



## Financial Wellness Benefit Suggested Integration Language

Take full advantage of the financial wellness benefit available to your employees by inserting this language into your existing employee ecosystem.

### Language:

Through **American Trust**, powered by Financial Finesse, you have access to a **digital financial wellness hub** with articles, blogs, videos, and step-by-step guides to help you through life. **“Got the Job,” “Taking Leave,” “Starting a Family,” “Buying a Home,”** and **“Sending Kids to School”** are some of the guides you can find at [ffhub.com/americantrust](https://ffhub.com/americantrust). You also have access to **Aimee™, a virtual financial coach**, who can generate a personalized Financial Wellness Score™ based on where you are, and a **tailored action plan** to get you where you want to be in just a few minutes.

### Recommended places to include this language:

- Employee Intranet
- Open Enrollment Package
- Employee Benefits Page
- Disability/Leave packets provided when employees request leave
- Introduction of New Employee Benefits
- Life Changes or Life Events on HR Benefits Platform (i.e., buying a home, having a child, taking leave, getting married/divorced, etc.)