



You're In Charge®

2016 IBI ANNUAL FORUM

EMPLOYEE WELLNESS

It's not just physical, it's financial

Lincoln Financial Group

CoBiz Financial

February 16, 2016



MEET YOUR PRESENTERS



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AGENDA

1. A CHANGING BENEFITS LANDSCAPE

- How did we get here?

2. THE FINDINGS: EMPLOYEES' FINANCIAL ATTITUDES

- Lincoln's research on employees' financial fears, needs and wants by generation

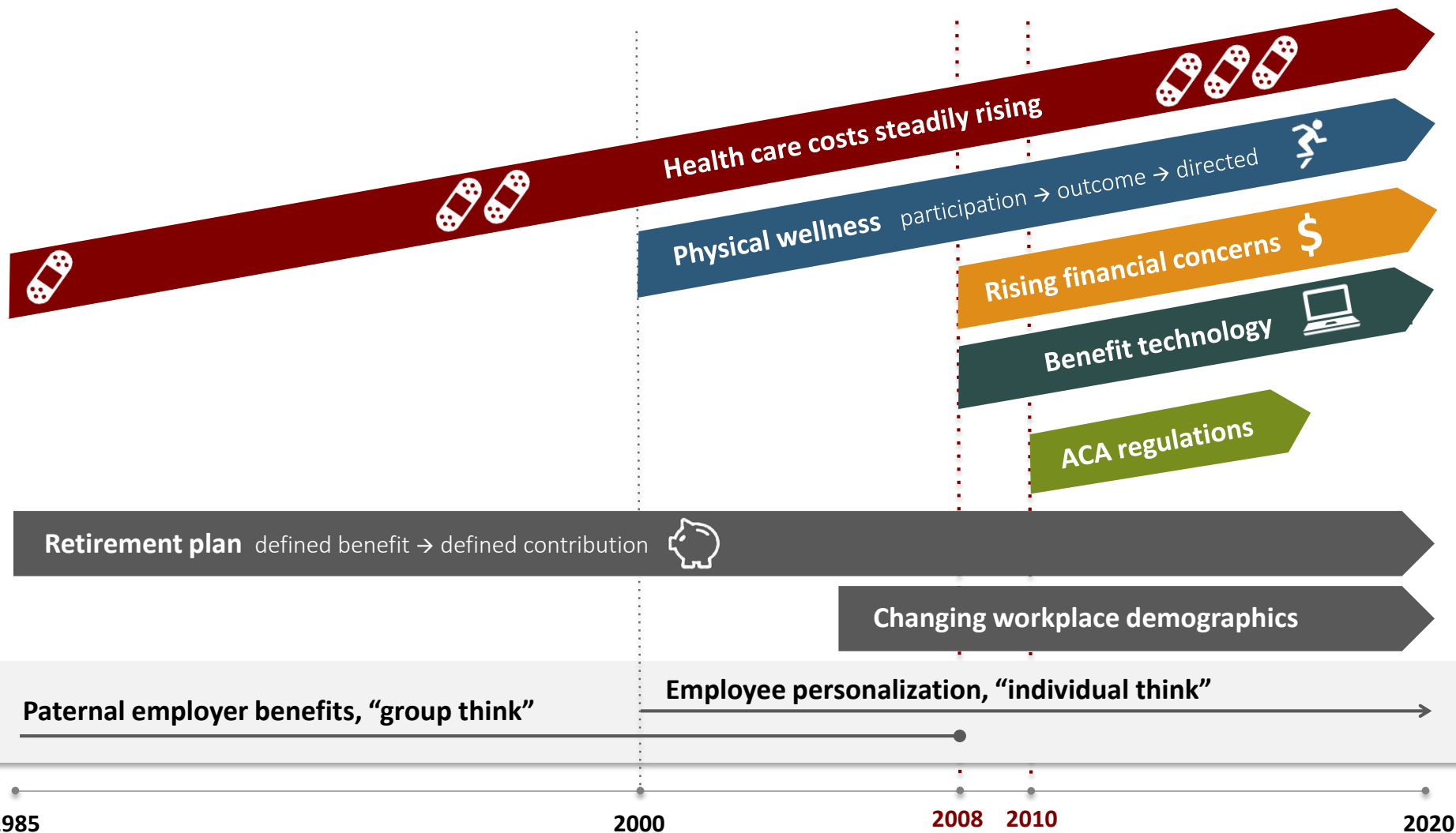
3. COBIZ APPROACH

- CoBiz's approach to financial wellness



A CHANGING LANDSCAPE

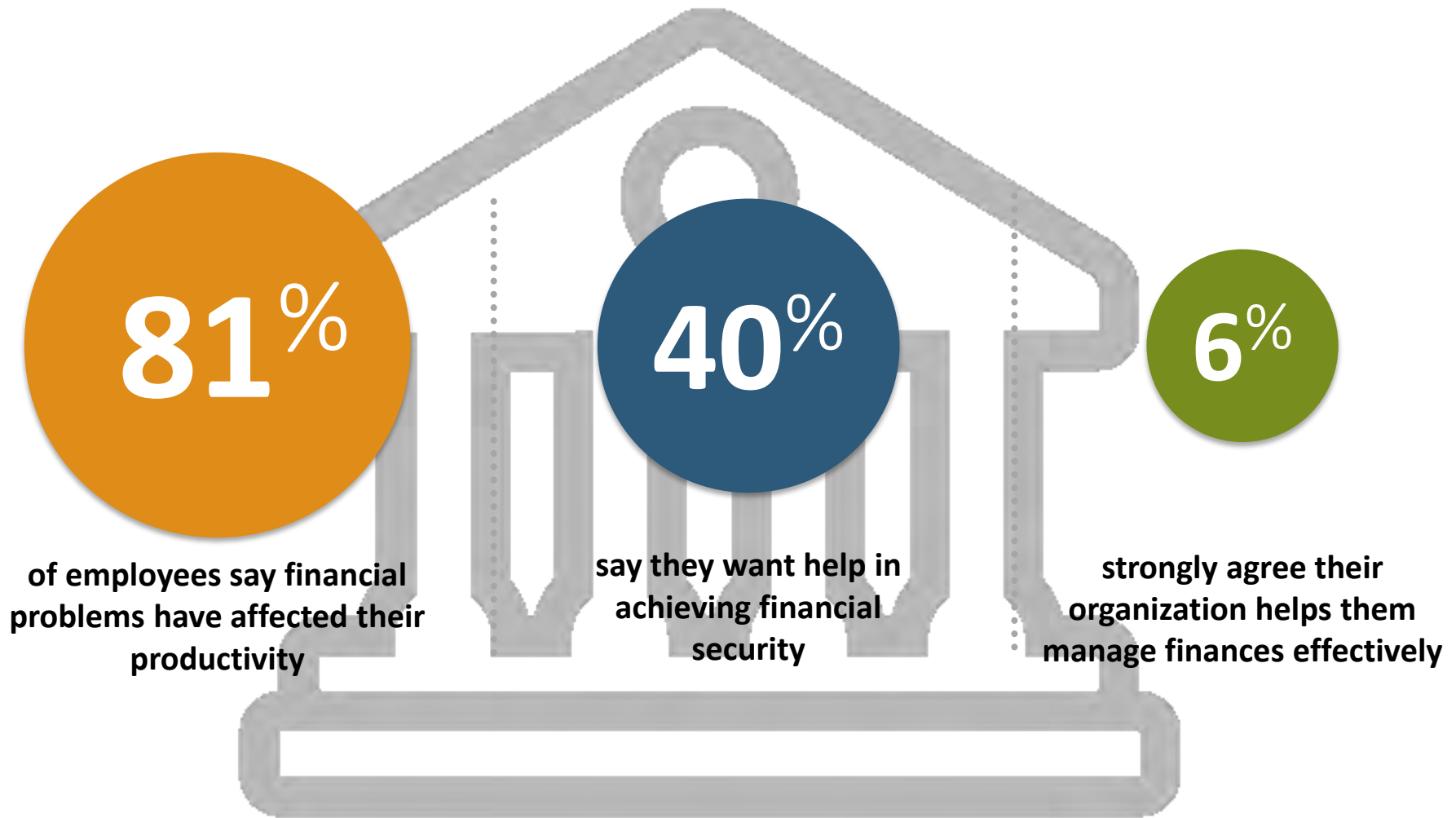
INDUSTRY EVOLUTION



WE HAVE THE BUILDING BLOCKS



THERE'S A MAJOR NEED FOR FINANCIAL WELLNESS



Sources: MetLife, *10th Annual Study of Employee Benefits Trends* (2012); Gallup Business Journal, *The Business Case for Wellbeing* (2010)

WHY IT MATTERS FOR EMPLOYERS

Dealing with personal money
matters at work...

60%

of total employees
admit to it

.....

75%

of *Millennial* employees
admit to it

Missing at least a partial day of work
due to money problems / stress...

40%

of total employees
admit to it

.....

60%

of *Millennial* employees
admit to it

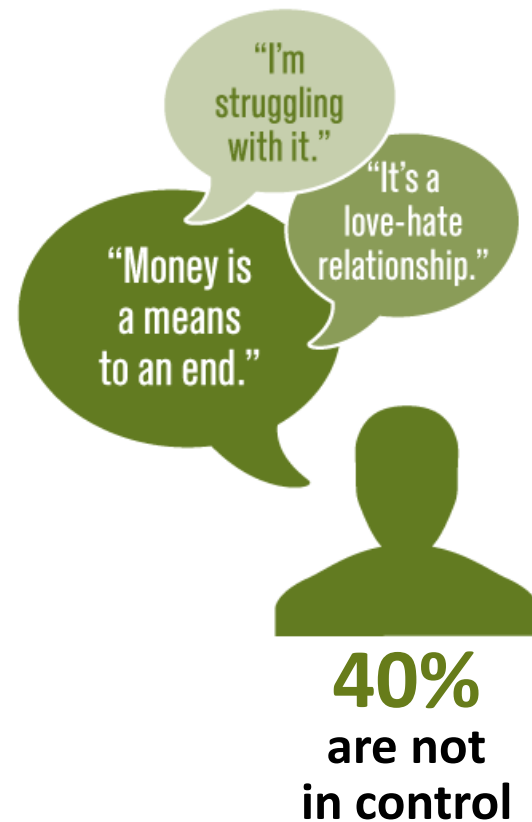
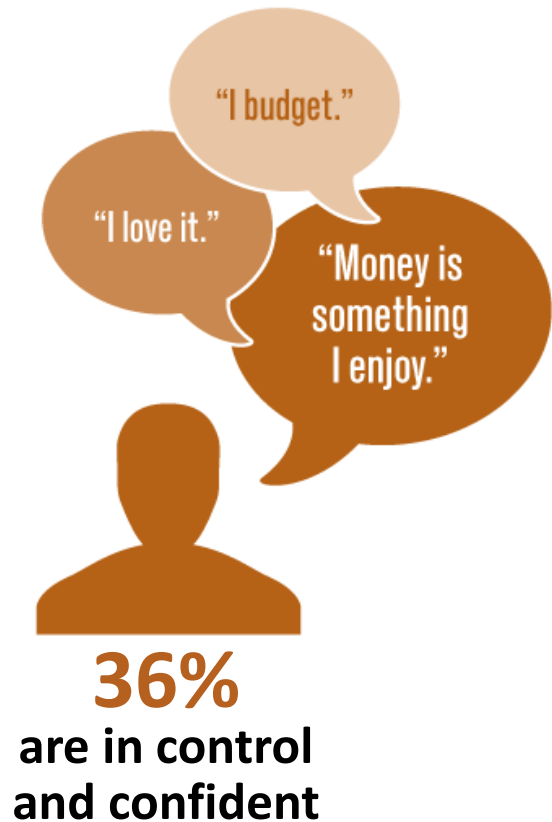
Source: Public Polling Policy Survey, Workplaceoptions.com, June 2015

THE FINDINGS

EMPLOYEES' FINANCIAL ATTITUDES

THE FINDINGS: EMPLOYEES' FINANCIAL ATTITUDES

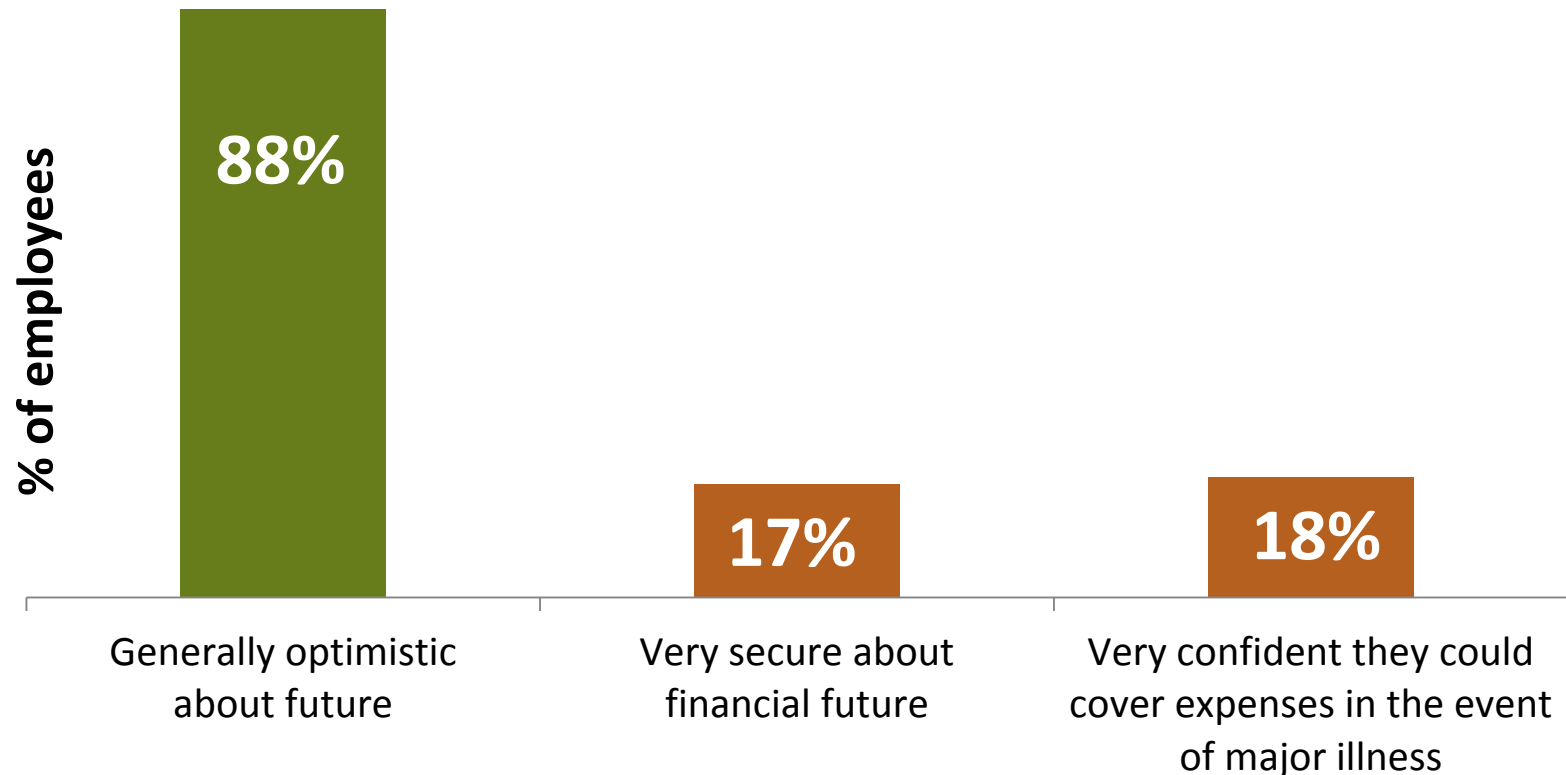
Relationships with money



Source: 2015 Study of American Consumers, Lincoln Financial Group, June 2015

THE FINDINGS: EMPLOYEES' FINANCIAL ATTITUDES

There's a big difference between overall optimism and financial security

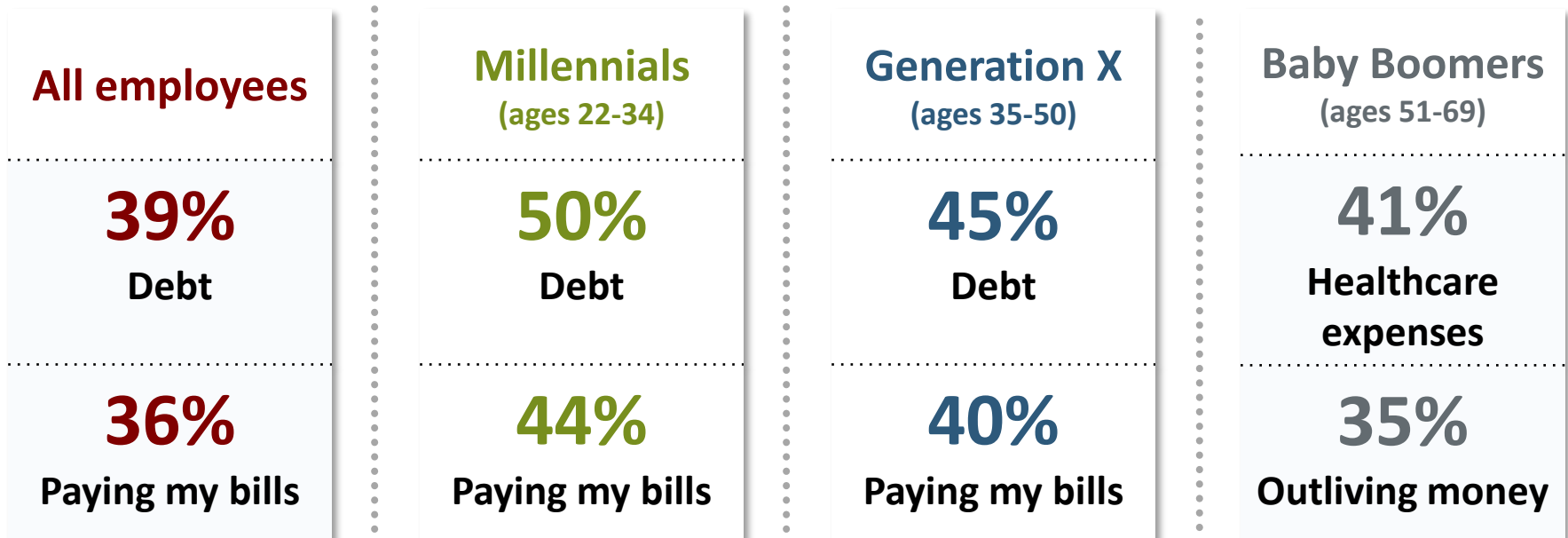


Source: 2015 Special Report: Measuring Optimism, Outlook and Direction (M.O.O.D.) of America on Employee Benefits, Lincoln Financial Group, March 2015

THE FINDINGS: EMPLOYEES' FINANCIAL ATTITUDES

Top financial concerns

Can I afford my short-term expenses?



Source: 2015 Special Report: Measuring Optimism, Outlook and Direction (M.O.O.D.) of America on Employee Benefits, Lincoln Financial Group, March 2015

THE FINDINGS: EMPLOYEES' FINANCIAL ATTITUDES

Top financial concerns

Will I be able to retire when I want to?

Employee concerns

1	Debt	39%
2	Paying bills	36%
3	Retirement planning	35%

40%

of employees say healthcare costs will negatively affect their ability to retire



Source: 2015 Special Report: Measuring Optimism, Outlook and Direction (M.O.O.D.) of America on Employee Benefits, Lincoln Financial Group, March 2015

THE FINDINGS: EMPLOYEES' FINANCIAL ATTITUDES

Top financial concerns

What if something happens to me?



25%

worry about loss
of household income
due to an unexpected
illness or injury



49%

say cancer is their top
health concern

Source: 2015 Special Report: Measuring Optimism, Outlook and Direction (M.O.O.D.) of America on Employee Benefits, Lincoln Financial Group, March 2015

THE FINDINGS: EMPLOYEES' FINANCIAL ATTITUDES

18% of employees feel very confident they could cover their current expenses if they were to suffer a major injury or illness

If something did happen, what would employees do to cover out-of-pocket expenses not included in their medical plan?



would tap into
a savings or
checking account



would use
a credit card



Would withdraw
from a 401(k)



would borrow
money from
friends/family

Source: 2015 Special Report: Measuring Optimism, Outlook and Direction (M.O.O.D.) of America on Employee Benefits, Lincoln Financial Group, March 2015

THE FINDINGS: EMPLOYEES' FINANCIAL ATTITUDES

Lack of knowledge about financial protection products

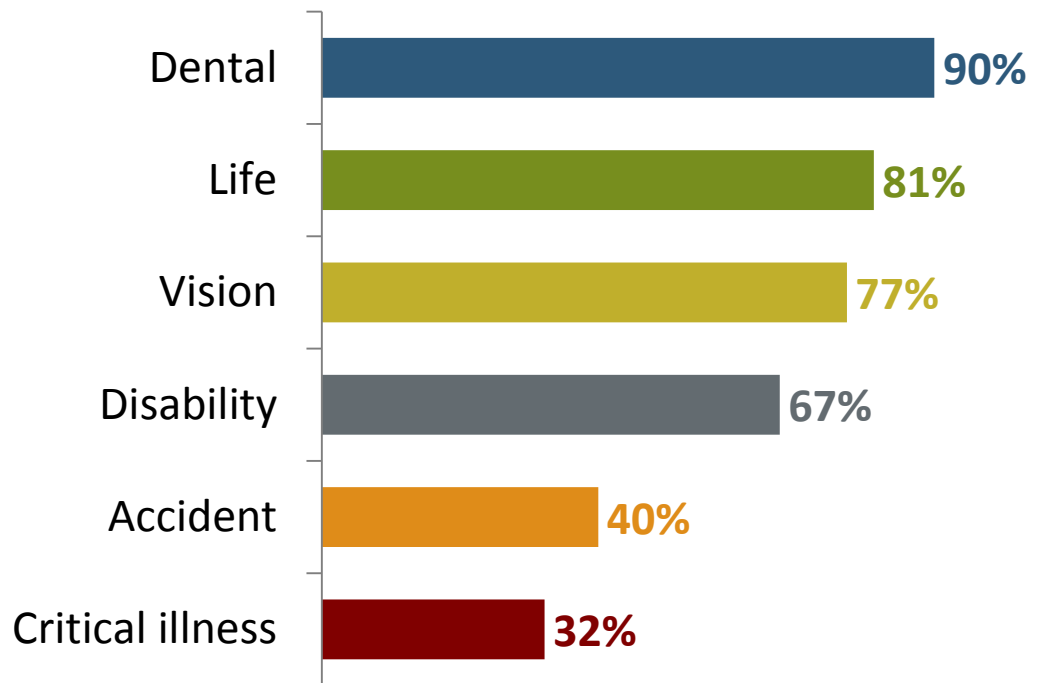
95%

say they are more likely to enroll in benefits they feel familiar with and educated about

37%

say the information they receive on benefits is easy to understand

Enrollment among employees offered...



Source: 2015 Special Report: Measuring Optimism, Outlook and Direction (M.O.O.D.) of America on Employee Benefits, Lincoln Financial Group, March 2015

THE FINDINGS: EMPLOYEES' FINANCIAL ATTITUDES

Need for more planning

55%

of total employees have
created a financial plan



55%

of Millennials

44%

of Gen-Xers

67%

of Baby Boomers

Source: 2015 Special Report: Measuring Optimism, Outlook and Direction (M.O.O.D.) of America on Employee Benefits, Lincoln Financial Group, March 2015

THE FINDINGS: EMPLOYEES' FINANCIAL ATTITUDES

Sources of financial advice and information

Millennials

37%



Friends, coworkers, family

25%



Employer

22%



Provider websites

Gen-Xers

35%



Friends, coworkers, family

27%



Provider websites

26%



Employer

Baby Boomers

27%



Friends, coworkers, family

23%



Financial advisor

22%

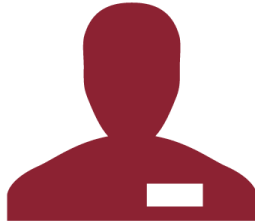


Provider websites

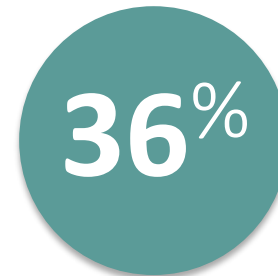
Source: 2015 Study of American Consumers, Lincoln Financial Group, June 2015

THE FINDINGS: EMPLOYEES' FINANCIAL ATTITUDES

Sources of information about *non-medical benefits*



HR department



Provider websites

Source: 2015 Study of American Consumers, Lincoln Financial Group, June 2015

COBIZ APPROACH

ABOUT COBIZ

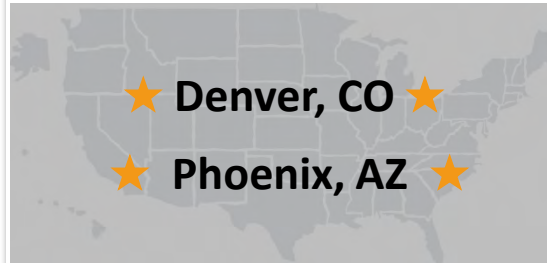
Lines of Business

Banking

Wealth management

Insurance

Locations



540
Employees



20 years



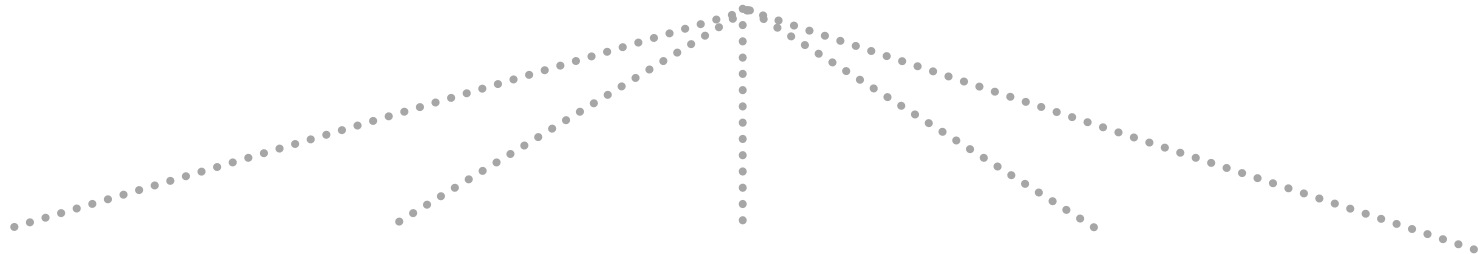
Total assets

\$3.5
Billion

STAKEHOLDERS



Financial wellness



Employee



Family



Employer



HR professionals,
C-Suite



Employer's
shareholders

OPPORTUNITY

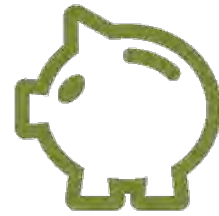
Engage and impact employees around all benefits



Medical



Dental



401(k)



HSA



Life, STD, LTD



Critical illness,
accident

What's working?



Packaged benefits system

EAP program

Financial counseling

Transparency

What's next?



More education

More customization

Off-cycle communication

Options for all generations

QUESTIONS?

SOURCES

About Lincoln's American Consumer Study

Results of the American Consumer Study are based on an online survey of 2,515 adults 18 years of age or older across the United States, conducted in 2015 by Lincoln Financial Group and Penn Schoen Berland. The sample was weighted to reflect the proportion of adults 18 or older by a variety of measures. The margin of error is +/- 2% at the 95% confidence level.

About the 2015 Special Report: Measuring Optimism, Outlook and Direction (M.O.O.D.) of America on Employee Benefits

Results for the Special Report: M.O.O.D. of America on Employee Benefits are based on a national survey of employees conducted by Whitman Insight Strategies (WINS) on behalf of Lincoln Financial Group. The research was conducted in early February 2015 among 933 employed adults ages 22-69. Data shown in this report is weighted to reflect the proportion of U.S. employees by gender, age, region, race and ethnicity based on data from the Bureau of Labor Statistics and the U.S. Census Bureau. The margin of error is +/- 3.1% at the 95% confidence interval for the entire sample.

Other sources

- Public Polling Policy Survey, Workplaceoptions.com, June 2015
- MetLife, 10th Annual Study of Employee Benefits Trends, 2012
- Gallup Business Journal, The Business Case for Wellbeing, 2010

Disclosure information

Insurance products are issued by The Lincoln National Life Insurance Company (Fort Wayne, IN), which does not solicit business in New York, nor is it licensed to do so. In New York, insurance products are issued by Lincoln Life & Annuity Company of New York (Syracuse, NY). Both are Lincoln Financial Group® companies. Product availability and/or features may vary by state. Limitations and exclusions apply.

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