

BUILDING YOUR PRACTICE

Plan Health Pro®

Assess. Monitor. Improve.

Plan Health Pro® is an online resource to assess and monitor retirement plan effectiveness for better participant outcomes. The tool helps retirement professionals retain clients and develop new business through a systematic review of plan objectives, plan design, and regulatory responsibilities.

A Tool Designed to Provide a Process for Better Outcomes

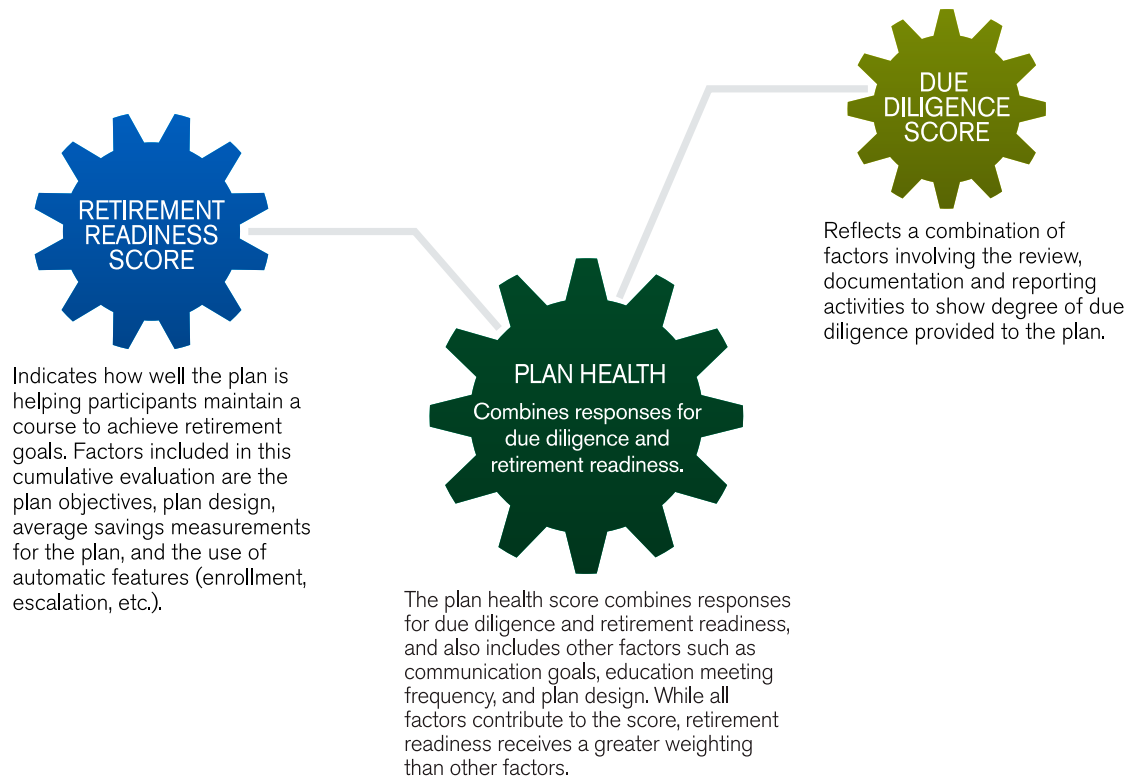
An effective review process is one important component of an advisor value proposition. Plan Health Pro helps establish a process for review starting with plan objectives and moving through plan design, investment objectives, participant communication, and due diligence.



The result is a summary report documenting retirement plan readiness, service responsibilities and areas for improvement. The report offers documentation for evaluating ongoing improvement toward plan objectives. Plan Health Pro also provides reporting for service responsibility areas of expertise to more accurately reflect plan features and participant demographics.

Understanding the Scores and Assessing Retirement Readiness

Plan Health Pro provides an assessment of retirement plan effectiveness. Scores are based on answers to questions falling into three categories: due diligence, retirement readiness, and plan health.

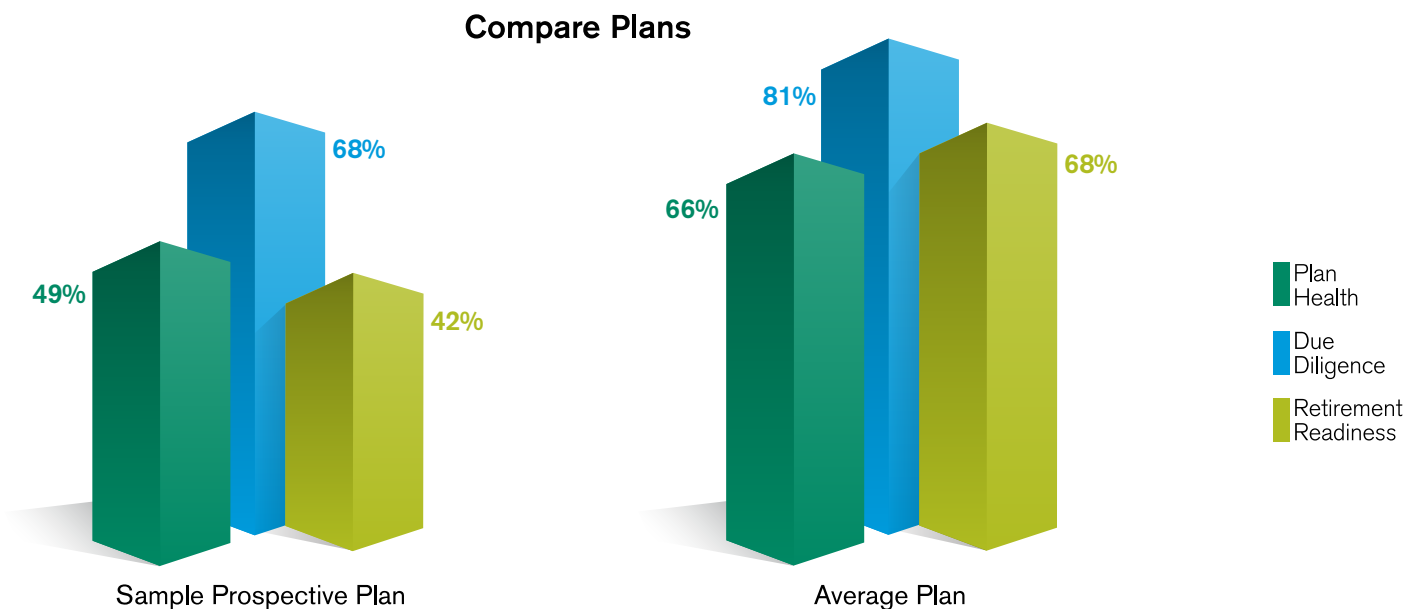


Prospecting New Clients with Plan Health Pro

Use Plan Health Pro to compare a potential new client's current plan to an average plan score from a broader survey or benchmarking report. This report may open discussion on current plan status and provide an opportunity to review plan objectives and identify areas for improvement to secure new business. For example:

SAMPLE PROSPECTIVE PLAN	AVERAGE PLAN
Low participation rate	Participation rate at 82%
Average deferral rate between 4% and 6%	Average deferral rate of a little less than 7%
Average participant balance of less than \$25,000. Plan administrative and investment reviews occur annually and no specific education goals.	Average participant balances of approximately \$114,000. Investment reviews occur quarterly and administrative reviews are conducted on an annual basis.

The following chart compares the summary report scores for each of these plans.



Source: Plan Health Pro® reports from a hypothetical prospect and average plan based on the 2016 59th Annual Survey of Profit Sharing and 401(k) Plans, Plan Sponsor Council of America

Plan Health Pro as a Retention Tool

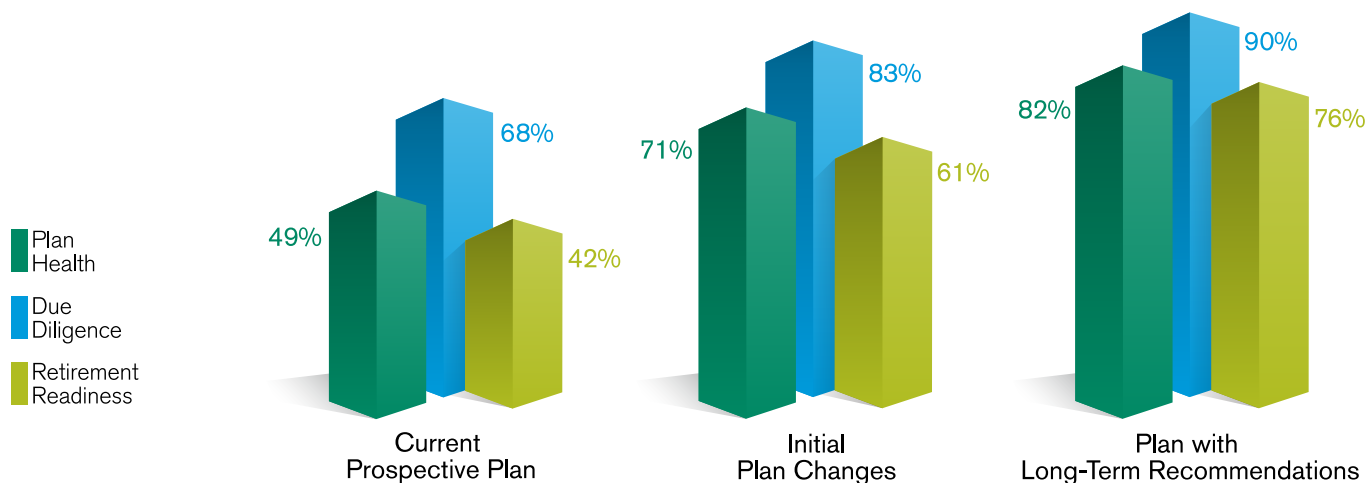
Plan Health Pro provides an opportunity for advisors to:

- communicate their value proposition
- establish strategies for improvement
- document a client's progress toward meeting plan objectives

For example, an initial strategy to improve our prospective plan may include recommendations to increase participation and savings through establishing specific education goals, incorporating targeted education, or increasing the frequency of investment reviews to semi-annual and implementing a company match. If maximizing participation and saving rates for employees is the goal, then adding plan design features could provide the long-term strategy.

Plans with automatic enrollment typically see participation rates in the high 80s to low 90s and automatic increase will move savings rates to the desired goal. Incorporating a qualified investment default alternatives (QDIA) and quarterly investment reviews with 3(21) investment fiduciary service could round out this strategy. The following chart compares scores for the current plan, as well as initial and long-term recommendations.

Identified Plan Design Changes Help Meet Goals



Source: American Century Investments 2017 Plan Health Pro® reports from a hypothetical prospect, proposed initial changes and long-term plan design changes

Striving to Achieve Retirement Success

American Century Investments is committed to working with advisors and consultants to help their clients reach financial goals for retirement. Plan Health Pro provides a tool for communicating an effective review process and articulating your value proposition — key elements in prospecting as well as retaining clients.

For more information,
contact a DCIO Sales Specialist.

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www.planhealthpro.com

