

TDA PROGRAM 403(b) PLAN

NAGDCA 2024 Leadership Recognition Awards—Technology and Cybersecurity

NYC Health + Hospitals is the largest public healthcare system in the nation. We provide essential inpatient, outpatient, and home-based services to more than one million New Yorkers every year in more than 70 locations across the city's five boroughs.

BACKGROUND

We represent a diverse employee population with a wide variety of job positions, salary ranges, and levels of experience when it comes to financial/investment knowledge. Our operation is 24/7, which requires us to serve employees beyond standard working hours.

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 41,000 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. The TDA plan has over \$3.5 billion in assets and has 40,000 participants.

GOALS

As a result of the sale of the Prudential Retirement business to Empower, the NYC Health + Hospitals TDA: 403(b) plan moved to the Empower recordkeeping platform in October of 2023.

Our communication initiatives were designed to make sure our plan participants were taking the necessary steps to register their account at Empower to ensure the security of their retirement account/savings. We designed a campaign focused on protecting the identity and privacy of each and every plan participant.

The campaign began in 2023 with the Empower upgrade— and we are continuing to focus on this crucial topic in 2024.

Quote from Mohammad Raihan, Chief Retirement Officer, HR Retirement Services, NYC Health + Hospitals regarding why the nomination deserves an award:

“Cybersecurity is a major priority at NYC Health + Hospitals and it is critical that we educate and remind participants of the benefits of protecting their TDA account. The amount of effort we put into this campaign and the various resources we provided to our employees emphasize our commitment to this important initiative. We were very proud of the results.”

WRITTEN JUSTIFICATION

Our targeted audience included all NYC Health + Hospitals plan participants – both active and terminated individuals. We knew it would be a challenge to incent such a large group of people (i.e. over 40,000 individuals) and also knew we needed to develop some new and creative ways to get them to take action (i.e. register their account.)

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Our campaign included the following:

- **Email promoting account registration:** This was sent in October, one day after the official migration date and notified individuals that the plan was now live at Empower and encouraged them to register their account right away.
- **Giveaways:** Packages were mailed to all 40,000 participants, which contained post-it notes with the custom telephone number and new website url: empower.com/nychhctda. Also included was a post-card sized magnet with specific, simple instructions to “register their account.”
- **Digital screens:** Located throughout the various NYC Health + Hospitals locations, the messaging also provided participants with quick steps to register (and protect) their TDA: 403(b) Plan account.
- **Reminder email:** This was sent in early November and served as a reminder of the need to register.
- **Post-migration seminars:** These were held at the end of October and reminded individuals about all the new tools and resources now available to them at Empower. It was also another opportunity to remind participants about the need to register their account.

We were very excited about the results of our efforts.

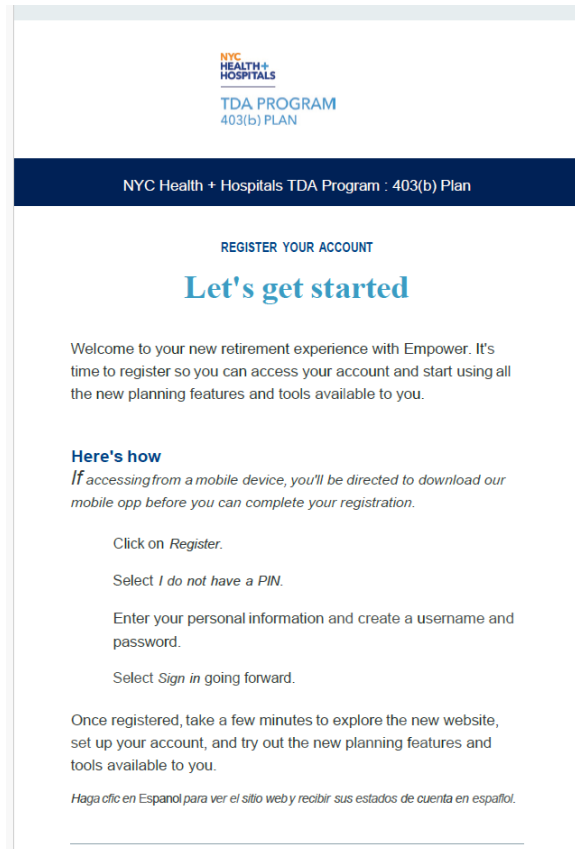
As of the end of March 2024, **nearly 47%** of plan participants have registered their accounts, thus putting themselves in a better position to protect their personal information.

FEASIBILITY OF USE BY OTHER GOVERNMENTS OF A SIMILAR SIZE

Our “cybersecurity” campaign could definitely be used as part of a “best practices” with other governmental agencies. Account security is on everyone’s mind these days – and any additional steps that could help individuals stay ahead of security threats and protect their privacy and identity, is an essential part of building a secure financial future.

NYC Health + Hospitals communications

Email promoting account registration



The screenshot shows an email registration page. At the top, it features the NYC Health + Hospitals logo and the text 'TDA PROGRAM 403(b) PLAN'. Below this is a dark blue header with the text 'NYC Health + Hospitals TDA Program : 403(b) Plan'. The main content area is white and contains the heading 'REGISTER YOUR ACCOUNT' followed by 'Let's get started' in a large blue font. A welcome message follows, stating 'Welcome to your new retirement experience with Empower. It's time to register so you can access your account and start using all the new planning features and tools available to you.' Below this is a section titled 'Here's how' with instructions: 'Click on Register.', 'Select I do not have a PIN.', 'Enter your personal information and create a username and password.', and 'Select Sign in going forward.' At the bottom, it says 'Once registered, take a few minutes to explore the new website, set up your account, and try out the new planning features and tools available to you.' and 'Haga clic en Español para ver el sitio web y recibir sus estados de cuenta en español.'

Giveaway: magnet included with mailing

Register your Health + Hospitals' TDA 403(b) Plan Account today!

Empower is now your TDA Plan administrator. For your new retirement plan experience, get started by registering your account. This will allow you to use the new features and tools now available to you. To register your account:

- 1 Visit empower.com/nychhctda and choose *Register*.
- 2 Select the *I do not have a Pin* tab.
- 3 Enter your personal information.
- 4 Create a username and password.
- 5 Select *Sign in* going forward.

If you have any questions, call 855-444-2832 (toll-free)

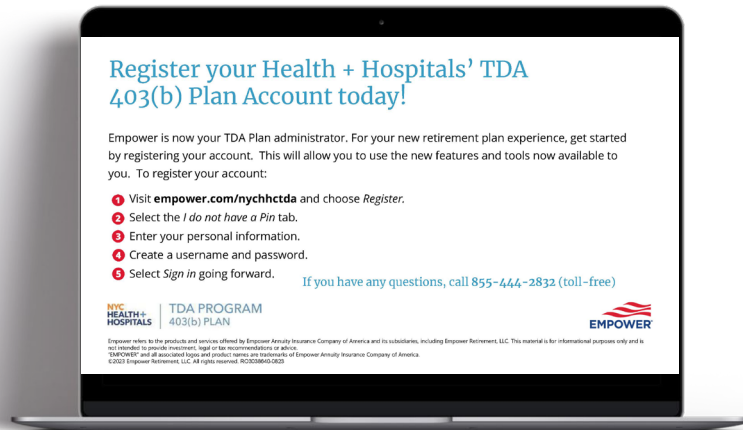
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NYC Health + Hospitals communications

Digital screens: displayed at locations



Reminder email

NYC
HEALTH+
HOSPITALS

TDA PROGRAM 403(b) PLAN

Now that Empower is your new TDA: 403(b) Plan administrator, be sure to register so you can access your account and start using all the new planning features and tools available to you.

To register your account:

1. Visit empower.com/nychctda and choose *Register*.
2. Select the *I do not have a Pin* tab.
3. Enter your personal information.
4. Create a username and password.
5. Select *Sign in* going forward.

Once registered, take a few minutes to explore the new website, set up your account, and try out the new planning features and tools available to you.

If you have questions about the upgrade to Empower or would like assistance with registering your account, please contact a TDA Education Representative: empower.com/nychctda

If you are not Enrolled In the TDA 403(b) Plan consider joining and taking advantage of the many benefits the plan has to offer. Your TDA Education Representative can help you enroll and register your account.

Customer Care Service representatives are also available toll-free at **855-444-2832** weekdays from 8 a.m. to 10 p.m. Eastern time and Saturdays from 9 a.m. to 5:30 p.m. Eastern time.

Post-migration seminars:

Sign up for a virtual learning session

Join Empower to review the new resources that can help you achieve the future you imagine. Register at upgrade.empowermytime.com.