

April 18, 2019

NAGDCA 2019 Leadership Recognition Awards—Participant Education & Communication

PROJECT SUMMARY

NYC Health + Hospitals is an integrated system of hospitals, neighborhood health centers, long-term care facilities, nursing homes and home care services—the public healthcare safety net of the nation's largest and most diverse city.

As committed as we are to the physical and mental health of all New Yorkers, we're just as dedicated to the *financial* well-being of our 40,000+ employees. That's why we offer the Tax Deferred Arrangement (TDA), a voluntary 403(b) plan that supplements our pension plan. Just over 50% of our employees participate in the TDA.

In our efforts to increase participation in the plan, the challenges we have faced are three-fold: 1) Motivating a diverse group of employees with varying degrees of financial/investment knowledge to prepare for retirement; 2) Participation in our 42-year-old TDA program has become a “tougher sell” in recent years, as our employees live and work in one of the most expensive cities in the world—and their cost of living continues to spiral; and 3) Many of our employees also have a pension plan benefit (NYCERS) as well as the option to participate in the 401(k) or 457 plans.

With our campaign, which ran from January 2018 to December 2018, we wanted to educate our employees about the ease of joining and contributing to the TDA—as well as the numerous benefits the plan offers. The overall goal of the campaign was to increase plan participation. In executing the campaign, we also faced three major challenges: 1) NYC Health + Hospitals is a multi-location organization, so a lot of time and effort to coordinate campaign logistics with the various locations was required; 2) We needed to find ways to reach *all* employees who work in our 24/7 environment—not just those who work 9-5; and 3) We needed to clearly and effectively communicate with employees who speak different languages, such as Spanish, Russian and Chinese.

EXECUTION

When designing our campaign, we employed a multimedia approach, with collateral that leveraged crisp, clean graphics with eye-catching photos of New York City landmarks. We sent separate, targeted communications to four separate groups: 1) Employees who were newly eligible to join the plan; 2) NYC Health + Hospitals employees not in the TDA or NYCERS; 3) Residents (i.e., physicians in residency); and 4) Employees 35 years of age and under who were not enrolled in the plan. Each communication stressed the valuable resources available to all plan participants and those considering enrolling—including our on-site TDA Education Representatives, custom website and a multilingual phone line. Of course, each item also included a clear call to action to enroll in the plan.

Campaign Communications

Collateral	Audience	Date Sent/Published
Top Ten Reasons to Enroll in the Plan (<i>used by on-site representatives in employee meetings</i>)	Employees not yet enrolled	Ongoing
Newly Eligible Monthly Email	Employees newly eligible to join the plan	Jan.-Dec. 2018
Multilingual poster/flyer	All	April 2018
Enrollment Flyer	Employees not in TDA or NYCERS	May 2018
Enrollment Email to Residents	Residents	August 2018
Enrollment Emails to 35 and Under	Employees 35 and under	September & November 2018



THE RESULTS SPEAK FOR THEMSELVES

We feel that the campaign results across our four target groups underscore the ultimate success of our campaign strategy. We were particularly encouraged by the high enrollment rate of those newly eligible employees who received our enrollment email, and plan to continue this campaign in 2019 to help ensure that as many employees as possible recognize the benefits of the TDA—and enroll in the plan to help give themselves a healthier financial future:

Communication	Number Distributed	Number Enrolled	Take-action %
Newly Eligible Monthly Email	3,470	895	25.8%
Enrollment Flyer to Employees not in TDA or NYCERS	5,685	171	3.0%
Email to Residents	836	113	13.5%
Emails to 35 and Under	5,168	348	6.73%

Feedback from our dedicated Prudential TDA Education Representatives validates our approach:

- “An employee of NYC Health + Hospitals had never joined a plan due to a lack of understanding of its long-term benefit. She attended a retirement readiness seminar at the NYC Health + Hospitals Woodhull location, in which we went over the sources of income at retirement. The presentation included an illustration of potential savings over a 25-year period. She mentioned that this illustration gave her a picture of the possibilities that she was not aware of. After the seminar, she decided to join the plan.”*
- “I met with an RN at Metropolitan Hospital. This individual is a Korean national who needed to translate, notarize and submit her insurance forms. The insurance forms required translated copies of birth certificates and a Certificate of Family Relations. As a witness, I verbally translated the original Korean language paperwork while the notary scanned the English language translations. Satisfied that I was a competent translator, the notary signed off on all the paperwork and Ms. Park was able to submit her forms before the deadline. She also enrolled in the TDA Program and attended a seminar afterwards.”*

THIS IS A CAMPAIGN STRATEGY WE RECOMMEND FOR ALL EMPLOYERS

Our multimedia, multilingual approach was extremely successful, and helped remove the language barrier for our employees who are not fluent in English. We encourage all employers in both the private and public sectors, particularly those in large cities with diverse employee populations, to consider the type of approach we adopted in order to boost their plan participation levels.

We are proud to enter this campaign in your NAGDCA 2019 Leadership Recognition Awards program, in the Participant Education & Communication category.

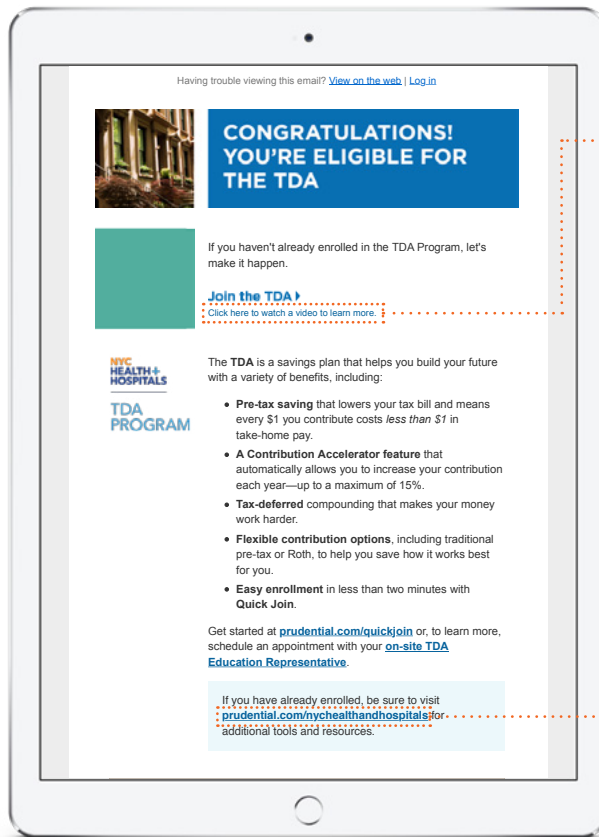
Sincerely,

Mohammad Raihan
Assistant Vice President, Employee Retirement Plans
New York City Health + Hospitals Corporation

PARTICIPANT EDUCATION & COMMUNICATION



Take action rate: **25.8%**



Watch the video here



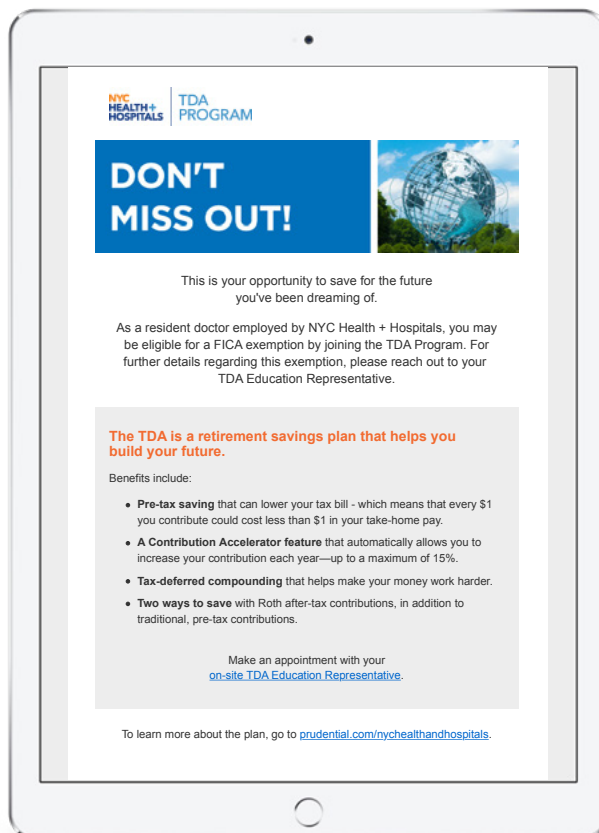
All of the emails drove participants to the educational TDA Program custom website. View it here: prudential.com/nycealthandhospitals.



Monthly Newly Eligible Email



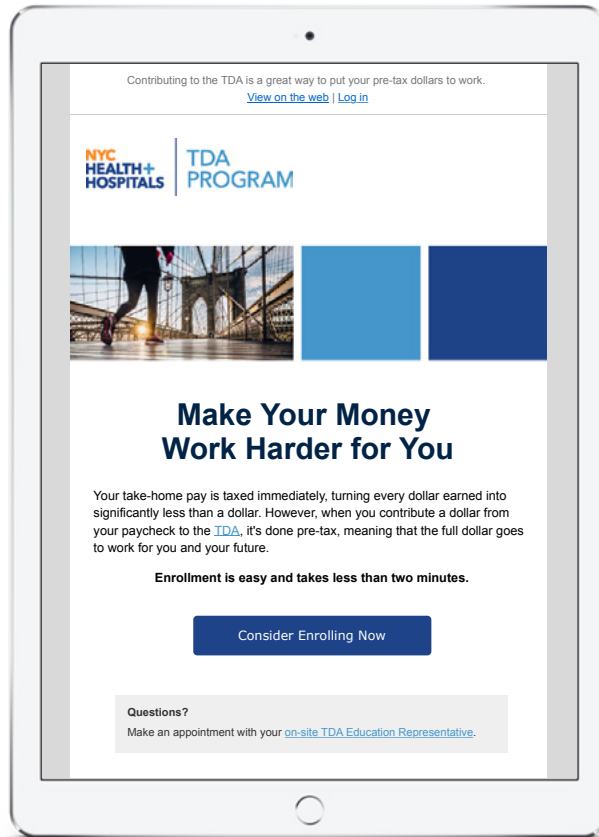
Take action rate: **13.5%**



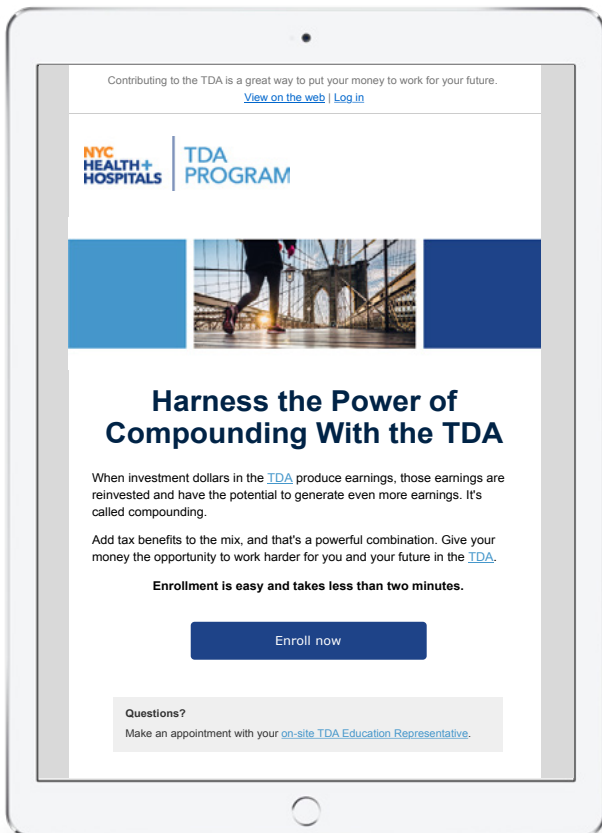
Non-participating Resident Physician Email



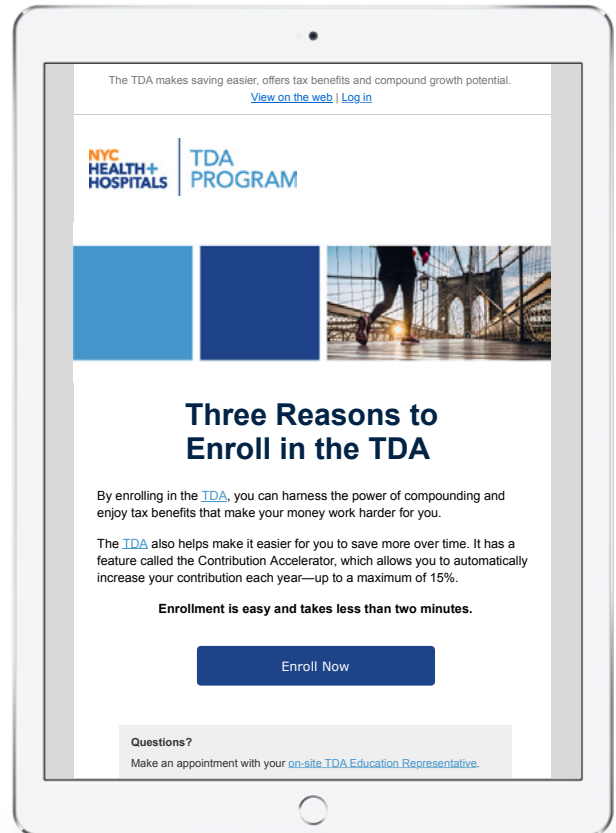
Take action rate: **6.73%**



35 and Under Enrollment Email #1



35 and Under Enrollment Email #2



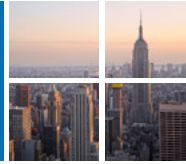
35 and Under Enrollment Email #3



Take action rate: **3.0%**

NYC HEALTH + HOSPITALS TDA PROGRAM

YOUR FUTURE WITHOUT LIMITS



The NYC Health + Hospitals TDA Program provides a valuable opportunity to save for the future you've been dreaming of. Why not take full advantage of it?

Benefits include:

- **Pre-tax saving** that can lower your tax bill and means every \$1 you contribute could cost less than \$1 in take-home pay.
- A **Contribution Accelerator feature** that automatically allows you to increase your contribution each year—up to a maximum of 15%.
- **Tax-deferred compounding** that helps make your money work harder.
- **Two ways to save** with Roth after-tax contributions, in addition to traditional, pre-tax contributions.
- **Easy enrollment** in less than two minutes at prudential.com/quickjoin.

You may also be eligible to transfer money from your TDA account to your pension account at New York City Employees Retirement System (NYCERS) to purchase service credit under NYCERS. For more information or to determine if you are eligible, contact Prudential Retirement® toll-free at **855-444-2832**.

Enrollment Flyer (For Employees Not in TDA or NYCERS)

THE NYC HEALTH + HOSPITALS TDA PROGRAM 10 REASONS TO JOIN



If you haven't started funding your future through the TDA, here's why you should:

1. **Saving is easy!** Automatic payroll deductions let you pay yourself first and you can contribute as little as 1%.
2. **You may need it.** Even with Social Security and a NYCERS pension, you may have to save over 10% of your pay to support a comfortable retirement that could last 30 years or more.¹
3. **Tax breaks!** Traditional pre-tax contributions can lower your tax bill today, while after-tax Roth contributions can mean federal tax-free income tomorrow. Whichever you choose, your account maintains its potential to grow tax-deferred until you withdraw your money.²
4. **Time is on your side.** Thanks to compounding, even small contributions can really add up. Here's what could happen if you save as little as \$1.25 a day over 30 years:



5. **A high ceiling on saving.** You can contribute as much as 70% of your salary (up to the annual IRS and plan limit of \$18,500 in 2018). Amounts contributed to a 403(b) program and a 401(k) plan must be coordinated.
6. **A chance to play catch-up.** You can contribute \$6,000 above the regular 2018 limit (\$18,500) if you're at least age 50 or will be during the year. You may make a 15-year catch-up contribution of up to \$3,000, if eligible.^{***}
7. **Your call on investments.** Whether you're a hands-on investor or want professional help, the TDA offers a wide range of choices for a well-diversified portfolio, including an optional GoalMaker® program that helps you create and maintain a diversified investment mix in three simple steps—at no extra cost.
8. **Portability.** Your account is fully vested right away—every penny belongs to you, even if you leave NYC Health + Hospitals.
9. **Easy-to-use tools and resources.** The TDA website (prudential.com/nychealthandhospitals) has what you need to help create the financial future you want, including the Retirement Income Calculator, which tracks your progress in real time and guides you, whether you're doing well or falling short.
10. **Personalized help.** Your dedicated TDA Education Representatives are professional, experienced and ready to assist you in almost any aspect of retirement planning.

Education Representatives are registered representatives of Prudential Investment Management Services (PIMS), Newark, NJ. PIMS is a Prudential Financial company.

Top 10 Reasons Flyer

NYC HEALTH + HOSPITALS TDA PROGRAM

Need Language Assistance?

¿Necesita ayuda en su idioma?

Besoin d'une aide linguistique?

Нужна языковая поддержка?

需要語言協助嗎?



Call Prudential Retirement® at **855-444-2832** and request to speak with a representative fluent in your preferred language.

Llame a Prudential Retirement® al **855-444-2832** y solicite la atención de un representante que hable el idioma de su preferencia.

Appelez Prudential Retirement® au **855-444-2832** et demandez à parler à un représentant qui parle couramment la langue de votre choix.

Позвоните в Prudential Retirement® по номеру **855-444-2832** и попросите связать вас с представителем, свободно говорящим на предпочитаемом вами языке.

請撥打 **855-444-2832** 聯絡 Prudential Retirement®, 並要求與通曉您慣用語言的服務代表交談。



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Multi-lingual Poster/Flyer

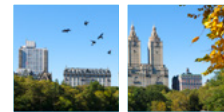
NYC HEALTH + HOSPITALS TDA PROGRAM

LEARN MORE

about retirement planning with your TDA Education Representative

The NYC Health+Hospitals TDA Program offers a variety of features and services to help you plan and prepare for your financial future. One valuable service is offered by our TDA Education Representatives, who are on hand to help you:

- Enroll in the plan
- Understand your quarterly statements
- Find ways to save more
- Increase your contributions
- Explore your investment options
- Review the features, benefits and tools available through the TDA program



Ready to get started?

Visit prudential.com/nychealthandhospitals to enroll, or contact a TDA Education Representative:

Donnie Edwards
929-418-0399
donnie.edwards@prudential.com

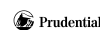
Maria Lebron
Fluent in Spanish
917-579-7424
maria.lebron@prudential.com

Michael McLeod
908-256-2512
michael.mcleod@prudential.com

Michael Ricciardi
917-903-5427
michael.ricciardi@prudential.com

Joseph Chang
Fluent in Korean
917-648-5656
joseph.chang@prudential.com

Participant service representatives are also available toll-free at **855-444-2832**, weekdays from 8 a.m. to 9 p.m. ET.



Education Representatives are registered representatives of Prudential Investment Management Services (PIMS), Newark, NJ. PIMS is a Prudential Financial company.
Retirement products and services are provided by Prudential Retirement Insurance and Annuity Company (PRIAC), Hartford, CT or its affiliates. PRIAC is a Prudential Financial company.
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Rep Flyer (Spanish version also available)