

# Welcome, Member Banks



# INTRODUCTIONS



**Brian Gezella, CEO, Sales Team Lead**

**Stew Johnson, Dedicate Client Success Manager**

**Founded: 2017**

**Brokers, MEWA, and Employer solutions**

**Been with VBA: 2018**

# PROPOSED GOALS



Reintroduction to LearnYour Benefits



Highlights



Next Steps

# Questions?



Thank you for participating.

# COMMUNICATING EMPLOYEE BENEFITS IS A **BIG PROBLEM**

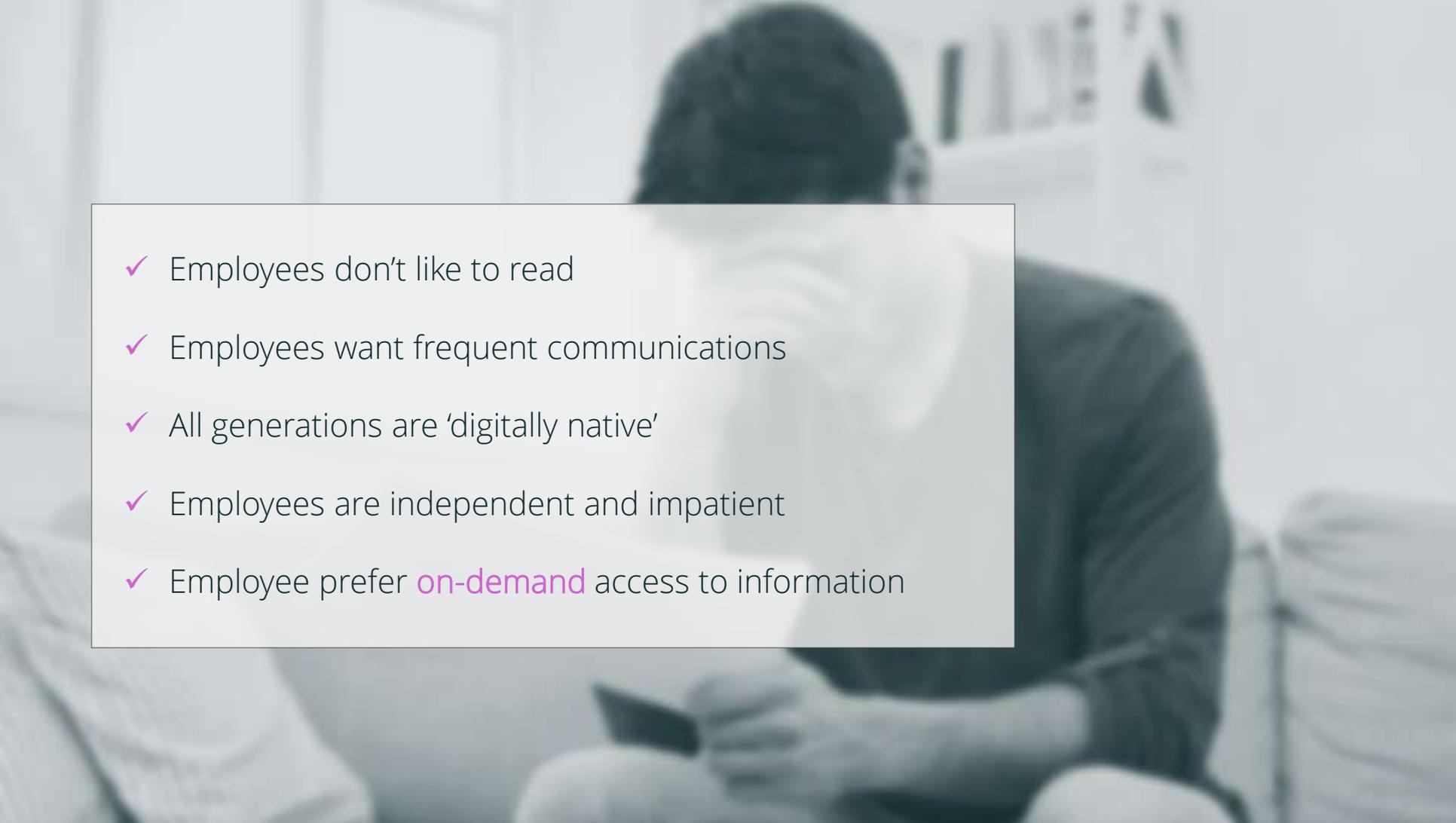
## Employees

- Benefits are complex
- Families lack information
- Lack of awareness
- Pervasive waste



## Employers & HR

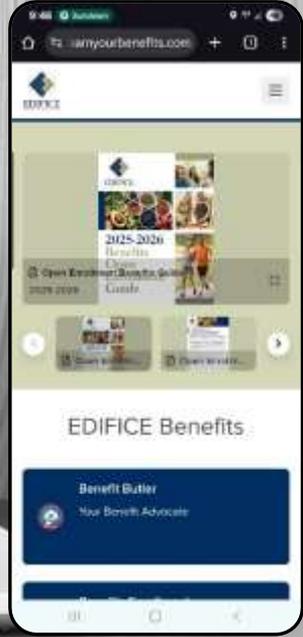
- Limited time
- Limited budget

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- ✓ Employees don't like to read
  - ✓ Employees want frequent communications
  - ✓ All generations are 'digitally native'
  - ✓ Employees are independent and impatient
  - ✓ Employee prefer **on-demand** access to information

## GOALS

- Streamline access
- Increase awareness
- Improve navigation
- Eliminate confusion
- Help employees
- Help employers

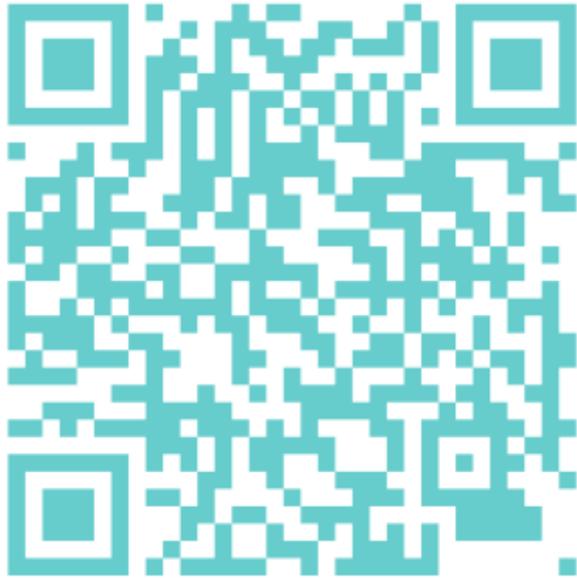




# Hassle-Free Promise

- Free to all VBA member banks
- Free setup
- Free updates and changes
- Free administrative users
- Unlimited employee access
- Dedicated client success team
- All our latest features
- Regular educational webinars
- Updated custom videos on your plans

Taking next steps or asking questions.



VBA Member Bank  
Information



[LearnYourBenefits.com](https://www.learnyourbenefits.com)

# Questions?



## Thank You

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