



HealthEquity Demonstrates Operational Resilience

Before, During, and After Severe Weather Storms

HealthEquity brings together intuitive technology and remarkable customer service to enable millions of people to achieve wellness today and financial wellbeing tomorrow. HealthEquity is a non-bank Health Savings Account (HSA) custodian, which means they have the independence to focus exclusively on delivering the best possible HSA experience.

HealthEquity

- 12 million members
- 100,000+ organizations
- 170+ network partners
- \$15 billion assets under custody
- 24/7 onshore member services



Challenge: Severe Weather

During February 2021, back-to-back storms Viola and Uri brought unusually cold, snowy, and icy weather to the southern United States, which is not typically accustomed to dealing with such weather—especially for an entire week. These storms affected a large swath of the US including Texas and Kentucky, where HealthEquity has offices and a significant number of team members. Those storms caused massive infrastructure damage resulting in power outages, frozen and burst water pipes, and numerous severe and even fatal traffic accidents.



“Without Everbridge, our communications would not have been nearly as robust, nor effective. Our team was benefitted greatly by the Everbridge tool.”

Larry Trittschuh
Chief Security Officer, HealthEquity

Solution: Streamlined Communication for Operational Resilience

In anticipation of Viola and Uri, Everbridge notifications were pushed to all of the team members in the affected areas using templates to advise them of the looming storms. The first of those notifications was published via Everbridge on February 10, 2021.

As the storms arrived and the impact was found to be even greater in duration and severity than forecasted, HealthEquity's Crisis Management Team (CMT) began meeting to discuss options for how best to:

- Ensure the safety of their team members
- Handle operations including ensuring member service and meeting SLAs (Service Level Agreements)
- Communicate the decisions made to team members

Based upon that review, it was determined that they should close their offices in Irving, Texas and Louisville, Kentucky for Monday, February 15th. That message affected roughly 900 team members. As the week progressed, the CMT met each successive day throughout the week and evaluated conditions including multiple Everbridge Emergency Alerts and other sources of information. For the rest of that week, office closure notifications were sent to all HealthEquity employees in Irving and Louisville.

From February 10 through February 19, 6,795 total Everbridge notifications were sent to 900 team members who were impacted by winter storms Viola and Uri and other related events caused by the storms including internet/power outages, boil water advisories, closed office notifications, and more. By contrast, in the entire month of March 2021, HealthEquity only sent 3,543 total notifications.



Critical Business Issues Resolved:

- HealthEquity was able to keep team members and leadership notified as to the company's operating status during this critical time
- Based in part upon responses to Everbridge polling questions, HealthEquity was able to learn which team members were in the greatest need
- HealthEquity was able to use that information to provide critical resources to those team members in the form of alternate lodging and even bottled water for those who were without
- HealthEquity was able to determine which team members were unable to work due to lack of internet and/or power and rally resources from elsewhere in the company to cover for those who were unable to work.