

**PC25**

**Trustmark  
Producer Conference**  
Dallas, Texas • February 2-5, 2025

# TRAILBLAZING

Trustmark 

# Trustmark ACH: Effortless billing solutions



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# Who knows what these abbreviations stand for?

- GOAT
- FOMO
- TBH
- SUS
- IMO
- ...
- TLC?
- ACH?



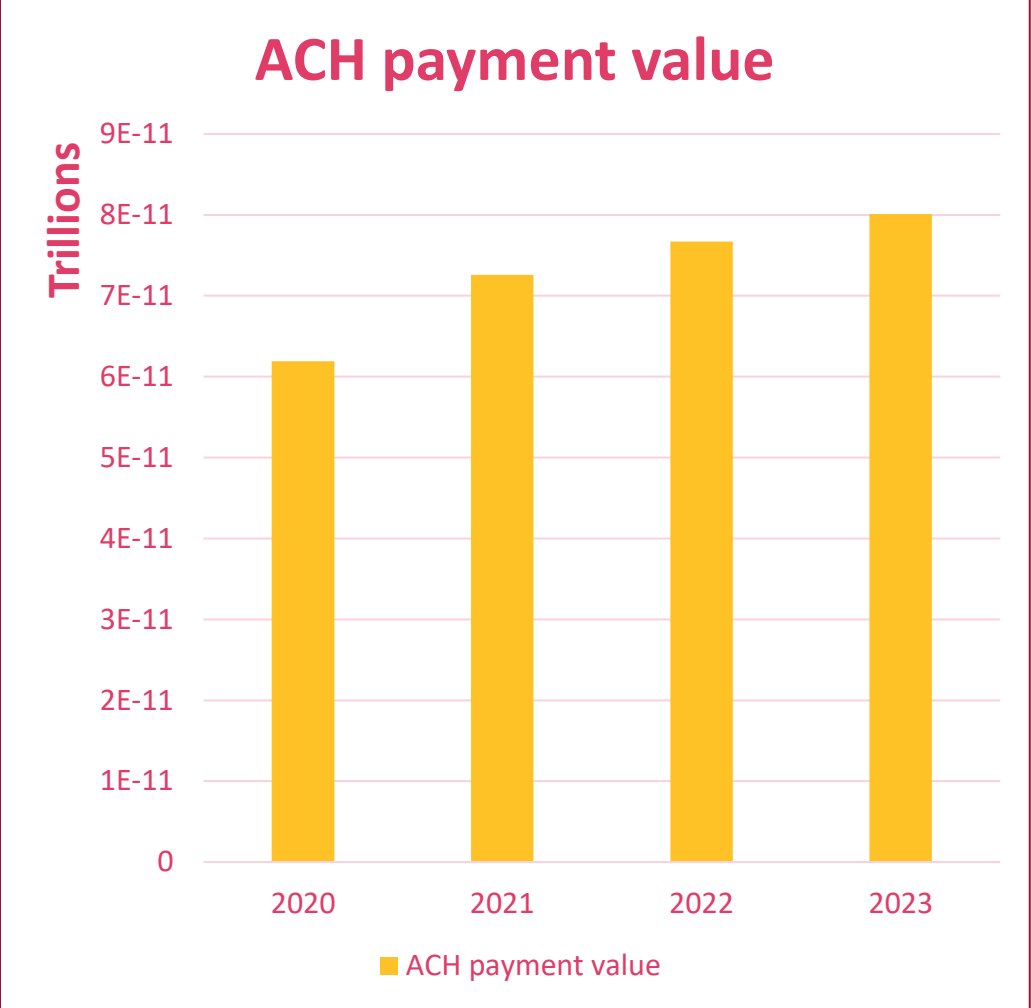
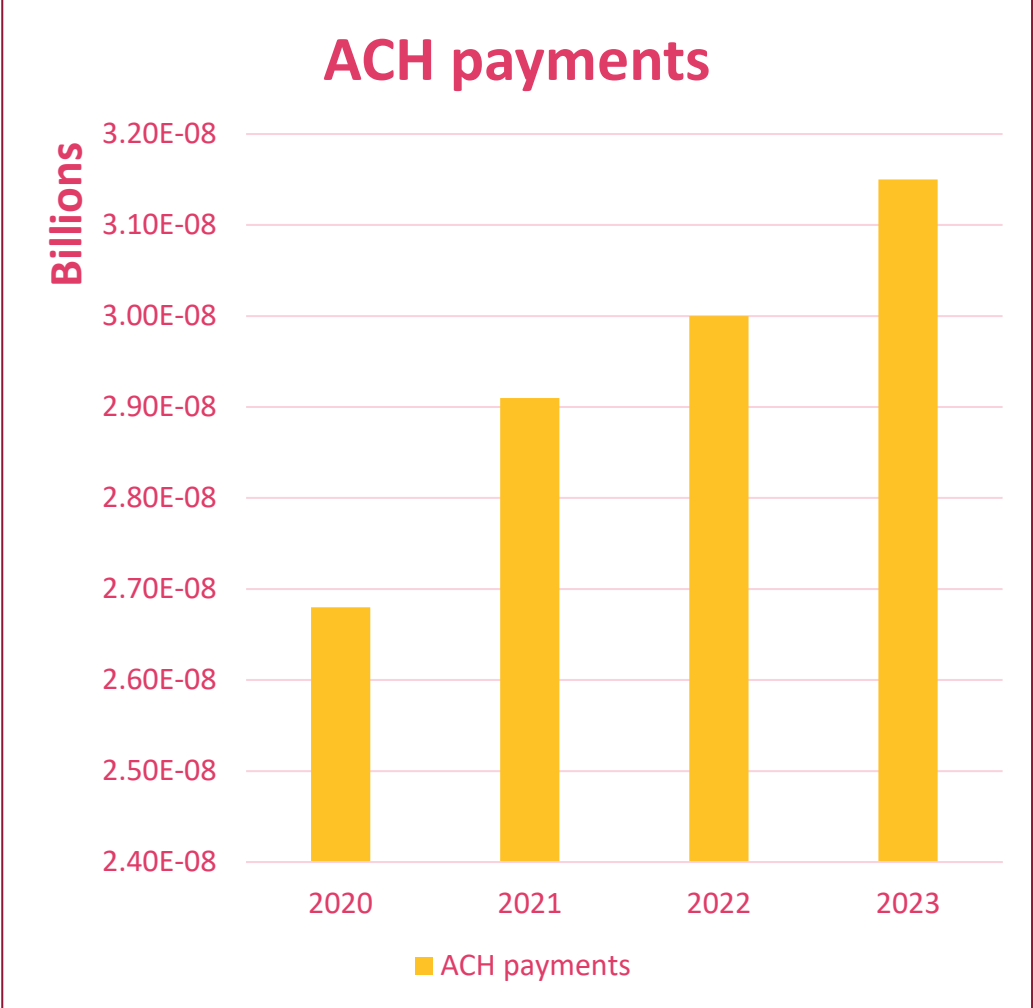
# ACH fun facts

- 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>

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



# ACH fun facts



Nacha. ACH Network Volume and Value Statistics.

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



# Agenda

- Overview of ACH
- Where we started with ACH
- Where ACH is today
  - Recent enhancements
- ACH by the numbers
- Requirements for ACH

# Ease billing headaches

- Trustmark ACH has solved billing challenges 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 or checking accounts
  - Today's employees are transient!



# Where we were

- ACH isn't new to us
  - Offered on individual ported policies for over 20 years
- 2021
  - WA Cares Act – Trustmark sold \$104M out of \$172M hybrid life & LTC written in WA<sup>1</sup>
  - Expanded to a payment method for worksite UL with LTC policies
- ACH significantly reduced lengthy security procurement processes
- 2022 - expanded to all worksite products in 2022
- 2023 - available for all products (including group)

<sup>1</sup>Milliman. 2022

# Where we are

- ACH is part of our strategy
- Supports EZ Value – built into authorization
- Established key case characteristics including:
  - 100+ eligible lives
  - Employee turnover of 30% or less
  - \$60,000 average salary. Why?
    - Non-sufficient funds rate below \$60k = 9.3%
    - Non-sufficient funds rate at or above \$60K = 3.6%

# 2024 enhancements

- Expansion to Simplink
  - Trustmark's API enrollment technology solution
  - Increase ability to enroll across many more platforms
- Applicants can log into the portal and update their bank account information/make limited changes
- Automation of pre-note failures
  - Notified if the banking info provided is incorrect



## Session

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**Trustmark Simplink:  
The answer to enrollment  
technology challenges**

**Tuesday, Feb 4**

**2:00 - 2:35 PM**

**Salon C**

# 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

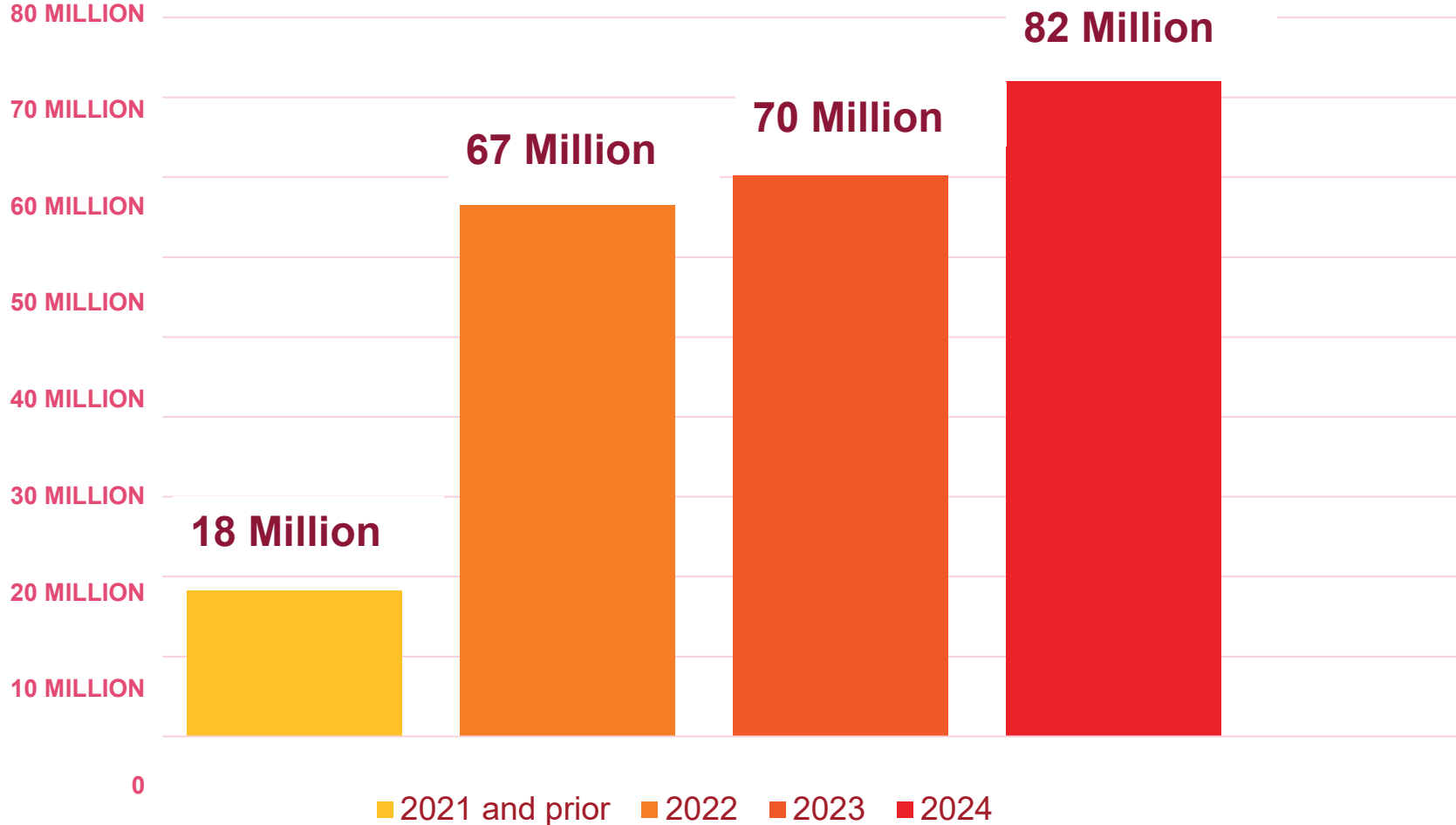
## For brokers

- Opens more case opportunities
- Speeds up commissions
- Can enroll employers with a “rigid” HRIS system
- Affordable and simple – \$1, built into the rate
  - ACH is a value-add for Trustmark, not a profit center



# Trustmark ACH by the numbers

Annual premium



# Requirements for ACH

- Meets key case characteristics
- 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
- Now available with:
  - Selerix
  - Enroll For Life
  - Simplink/API system partners



# 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
- ACH is available with Selerix AND any Simplink/API system partners
- We continue to expand our ACH technology based on customer feedback
- ACH creates more sales opportunities

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**Thank You!**