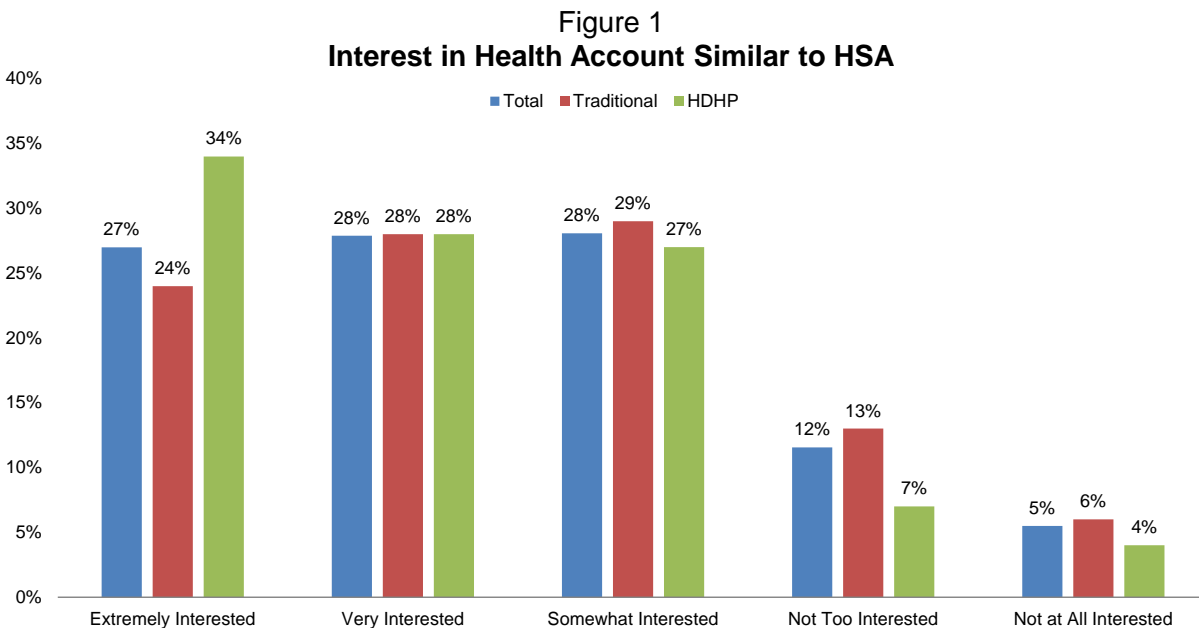


A New Kind of Health Account

One of the strongest trends in health benefits is the movement to health savings account (HSA)-eligible health plans. According to a recent survey, 24 percent of workers were enrolled in an HSA-eligible health plan in 2022.¹ The same survey found that deductibles are also prominent in non-HSA plans, with employee-only deductibles averaging \$1,451 in HMOs and \$1,322 in PPOs in 2022. In other words, many workers are enrolled in health plans with deductibles high enough to be HSA eligible but are not technically enrolled in an HSA-eligible health plan and thus are unable to contribute to an HSA. Something is holding these employers back from offering HSA-eligible health plans to give workers the means to pay their out-of-pocket expenses through HSAs.

In the recently released Employee Benefit Research Institute (EBRI)/Greenwald Research [Consumer Engagement in Health Care Survey](#), we decided to test enrollee interest in a new type of health account similar to an HSA. Like an HSA, the new health account could be funded by both workers and employers, could be invested in the stock market, and would be portable from job to job. Earnings would grow tax free, and contributions would be capped. Unlike an HSA, this new health account would not have to be paired with a high-deductible health plan; it could be paired with any health plan.

Interest in these new health accounts is high. One-quarter of adults with private health insurance were extremely interested, 28 percent were very interested, and another 28 percent were somewhat interested (Figure 1). Only 17 percent were not interested. Interest was a little higher among HDHP enrollees, which may be a combination of their familiarity with HSAs and/or because many of them do not have access to HSAs.



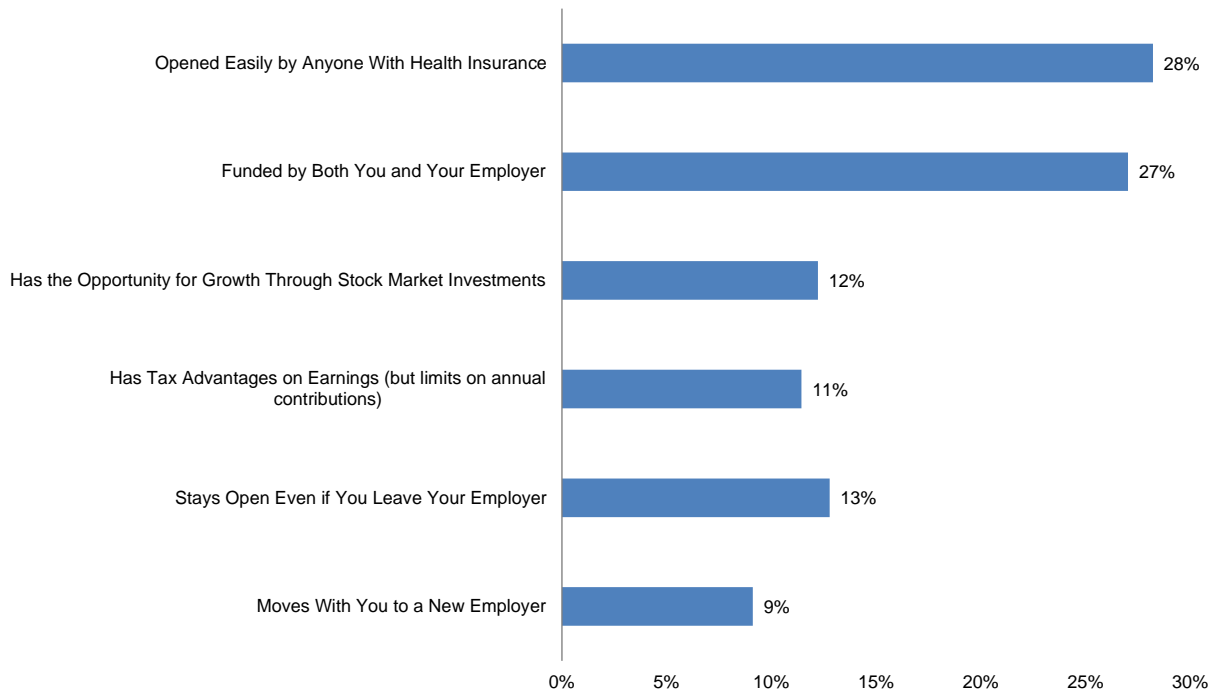
Source: EBRI/Greenwald Research Consumer Engagement in Health Care Survey, 2022.

¹ See Figure 8.4 in <https://www.kff.org/report-section/ehbs-2022-section-8-high-deductible-health-plans-with-savings-option/>.

- Younger enrollees are much more likely than older enrollees to be extremely or very interested in the new health account. Seventy percent of Millennials were extremely or very interested, compared with 46 percent of Gen Xers and 33 percent of Baby Boomers.
- One-half of enrollees with household incomes below \$50,000 were extremely or very interested, and 56 percent of those with household incomes of at least \$50,000 were extremely or very interested. The difference by enrollee income was not statistically significant.

When it comes to ranking the various features of the new health account, nothing stood out as being a dominant feature (Figure 2). Being opened easily by anyone with health insurance was ranked highest by 28 percent of respondents; being funded by both the enrollee and the employer was ranked highest by 27 percent; and being able to grow the account by investing in the stock market was ranked highest by 12 percent. There were no meaningful differences in these rankings by age or income.

Figure 2
Importance of Various Features of New Health Account



Source: EBRI/Greenwald Research Consumer Engagement in Health Care Survey, 2022.

More information about the EBRI/Greenwald Research Consumer Engagement in Health Care Survey can be found [online](#).

The 2022 Consumer Engagement in Health Care Survey was an online survey of 2,015 Americans ages 21–64 with private health insurance coverage. It was fielded in October and November of 2022. The survey is made possible with funding support from the following organizations: Blue Cross Blue Shield Association, HealthEquity, Millennium Trust Company, Segal, TIAA, UMB Financial, and Voya Financial.

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