



**For Immediate Release**

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## **HealthEquity Receives Top Performer Accolades from Change Sciences**

*HSA Portal Named Third Best HSA Online Servicing Site in the Market*

SALT LAKE CITY – November 14, 2008 – HealthEquity Inc., a personal healthcare financial services company, today announced that its Health Savings Account (HSA) portal was named the third best HSA online servicing site overall in a recent Kantuit market research report from Change Sciences Group Inc., a company that defines user experience benchmarks and best practices for websites. In addition to being ranked among the top HSA portals in the industry, HealthEquity’s site scored the highest for “Managing Healthcare Financial Information” and “Getting Help,” distinguishing its’ consumer experience focus from other HSA sites in the market.

“With the complexity in healthcare today and the need to empower consumers with information to help them make the best healthcare choices for their specific needs, we are proud to see HealthEquity come out on top in those particular categories, as that supports our overall mission to help consumers understand and manage the financial side of healthcare,” said Dr. Stephen Neeleman, co-founder and CEO of HealthEquity. “Our HSA Member Portal is a valuable tool for both companies and consumers, as it provides all of the information and resources consumers need to take advantage of the benefits of an HSA.”

“With an eye toward the convergence of financial services and healthcare, this report measures what consumers experience as they use financial services sites to complete day-to-day HSA account management activities. Our research shows that HealthEquity offers one of the best HSA servicing sites in the market today,” said Steve Ellis, Founding Partner, Change Sciences Group Inc. “And in sites that make it easy for consumers to get basic financial details about their healthcare account and that provide an easy way for them to obtain customer service assistance, HealthEquity was the “Top Performer,”

### **About Kantuit and Change Sciences**

Kantuit is a customer experience site comparison platform developed by Change Sciences Group Inc. Change Sciences was founded in January 2000. By grounding development in the experiences people have, Change Sciences helps its clients develop products that make sense to customers, employees, and partners, adding business value and building long-term brand loyalty. Change Sciences services include experience architecture and design, and a fully stocked user experience research toolbox. Change Sciences clients are some of the world’s most innovative companies, including AIG, Audible.com, American Express, Bank of America, Dell, Charles Schwab, E\*Trade, E-Music, Fidelity, GEICO, General Electric, Lane Bryant, TD Ameritrade, TIAA-CREF, Scholastic, and Washington Mutual.

### **About HealthEquity® Inc.**

HealthEquity is a personal healthcare financial services company that provides health insurers, benefits administrators, employers, and financial institutions with integrated healthcare accounts (HSA, HRA, FSA, MSA), a claims payment system, and a population-based service platform. HealthEquity helps consumers understand and manage the financial side of healthcare by aggregating consumer information, analyzing personal data, and advising consumers on how to best manage their health equity. HealthEquity offers its member’s



customized educational materials and decision support tools to better help its members control healthcare spending and maximize their savings. Every HealthEquity member is supported by 24/7 access to a knowledgeable HealthEquity specialist dedicated to helping consumers better understand and manage the financial side of healthcare. To learn more about HealthEquity, please visit [www.healthequity.com](http://www.healthequity.com).