoter score (NPS)



do you believe

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2025 Pilot Opportunity

7,000 employees = \$224,000 or less

Measure early outcomes to earmark budget for 2026

Measure more outcomes to approve budget at EOY

Contact Us



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