



**PC24** Trustmark  
Producer Conference  
San Francisco • February 4-7

**ACCELERATE**

Trustmark 

# ACH: An alternative to payroll deduction



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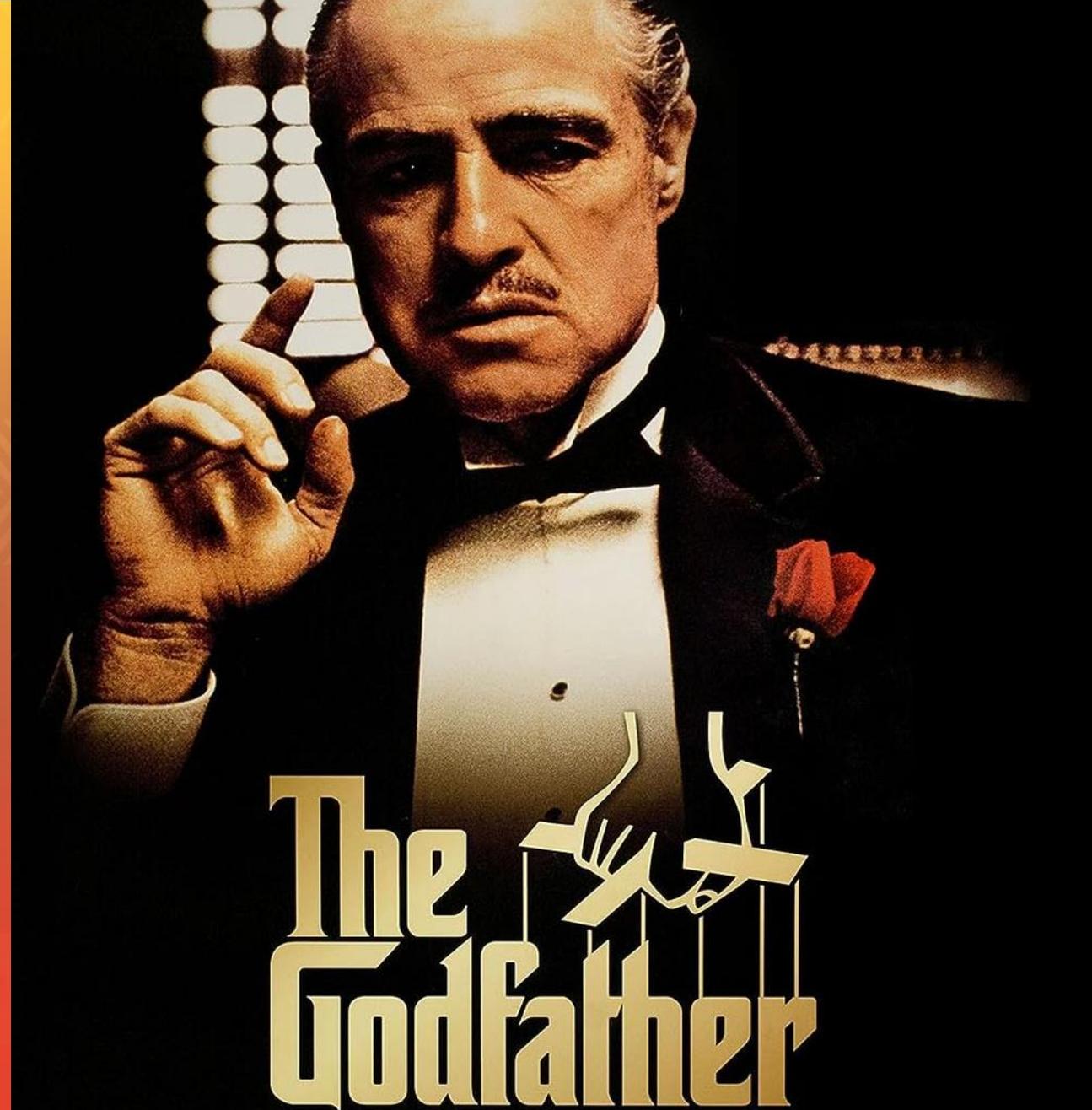
Regional Sales Manager

# ACH fun facts

- ACH stands for Automated Clearing House (primary system for EFT)
- **1972** - The Federal Reserve Bank of San Francisco began operating the first ACH<sup>1</sup>
- **2022** - ACH Network processed 30 billion ACH payments valued at \$77 trillion<sup>2</sup>

<sup>1</sup>Federal Reserve History. Automated Clearing House Payments. 2023.

<sup>2</sup>Nacha. ACH Network Moves 30 Billion Payments, \$77 Trillion in 2022 led by Growth in Same Day ACH and B2B. 2023.



**Did you know that  
billing is brokers'  
#1 pain point with  
carriers?**



# Agenda

- Overview of ACH
- History, present, and future of ACH
- ACH by the numbers
- Requirements for ACH

# Ease billing headaches

- Trustmark ACH has relieved pain points for some of the world's largest (and many mid-market) companies
- Eliminates the payment process for brokers, employers, and employees
- Attaches to employees' savings and checking accounts

# Where we were

- ACH isn't new to us
  - Offered on individual ported policies for many years
- 2021 – expanded to a payment method for worksite UL with LTC policies
- ACH significantly reduced lengthy procurement process, accommodating tight timelines

# Where we are

- ACH is part of our strategy
- 100+ eligible lives
- \$60,000 average salary. Why?
  - Non-sufficient funds rate below \$60k = 9.3%
  - Non-sufficient funds rate at or above \$60K = 3.6%
- Now supports EZ Value – built into authorization
- Expanded to all worksite products in 2022
- In 2023, available for all products (including group)

# Where we're going

- Enabling applicants to log into the portal and update their bank account information/make limited changes
  - Makes setup process easier and more transparent
  - When? Q2 2024
- Expansion to Simplink
  - Increase ability to enroll across many more platforms
  - Q4 2024

# ACH just works

## For employees

- A simple bill paying process that employees already use
  - Monthly deductions
- Portability – billing process stays the same regardless of job changes or retirement



# ACH just works

## For employers

- No paycheck withdrawals
- No billing reconciliations
- Streamlined vendor procurement



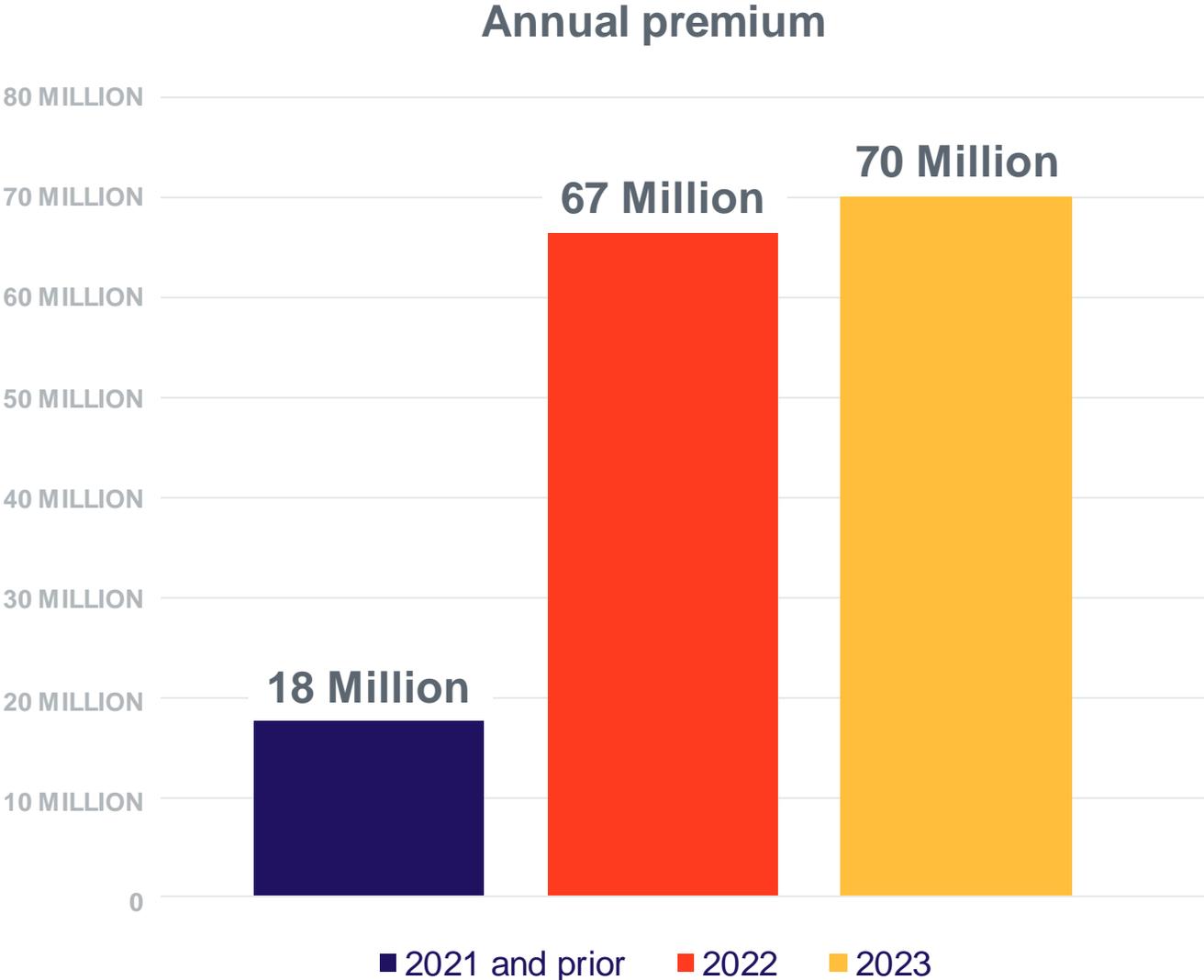
# ACH just works

## For brokers

- Opens more case opportunities
- Speeds up commissions
- Can enroll employers with a “rigid” HRIS system
- Affordable and simple – \$1, built into the rate



# Trustmark ACH by the numbers



# Requirements for ACH

- Key case characteristics
  - Low turnover
  - 100+ employee lives
  - Minimum average salary



# Requirements for ACH

- A robust pre-communication strategy
  - Emphasize the ACH process and information needed at time of enrollment



# Requirements for ACH

- Enrollment with integrated benefits administration partner
  - Banking info authorized for input and integration with our billing system



# Requirements for ACH

- Single monthly draft date for each employer
- Enrollment end date at least 15 days before the first draft date



# How to get started

If you're interested in setting up one of your clients with Trustmark ACH payments, talk to your sales representative...they'll take care of implementation!



# Key takeaways

- Trustmark ACH eliminates billing and potential administrative challenges
- We've expanded our ACH technology significantly in the last couple of years
- We continue to grow and make improvements based on our customers' feedback

**Thank you!**

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How'd  
we do?

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