

# Demystifying HSAs

Breaking down recent  
HSA trends and myths

Results from 2024 InComm research study  
to 1500 full time employees.



Employees want a **worry-free HSA**,  
that works for spenders, not just savers.

An HSA that offers ongoing education will allow users to unlock  
full potential of their dollars — never missing an expense again!

❌ **MYTH:**

You have to save all your  
own receipts to get  
reimbursed with an HSA.

❌ **MYTH:**

You have to know what  
is eligible before you use  
your HSA card.

✅ **REALITY:**

InComm Benefits HSA app  
automatically creates  
and saves your receipts.

✅ **REALITY:**

Add funds from your bank  
account to your HSA app, so  
even non-eligible items are  
covered at checkout.

# 80%

of HSA users would like their  
HSA app to automatically  
create receipts.



# 78%

of employees don't use their  
card when they are uncertain if  
an item is eligible.



## TOP 3: What would make employees

## more likely to choose an HSA?

1. Better education about benefits
2. Larger employer contribution
3. App that automatically found tax savings

# Don't **miss out** because of HSA myths:

InComm Benefits' HSA uses smart technology to capture all eligible expenses, saving the average family \$800 in tax savings per year.\*

❌ **MYTH:**

HSAs don't have significant tax benefits.

✅ **REALITY:**

Your HSA app can automatically help you find tax saving strategies, *on top of* tax-free withdrawal and tax-free interest earned.

❌ **MYTH:**

HSAs only work for the wealthy.

✅ **REALITY:**

With InComm Benefits HSA, you can spend now and contribute later. It's quick and easy self-reimbursement at any time.

❌ **MYTH:**

HSA funds don't rollover and if you change jobs, you'll lose your money.

✅ **REALITY:**

Your HSA is yours forever. It rolls over at the end of the year and follows you regardless of employer.



# 37%

of employees who did not participate in an HSA were unaware of any associated benefits.

# 68%

of employees wish you didn't have to contribute to your HSA upfront and you could add funds later.



more employees would likely choose an HSA that automatically found tax savings.

## TOP 5: If employees didn't choose an HSA plan, **why not?**

1. Afraid to lose after a year, or if they change jobs
2. Too complicated
3. Too high of a deductible or out-of-pocket expense
4. Hassle of saving receipts
5. Can't afford to contribute

Visit [www.incomm.com/benefits](http://www.incomm.com/benefits) for more information.

Banking Services provided by Coastal Community Bank, Member FDIC.

Investment products are not insured by Coastal Community Bank, the FDIC, or any Federal Government Agency and may lose value.

\*Sources: US Census Bureau, MEPS, Nielsen, ADA, KFF, Vision Council, EBRI database of 10M HSA accounts Lost tax savings computed as 32% marginal Fed + state + FICA + Medicare. As of September 2020.