

# Lifestyle Spending Account (LSA)

A post-tax account that reflects the diversity of today's workforce by offering something for everyone



Reimburse your employees for activities that promote physical, financial and emotional wellbeing – without the rules and restrictions typically associated with other benefit accounts or “perks.” LSAs are unique because they offer freedom of choice – both to the employer as well as the employee.

## Eligibility, design and use

With the Via Benefits LSA solution, you can customize the design of your offering in a way that reflects your company's goals and culture by determining:



**Eligible expenses**



**Funding amount**



**Reimbursement methods**



**Personalized benefits for some or all groups**

LSAs can address various employee needs across a variety of categories. Some categories for employers to consider, include:

### Physical wellbeing

- Exercise equipment, apparel, sneakers
- Gym, health club, spa, fitness memberships
- Sports/dance lessons
- Fitness trackers and apps
- Weight-loss programs
- Entry fees (e.g., marathons, leagues)
- Healthy foods and meals
- Nutritional supplements, nutrit

### Emotional wellbeing

- Meditation classes
- Counseling services (non-medical)
- Retreats (e.g., leadership, spiritual)
- Travel
- Massage and spa services
- Pet care (e.g., walkers, day care, grooming)
- Personal development classes (e.g., art, cooking)
- Park passes
- Fishing and boating licenses
- Fees for wellness app subscriptions

### Financial wellbeing

- Student loan reimbursement
- Housing and utilities (e.g., mortgage, rent, closing costs)
- Financial advisor, planning and estate services
- Financial seminars and classes
- Identity theft services

### Lifestyle perks

- Home office, technology needs, cell phones
- Dependent care, babysitting
- Adoption, surrogacy
- Charitable giving
- Learning and development (e.g., classes, enrichment)
- Disaster relief (pre-tax qualified)
- Climate/environmental

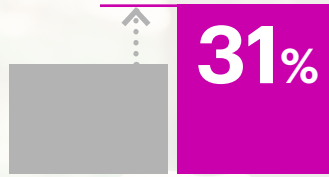
## LSAs are increasingly becoming a part of attractive benefits offerings.

**53%**

of employers believe their health and other physical/emotional wellbeing programs need to change to **support employees in more flexible and agile workplaces**<sup>1</sup>



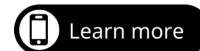
Last year, the percentage of organizations **considering an LSA** grew from 20% to 31%<sup>2</sup>



### Benefits of an LSA

Differentiate your benefit offerings in the marketplace by offering new, innovative options that promote employee wellbeing. Employers reap many benefits from offering LSAs to employees, including:

- Support DEI goals
- Promote a healthy workforce
- Attract and retain talent
- Address affordability goals



1. Reimagining Work and Rewards Survey 2021-2022.

2. 2023 Best Practices in Healthcare Survey.

### About Via Benefits

Via Benefits provides employers, plan sponsors, employees and retirees with benefits solutions spanning individual health insurance on the country's first and largest individual marketplace for Medicare and Pre-Medicare retirees and spending accounts that promote physical, financial and emotional wellbeing to help keep health benefits affordable for active employees and retirees. With over two decades of experience, Via Benefits makes it easy to administer individual plans and funding programs through its wholly owned and fully integrated administration platforms, allowing your employees and retirees easy access account information and comprehensive decision-support tools.

