



## COMPREHENSIVE FINANCIAL WELLNESS

T. Rowe Price's three-part financial wellness offer connects engagement with action to help employees build a firm financial foundation.



### Assessing current financial health

Determining where each individual is on their financial wellness journey



### Setting meaningful financial goals

Creating a path to financial wellness



### Make reaching goals automatic

Taking purposeful steps through cash flow management

# FINANCIAL WELLNESS THAT IGNITES ENGAGEMENT AND ACTION

## THE CONDUIT TO RETIREMENT READINESS.

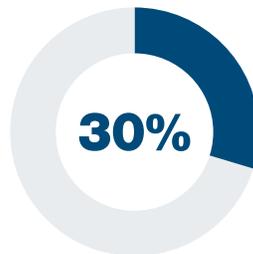
T. Rowe Price believes that giving individuals the ability to address their daily financial commitments allows them to better save for longer-term goals, including retirement. Our financial wellness offer connects engagement with action, empowering employees to build a firm financial foundation that allows them to save for retirement.

## THE CASE FOR FINANCIAL WELLNESS

**Living paycheck to paycheck is normal. Many American workers are challenged to make ends meet.**

- **Retirement balances are shrinking.** Many employees report that they cannot afford to save for retirement. Despite a savings goal of 15%, the average plan participant contributes only 8% of their income, and about 24% of eligible participants actually borrow against their 401(k).<sup>1</sup>
- **Employees are distracted.** Employees are distracted by their personal finances, which lowers productivity, increases turnover, and creates health care issues.

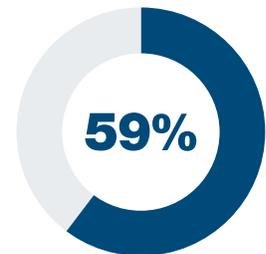
<sup>1</sup>2017 Retirement Confidence Survey, Employee Benefit Research Institute and Greenwald & Associates



of workers report worrying about finances while in the workplace



say that retirement and financial planning programs could help increase their productivity



carry credit card balances consistently

Source: PwC Employee Financial Wellness Survey, 2017

# TAKING FINANCIAL WELLNESS TO THE NEXT LEVEL

Changing behaviors is a key component of financial wellness. But doing so means overcoming behavioral and personal barriers. Our unique financial wellness program provides an effective mix of educational resources plus the ability to take action, which can help employees overcome the barriers that prevent them from building their financial foundation.

We believe individuals can get on the path to financial wellness with three steps: assessing your current financial health, setting goals to achieve financial stability, and creating a schedule to implement the goals with the help of an automatic cash flow management tool.



## ASSESS CURRENT FINANCIAL HEALTH

Determining where participants are on the path to financial wellness:

- **Confidence Number®** score to encourage employees to keep retirement top of mind
- **Online resources**, including financial planning calculators, videos, and the ability to link external investment accounts



## SET MEANINGFUL FINANCIAL GOALS

Shaping the participants' path to financial wellness:

- **Retire With Confidence®**, our foundational approach to participant communications, is designed to drive better outcomes through education on savings goals, likely retirement needs, and investment principles
- **SmartDollar®**, an optional, fee-based service that combines educational components with clear, progressive steps to help employees manage their personal finances



## MAKE REACHING GOALS AUTOMATIC

Taking purposeful steps toward financial wellness:

- **DoubleNet Pay**, a cash flow management tool, lets employees automatically work toward reaching the financial goals they set through SmartDollar, Retire with Confidence, and other financial wellness tools

**For more information about our financial wellness offer, please contact your T. Rowe Price representative.**