WORKING TOGETHER TO DRIVE YOUR FUTURE STRATEGY

August 6th, 2024

Today's discussion

Welcome and Introductions

Updates & Reminders

bswift at a Glance

New Digital Experience

Emma Virtual Assistant

bswift Mobile App

Reminders

Updates & Reminders

- **Life Event Rules**

- **Updated Adoption Agreements**

- **bswift Specials**

1,100
Employees
& counting

233
Direct Client
Employer Groups

56
Channel Partners

45,000
Channel Partner Clients

16M
Total Lives

98%
Client Retention

A+
BBB Rating

95
Overall Security Scorecard
out of 100*

2024

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Top of the class in data security

Companies with a "C" rating were 2.5 times more likely to experience a data breach compared to those with an "A" rating. Similarly, companies with a "D" rating were 3.5 times more likely, and those with an "F" rating were 7 times more likely to experience a breach.

	2023									2024			
	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr
bswift	93	95	96	96	96	94	94	91	94	95	94	94	94
Alight	75	78	83	89	91	89	89	88	91	92	92	91	91
Benefitfocus	70	75	82	74	73	73	73	74	77	78	78	76	89
Businessolver	77	76	76	79	77	80	77	80	87	81	84	83	85
Empyrean	82	85	88	85	81	84	83	81	89	83	86	86	75
Conduent	78	78	80	80	83	85	81	83	83	83	82	82	88
Plansource	76	76	80	75	75	76	76	77	82	83	83	84	81
WTW	86	85	88	89	91	91	91	93	94	92	95	95	94
Workday	79	77	79	69	80	80	82	82	82	83	88	83	93

KEY

A	90 – 100
B	80 – 89
C	70 – 79
D	60 – 69
F	-59

On April 9, 2024, SecurityScorecard introduced **Scoring 3.0**, an updated methodology that tightens the correlation of scores to breach likelihood. Results are subject to change.

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New Digital Experience (NDE) Homepage

- New, highly customizable EE homepage

- Includes Emma chat bot

- Total Rewards

- Existing homepage will remain an option for the foreseeable future

- Enhancements:

  - Baseline configuration defined

  - Standard NDE released in Dec 2023
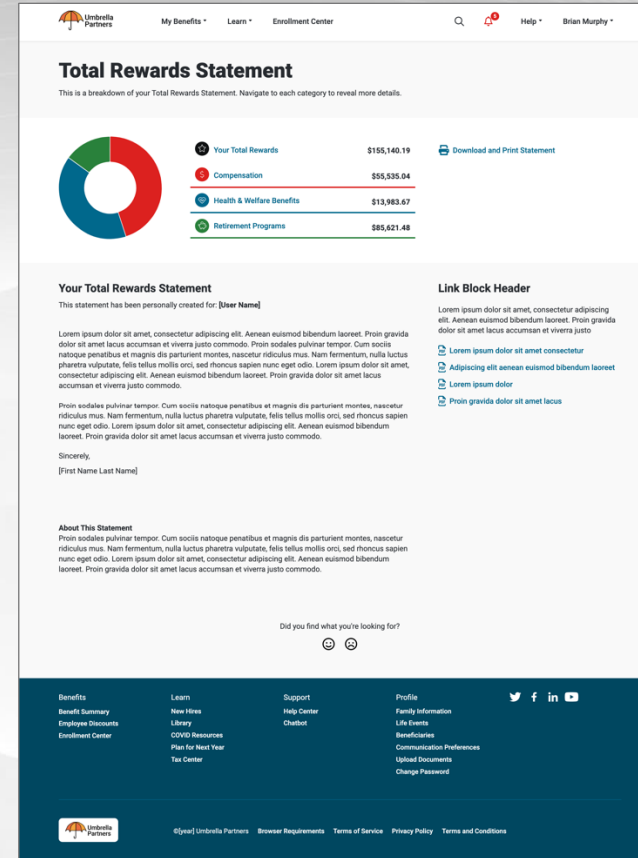
  - Templating coming in 2024
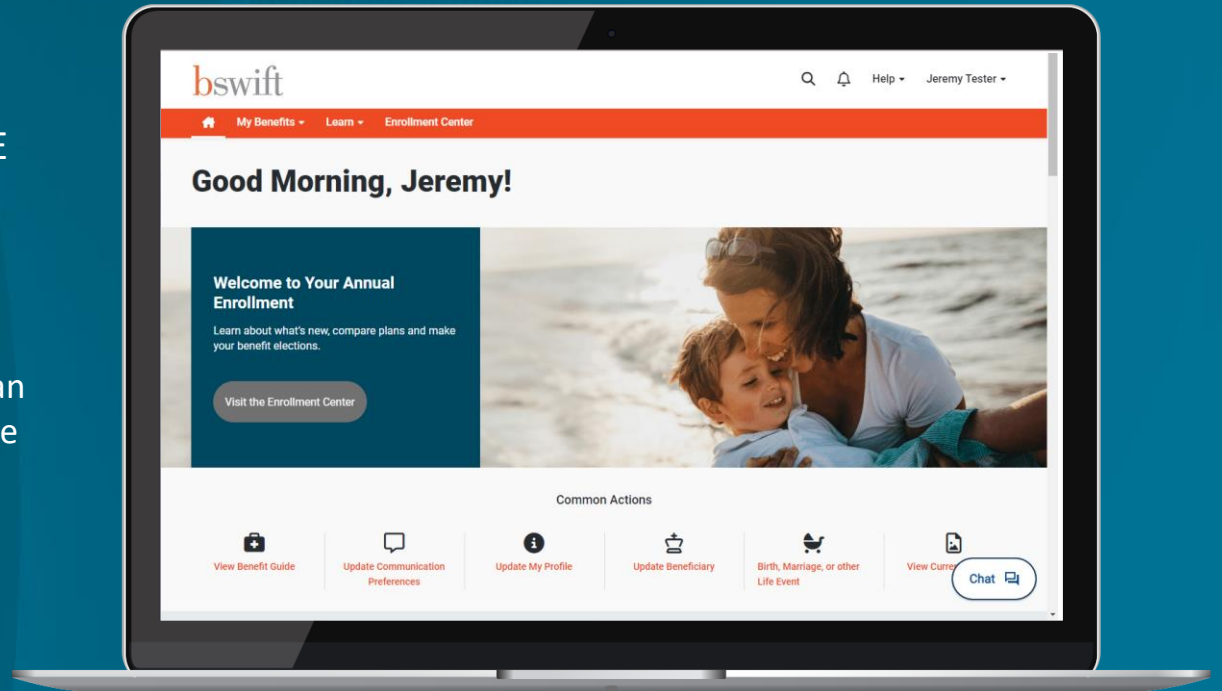
Holistic view of employee's benefits

ONLINE AND CUSTOM TOTAL COMPENSATION STATEMENT INTEGRATION

Customize by pulling in all health, retirement (401k, pension), and compensation (payroll, PTO) data through SSO and API integrations for a holistic total compensation view.

- **Health**

- **Retirement**

- **Compensation**

Navigating voluntary benefits is overwhelming. The root of this issue lies in the complexity and lack of personalized guidance.

BY THE NUMBERS

Less than
50%
of employees take full advantage of available benefits[1]

31%
struggle to comprehend their selections[2]

[1]Understanding Voluntary Benefits Survey from SHRM, 2023
[2]Bank of America financial study, 2023

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Simplifying choices, enhancing engagement

EMMA's AI-POWERED INTELLIGENT SUPPORT

EASY DECISION-MAKING

Guidance for Core AND Critical Illness, Voluntary Life, Hospital Indemnity, Accident Insurance and STD and LTD benefit options

SEAMLESS USER EXPERIENCE

Fully integrated within bswift's platform, Emma delivers real-time and intuitive support, enhancing benefits interaction.

ADAPTIVE TO MEET NEEDS

A simple questionnaire analyzes personal, health and demographic data to make tailored recommendations to employees & their families

TANGIBLE OUTCOMES

Boosted enrollment — Cost reduction — Enhanced satisfaction — Greater financial security

Emma Decision Support

Visual Appeal

Simplicity and Speed

Education and Personalization

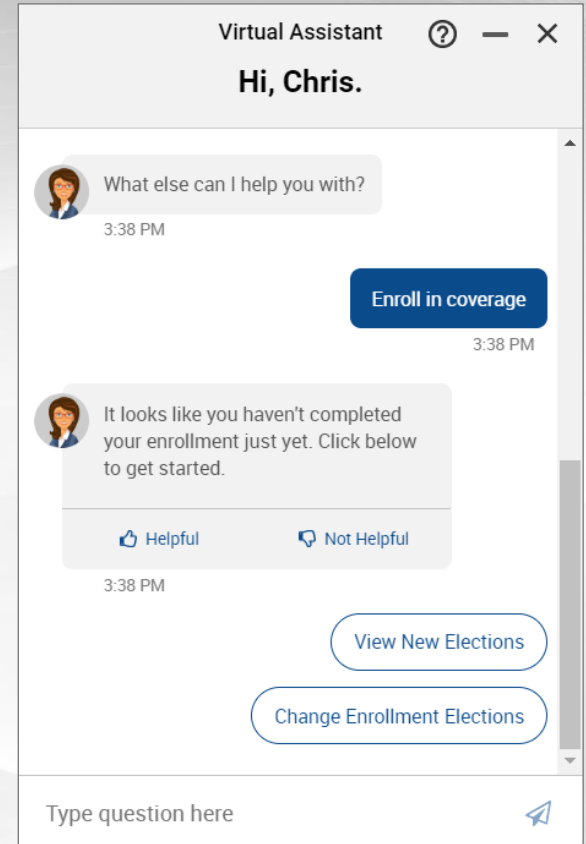**AI Chat**

Emma™ Chat infused with AI

Chatbot and Advanced Search powered by AI using Natural Language Understanding (NLU) algorithm

Emma Virtual Assistant:

- Helps identify the intent behind the user's utterance and allows Emma to respond with the appropriate response
- Each of the choices is driven by user eligibility and permission in bswift
- These choices can navigate to various places in bswift core application, as well as return dynamic plan data to the user

Library & Advanced Search:

- Integrated search feature backed by AI Natural Language Understanding (NLU)
- Scan through library documents and FAQs to enhance the user experience in their search of key information

Virtual Assistant

Hi, Chris.

What else can I help you with?
3:38 PM

Enroll in coverage
3:38 PM

It looks like you haven't completed your enrollment just yet. Click below to get started.

👍 Helpful   👎 Not Helpful

3:38 PM

View New Elections

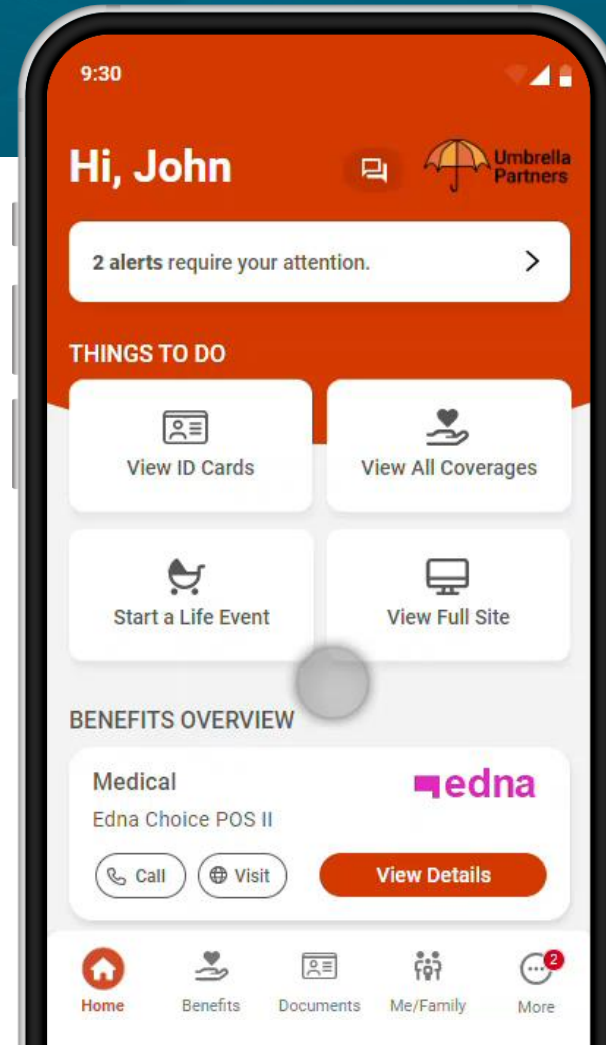Change Enrollment Elections

Type question here

Emma Chatbot

- Expansion of chatbot to mobile
- Provide additional support to guide employees to the information they need

Haven't downloaded the mobile app yet?
Scan to do it now!

Support at employees' fingertips, where convenience and empowerment thrive

With innovative technology and an intuitive design, employees can quickly and easily:

- Make smart and timely health care decisions without stress

- Easily enroll in benefits, wherever they are

- Take control of their benefits experience, saving you time!

Say goodbye to the traditional hassles of benefits management and welcome a streamlined, intuitive mobile experience.
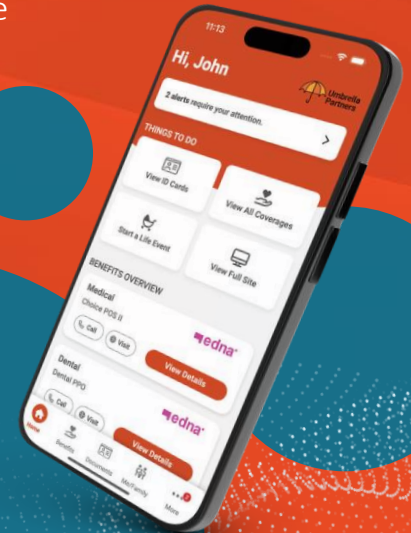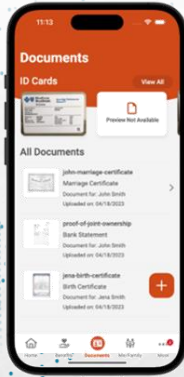
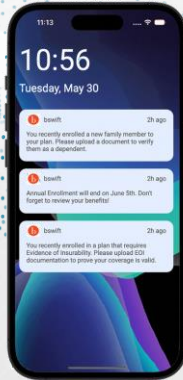**bswift**

The bswift mobile experience

Effortless & Secure Biometric Login

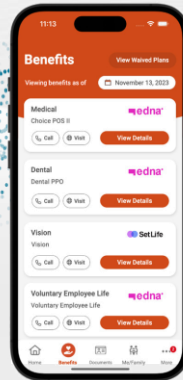Recurring and first-time users can get started quickly and know their information is safe

Upload & Store ID Cards

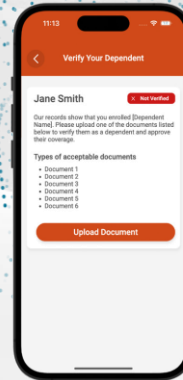Snap a photo for easy access to ID cards stored right in the app

Timely Push Notifications

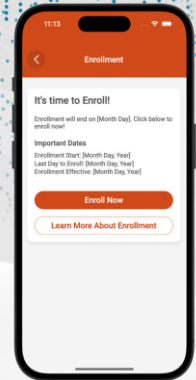Important updates and deadlines delivered right to employee devices

Streamlined Benefits & Provider Access

Comprehensive coverage details, & call-to-action button for seamless provider access

Dependent Management

Necessary documents can be quickly uploaded directly within the app

Frictionless Enrollment

Making enrollment easy reduces the need for HR assistance

2024-2025 ROADMAP

Innovating to enrich experiences and lives

FURTHERING ADMIN & DELIVERY

- ⊘ IMPROVED ADMIN UI
- ⊘ IMPROVED REPORTING & ANALYTICS
- ⊘ BSWIFT SIMPLIFY™: ACCELERATED CONFIGURATION FOR CHANNEL PARTNERS
- ⊘ API EXPANSION
- ⊘ AI SUITE
  - DATA MIGRATION
  - TEST AUTOMATION
  - CODE ANALYSIS
  - ENHANCED FORM PROCESSING
  - BENEFIT DOCUMENT SUMMARIZATION
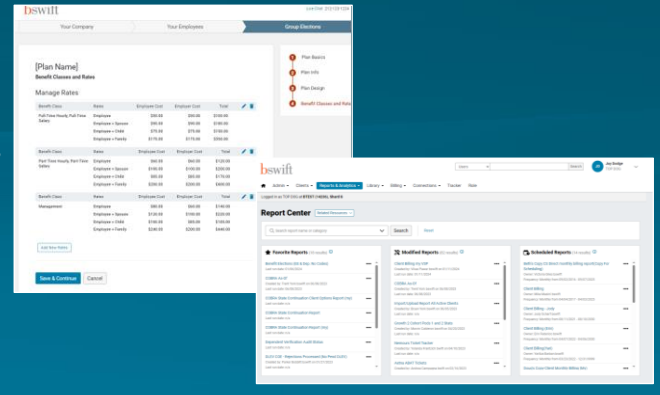
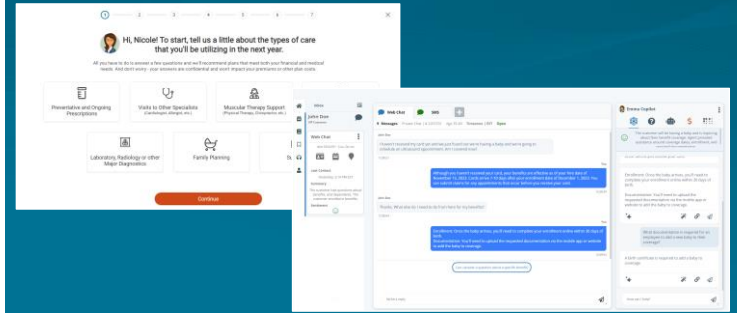## DRIVING ENGAGEMENT & ACCELERATING WELL-BEING

- ⊘ EXPANDED CAPABILITIES IN MOBILE & WEB

- ⊘ EXPANDED ALLIANCE PARTNERSHIPS
- ⊘ ELEVATE ENGAGEMENT PLATFORM & WELL-BEING SOLUTION
- ⊘ ENHANCED CAMPAIGN PERSONALIZATION
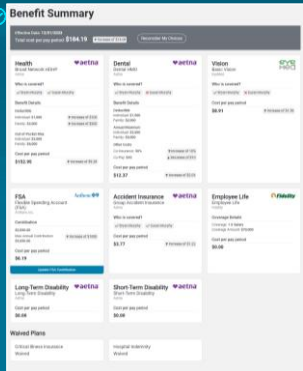
FUELING EMMA™ WITH AI

- ⊘ DECISION SUPPORT 2.0
- ⊘ POINT SOLUTION GUIDANCE
- ⊘ EXPANDED CHAT CAPABILITIES
- ⊘ CO-PILOT FOR SERVICE CENTER

Questions

Thank **you**

Appendix

ROBUST SOLUTIONS

for making your strategies work

1. **Mobile App**

2. **Decision Support** (Ask Emma)

3. **Emma Chat/Search**

4. **Alerts/Reporting suite**

5. **Dashboard**

6. **ACA**

7. **Billing Suite**

8. **Integrations** (SSO, EDI)

9. **AI**

10. **Security**

Robust solutions for making your strategies work

Benefit Platform Technology

- Employee Homepage
- Enrollment (Active, Semi-Passive, Passive, Life Events, New Hires)
- Mobile-First Site
- Mobile App
- SMS Notifications
- Defined Contribution
- Decision Support – Ask Emma
- Parent/Child Sites
- Small-group Exchange Technology (auto-site building)
- HR Boost*
- Foreign Language Support (Spanish, French, Italian, German and Portuguese)
- Total Compensation Statements

Reporting

- Alerts & Reporting Suite
- Dashboard
- Web Analytics
- Benchmarking

Compliance Support Technology

- ACA Reporting and Form Processing
- ACA Form Fulfillment
- ACA e-Filing

Benefits & Billing Administration Services

- COBRA, HSA & FSA through PayFlex
- Billing Suite
- Carrier Payments
- Invoicing & Broker Allocations
- Bill Reconciliation

Data Connections & Integrations

- FeedBuilder (Proprietary File Builder)
- Proprietary SSO Builder Tool
- One Touch Payroll Files
- Application Program Interface (API)
- Electronic Data Interchange (EDI) Services
- Single Sign-on (SSO)
- Import Capabilities
- Strategic Partnerships and Templated Solutions with:
  - Insurance Carriers
  - Benefits Vendors
  - Payroll & HRIS Systems

*HR Boost is available for client use in its current state, but is not a primary focus for future development.

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Fueling Administration with Mindful AI

- ☑ Enhanced File Processing

- ☑ Benefit Document Summarization & Test Case Creation

- ☑ Annual Enrollment Quality Validation

- ☑ Dependent & Life Event Verification

- ☑ Data Migration

- ☑ Test Automation

- ☑ Code Analysis

ACA

3,600 1094 forms filed
2.5M 1095 forms printed and distributed

1095/1094 Reporting

- Average Weekly Hours Determination performed by the client and resulting eligibility included on demographic file

- Creation and Electronic Distribution of IRS Forms 1095-B and 1095-C

- Print Fulfillment and Distribution of IRS Forms 1095-B and 1095-C

- Creation of IRS Forms 1094-B and 1094-C

- E-File Submission to IRS of Forms 1094-B and 1094-C

- Health Insurance Marketplace Notices and SBC Support (Online and Print)

- ACA Reporting and Dashboard Suite:

    a. Shared Responsibility Status Changes

    b. Plan Affordability

    c. Plan Availability)

ACA reporting + hours tracking

- Initial Measurement, Stability, Administrative Periods

- Ongoing Measurement, Stability, Administrative Periods

- Average Weekly Hours Determination for Specified Individuals

- Rule of Parity Consideration for Return-to-Work Scenarios

- Leave of Absence Consideration for Qualified Unpaid LOA

- ACA "30 Hour Rule" Reporting and Dashboard Suite (Gain/Loss of Eligibility Trends)

- ACA Reporting

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