

Targeted communications and strong on-the-ground support make the difference

The challenge

Economic discord can be challenging for employer-sponsored retirement plans. Participation and contribution rates may decrease. Loans may even increase. It can be a plan sponsor's worst-case scenario.

Yet, consider California-based Daughters of Charity Health System (DCHS).

Even though the 2008 financial crisis left California with some of the nation's worst unemployment rates, a devastated housing market and the same profound economic uncertainty that has pervaded the country as a whole, the DCHS TSA/403(b) retirement plan has seen *increased* participation and *improved* contribution rates.

How, in such difficult times, could DCHS achieve such positive results? The answer rests with DCHS' Human Resources Vice Presidents and Benefits Managers working with Transamerica Retirement Solutions and Ropes & Gray to develop targeted communications and facilitate personal interactions with plan participants.

The solution

The DCHS Human Resources team, in tandem with Transamerica and Ropes & Gray, used targeted communications along with vigorous on-the-ground efforts to help DCHS' population not only cope with the challenging economic environment, but drive toward a better financial future. This proven approach provided relevant information in a variety of ways:

- Written communications as the cornerstone of the effort
- Associate presentations to address plan features and benefits
- Follow-up emails to remind employees and motivate them to take action
- Outbound calls to follow up with those who hadn't taken action
- One-on-one meetings between Transamerica's On-Site Retirement Counselors and TSA/403(b) plan participants

*TSA/403(b) eligible participants as of 6/30/2011

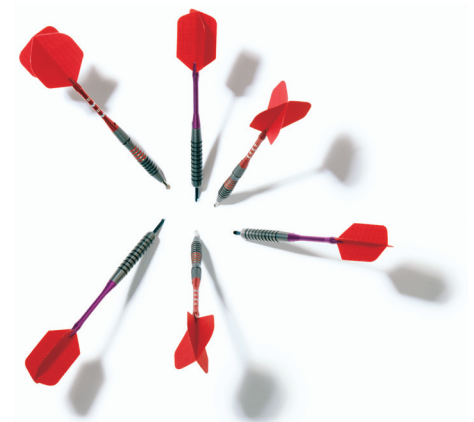


Healthcare System

Employees: 6,647*

Headquarters: Los Altos Hills, CA

Client Since: 2006



Keeping participants on target in their retirement goals can be difficult for plan sponsors during challenging economic times when participants may feel the need to contribute less.

The results

The team took advantage of the opportunity to reach, educate and motivate DCHS Associates to build a healthier and happier retirement.

- PowerPoint presentations, along with written communications such as newsletters, posters and table tents, helped to implement **a new employer match** for Seton Medical Center, Seton Coastside and CNA nurses at Saint Louise Regional Hospital. Participation in the TSA/403(b) plan increased an average of **more than 6%** at these sites over a six-month period.
- More than **2,200 outbound calls** drove beneficiary compliance, a key client concern. As a result, TSA/403(b) beneficiary compliance increased to **79% from 45%** in 15 months (April 2010-June 2011).
- Initiatives to **drive active elections into a new employer-funded DC plan** for certain segments of the DCHS population—which included mailing a comprehensive newsletter, a robust schedule of presentations, one-on-one meetings, outbound emails and phone calls—resulted in **active elections** in the new DC plan (a key client concern) of 64% after one month, 72% after two months and 83% after three months.
- **Steadily rising participation** in the TSA/403(b) plan has **increased nearly 20%** for all Associates over a five-year period increasing to nearly 68% from 48.6%**
- The TSA/403(b) plan's **deferral rate** of 8.98% is nearly **3% higher** than the median rate reported nationally for other similar plans in the healthcare sector.

*“Knowing that **the DCHS team was able to achieve such excellence** is commendable. That we were able to do it during our state’s economic crisis is amazing. We are so grateful that more of our Associates are on their way to a secure financial future.”*

—Stephanie Battles
Vice President
Human Resources



**Median participation rate for DC plans in the healthcare sector is 65%, according to Retirement Trends in Today’s Healthcare Market 2010.

Note: Results may vary based on the employer’s particular situation and other factors. Client testimonials do not imply an endorsement of any particular product or service.

Transamerica Retirement Solutions Corporation is not affiliated with Daughters of Charity Health System or Ropes & Gray.



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