



HealthyCents

THE PATH TO FINANCIAL WELLBEING

**OUR GOAL IS TO
EMPOWER ALL
PARTICIPANTS AND THEIR
FAMILIES TO ACHIEVE
FINANCIAL WELLBEING
AND REALIZE THEIR OWN
AMERICAN DREAM.**

An Intrepid Mission

Every big endeavor begins with a “why” – and ours is a big one. Our mission is to empower all Americans to achieve financial wellbeing. Financial wellbeing may look different for each of us, but if we can empathize, educate, encourage and empower, we can make a positive impact on individuals, communities, and society at large.

Unbiased Empowerment

We are not trying to sell financial products or services, or push consumers in a particular direction. Our financial wellbeing program empowers participants with an unbiased, comprehensive, and personalized approach.

Integrated, Whole- Person Focus

Together, Asset Health and GreenPath offer an unprecedented approach to financial wellness, focusing on the health of the whole person – addressing physical, emotional, behavioral, and financial components in an integrated, holistic way. After all, your health is your greatest financial asset.

Driving Engagement & Behavioral Change

Our program leverages the latest financial wellbeing research and behavior change theory. The content is relevant, approachable, and delivered through a tried-and-true engagement platform.

Powered by Asset Health & GreenPath Financial Wellness

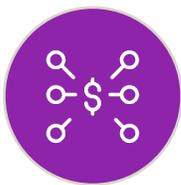


THE SOLUTION

FINANCIAL WELLBEING

Our program begins with a concise, easy-to-complete Financial Wellness Quiz – developed in collaboration between GreenPath and the Center for Financial Services Innovation. This brief questionnaire takes only a few minutes and assesses participants in six categories: Spending, Planning, Borrowing, Saving, Financial Stress and Confidence. This allows us to deliver personalized feedback and guide participants along a unique journey that is worthwhile for them and their situation.

Our solution is comprised of four robust modules. Each module consists of a comprehensive, personalized mission, including online **multimedia courses**, **SMART goal setting and tracking**, specific and relevant **action steps**, and **resources**. The entire experience can be augmented by high-touch, personal **coaching** from GreenPath's certified financial experts.



SPEND



PLAN



BORROW



SAVE

LEARN MORE

Our financial wellbeing solution will be available as a standalone program, or as part of a holistic integrated wellness solution. **To learn more, contact Mandy Meinecke at 248-444-0980 or mmeinecke@greenpath.com.**