



**WELLNESS
WORKS**

FINANCIAL WELLNESS PROGRAM EVALUATOR

Evaluating financial wellness programs is a challenge. With so many to choose from, how do you find the best match for your business? Start by using this evaluator, which breaks down the financial wellness landscape into five categories—providing unique characteristics, strengths, and weaknesses of each. For the best results, complete the evaluator with a financial advisor while keeping your employee base and benefits philosophy in mind.

The Five Types of Programs

TOOLS

Tools provide a structure to help people manage their money. They rely heavily on the use of financial information aggregation and may require significant time and ongoing involvement from the user. This type of program often links together bank accounts, retirement accounts, and other financial sources of information to provide a more complete financial profile.

EDUCATION AND LITERACY

As the name suggests, these programs are focused on educating people so that they can make better saving and spending decisions. They typically don't work toward specific goals or objectives, but rather offer a broad library of general content. It is up to the user to figure out which content to view and apply to his or her financial situation. From the employer's perspective, there may be no way to keep tabs on which employees are accessing the program and if they are making progress in addressing financial challenges.

COACHING AND BEHAVIORAL

These programs focus on short- and long-term behavior modification through education and clear next steps. They usually have lots of content, benchmarks, fewer tools, and robust (often one-on-one) engagement. Coaching and behavioral programs tend to offer employers the most visibility as to how employees may be progressing on the road to financial wellness. Reports and statistical information may also help employers evaluate the ROI of a program.

SERVICES AND PRODUCTS

Product-based services guide people through specific financial planning scenarios. For example, an employee struggling with estate issues after the passing of a parent might be in need of an estate specialist to develop an individualized plan. Employer-level reporting varies widely across the Services and Products category, depending on the provider.

ENHANCED EMPLOYEE EDUCATION PROGRAMS

In some situations, it may not be feasible for employers to purchase a financial wellness program. It may fall to the financial advisor and Human Resources to create an education program that can enhance an existing retirement plan education program. The company may be able to identify specific needs within their employee population and work with an advisor to design educational opportunities around those needs. For example, companies with young employees who are struggling with college loans might benefit from a presentation on creating a budget. Pre-retirees may be interested in learning about social security rules or typical health care expenses in retirement. The possibilities are as endless as the employer and advisor's creativity.

POPULAR INDEPENDENT PROGRAMS

Here's a directory of several leading independent programs. Visit their sites for more on their respective offerings.

Program	Description of Services *	Notes
Edu(k)ate edukate.com	Personal financial guidance for everyone. Each of your employees will meet Kate—who will tell them exactly what they need to do to meet their financial goals, and the playbook on how to get to where they want to be. Our automated communication platform leaves no employee behind.	
Emerge Financial Wellness emergebenefit.com	Through intelligent technology we are committed to bringing personalized, relevant, and responsible financial health to every household. We'll connect you to the information, personal coaches, and credit score tracking you need to achieve your financial goals, whatever they may be.	
Enrich Enrich.org	Enrich partners with employers, financial institutions, and benefits providers to provide a financial wellness program, which is tailored to the unique needs of individual groups and users. The white label co-branding allows companies to integrate the platform with their own website, employee assistance program, or personal finance management system, creating a familiar, trustworthy, and seamless experience for employees, customers, family, and staff.	
Everfi everfi.com	Everfi@work is a powerful financial wellness tool that uses gamification and simulation to educate your employees on key financial topics such as retirement planning, insurance, credit score, buying a home, and more. Content is served up in short, fun, interactive learning segments to create a highly engaging experience.	
Financial Finesse financialfinesse.com	We work with you to design custom, multichannel programs based on the specific needs of your workforce with the goal of engaging all employees with ongoing, personalized support to create a culture of financial wellness. The patent-pending online platform allows employees to quickly assess their financial situation and obtain personalized guidance based on their needs.	
Fiscal Fitness Clubs of America fiscalfitnessclubs.com/workplace-financial-wellness	Together we create a club for your company's employees to help them become fiscally fit. We tailor the program to fit your employees' profile and budget. Fiscal Fitness Clubs start with classes to accelerate financial knowledge and personal changes through classes, assignments, and help from a coach. After this, members join weekly meetings (in person or via Web conferencing) that start with a private "check-in" that tracks weekly progress toward personal goals. It provides motivation and focus needed for behavior change to reduce debt, build savings, and control spending.	
Foundation for Financial Wellness foundationforfinancialwellness.org	The Foundation for Financial Wellness is a nonprofit organization whose goal is to promote financial wellness in the workplace through a behavior-based curriculum. We provide employees with knowledge to help them better understand company benefits, budgeting, and basic financial management.	
Four Seasons Financial Education fsfe.com	Our programs are based on an established five-step system that helps your employees pursue and maintain financial wellness: (1) Financial Health Assessment, (2) Tailored Education, (3) TelePlanning™ with a CFP® Professional, (4) Financial Check-ups, (5) Monitoring and Analytics.	

* Taken from the programs' respective websites

Program	Description of Services *	Notes
Guidespark.com guidespark.com	Guidespark provides a complete financial wellness solution that ranges from the tools you need to promote your financial wellness programs through integrations with your preferred service providers, so employees have a single portal they can access to manage their financial health.	
Hello Wallet hellowallet.com	Employees lack a foundational understanding of financial management to achieve their primary goals, leaving their secondary goals out of reach. We help employees climb the ladder to financial wellness one step at a time through innovative software solutions, allowing them to make progress without feeling helpless or overwhelmed.	
LearnVest learnvest.com	We believe financial planning should be affordable, accessible, and even delightful. That's why we've developed the LearnVest Program. Whether you want to budget better, save for big trips, maximize your investments, or something in between, we're here to help you make progress on your money.	
Mint mint.com	The complete picture in minutes. See all your balances and transactions together. Mint automatically updates and categorizes your information in real time. From your bank accounts and credit cards to retirement accounts and more—we'll crunch the numbers as they happen so you always know where you stand.	
Money Management International Moneymanagement.org	Money Management International (MMI) is the largest nonprofit, full-service credit counseling agency in the United States. Since 1958, we have been helping consumers find the tools and solutions they need to achieve financial freedom. We provide professional financial guidance, credit counseling, community-wide educational programs, debt management assistance, bankruptcy counseling and education services, and housing counseling assistance to consumers via phone, Internet, and in-person sessions.	
Pete the Planner petetheplanner.com	Your company is made up of individuals of varying income levels, education levels, and relationship statuses. Our programs range from broad courses intended for any age or income range, to programs specifically for employees within 15 years of retirement.	
Retiremap retiremaphq.com	The first financial wellness program designed from plan advisors and their clients. Retiremap is built for how advisors service retirement plans. The Advisor Management Interface helps advisors understand each employee's goals and current financial situation quickly, making every employee interaction more impactful and efficient.	
SmartDollar smartdollar.com	SmartDollar is a step-by-step approach to handling money with the number-one authority in personal finance, Dave Ramsey. More than 2 million families have gotten on Dave's plan and taken control of their money. Thousands of companies across the country are bringing this benefit to their employees.	
The Financial Wellness Group thefinancialwellnessgroup.com	The mission of The Financial Wellness Group is to improve the financial strength of individuals, families, and the organizations they work for, through sound financial education and financial wellness solutions. For more than a decade, we have been training and providing financial wellness solutions based on our proprietary "4 Laws" principles.	

*Taken from the programs' respective websites

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