

Using Health Insurance To Build Your Nest Egg

http://www.insurancenewsnet.com/article.asp?neid=200806052800.1_e182001534c86d7e

<?xml version="1.0"?> Using Health Insurance to Build Your Nest Egg: New Video Depicts How's and Why's of Health Savings Accounts (HSA) Two-Minute Animated Video on HSAInsights.com Helps Consumers Understand How HSAs Can Save Some Families More Than \$6,000 per Year MILWAUKEE, WI 06/05/08

MILWAUKEE, WI, June 5 / MARKET WIRE/ --

We all know a picture is worth 1,000 words, but can a video clip be worth \$6,000? For some viewers a new two-minute animation about health savings accounts (HSAs) who switch to a tax-advantaged HSA, the answer is definitely "yes."

The video is one of the interactive, consumer-friendly features on HSAInsights.com, an online resource designed to help individuals, families, employers and retirees understand the basics of HSAs. An HSA is a consumer-managed, tax-favored alternative to traditional health insurance, created for the purpose of paying medical expenses.

Both the video and Web site explain how easy it is to get HSAs and their various financial benefits. HSAInsights.com also has a calculator that enables site visitors to estimate their potential cost savings with an HSA based on their insurance premiums and medical expenses. For many families with annual medical expenses of about \$1,500, the total savings often exceed \$6,000 a year.

"Health plans with HSAs offer protection and a tax-free way to invest -- all at a cost that is usually less than what purchasers would pay for a traditional plan," said Roy Ramthun, Founder/President of HSA Consulting Services.

"HSAs give people greater control over their health care expenses and allow them to save for their future health needs or retirement," said Scott Krienke, Senior Vice President, Individual Markets, for Assurant Health, a leading provider of HSAs. "HSAInsights answers their commonly asked questions and provides resources, tools and guidance to help them make good decisions."

This new video and other innovative, interactive planning tools can be found by visiting <http://www.hsainsights.com>.

Embedded Video Available

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