




Like ThedaCare, Principal® prides itself on our authentic culture and Midwest roots. We recognize and appreciate that ThedaCare is more than a healthcare system. Likewise, we believe we're more than a retirement plan service provider. We both understand the important roles our organizations play in the lives of our customers and communities.

We're here to help you drive success and meet the goals of your retirement program. In the following pages, you'll see what you can expect when you work with us. When you see , click to see a demo or watch a video (best viewed in Chrome).

Understanding the new normal

We understand the needs of your physicians, employees, and industry. We're here to listen and evolve to address your changing concerns and challenges.

Our healthcare clients¹

The healthcare industry has a seat on our client council, which provides the opportunity to help shape how we deliver our services, allocate IT resources, and build new products and services.

Total plans:
Over 5,100

Total assets:
Over \$43B

Total participants:
Over 1.2M

COVID-19's impact on healthcare organizations

- Leaner and ongoing remote teams
- Continued repurposing of staff and increasing telehealth opportunities
- Concern about 'stacked stress' and the ongoing mental health of staff and certain patient demographics
- Desire for digital acceleration
- Renewed focus on expense management
- Focus on returning to pre-COVID levels of service for preventative care, pediatrics, etc.
- Talent of the future: what will we need to compete for talent in the new normal?

COVID-19's impact on your participants

- Moving faster than ever before
- Trying to make sense of what the future holds
- Seeking simplicity with everything in one place
- Being forced to adapt to a more digital environment
- Increased risk of mental health issues with front-line employees
- Some consideration of retirement earlier than originally planned

Expertise to serve large complex healthcare plans

We handpicked each member of your service team to provide you and your participants with the highest level of service.



Jacquie Mohs
Senior Relationship Consultant,
Healthcare Practice Leader, and
Executive Sponsor
34 years industry experience

Helps drive Principal® strategies
for the healthcare industry.



Michelle Zevola
Senior Relationship Director
20 years industry experience

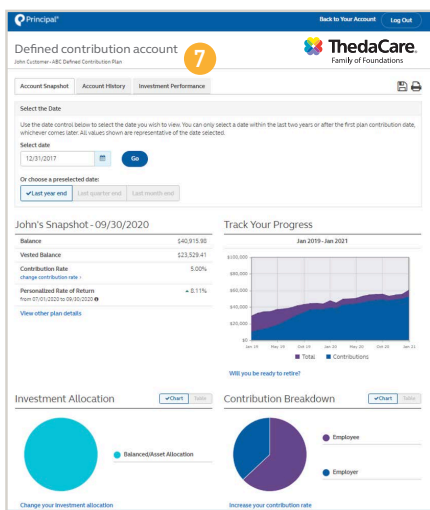
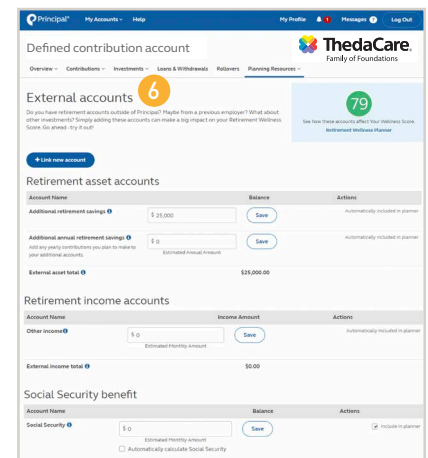
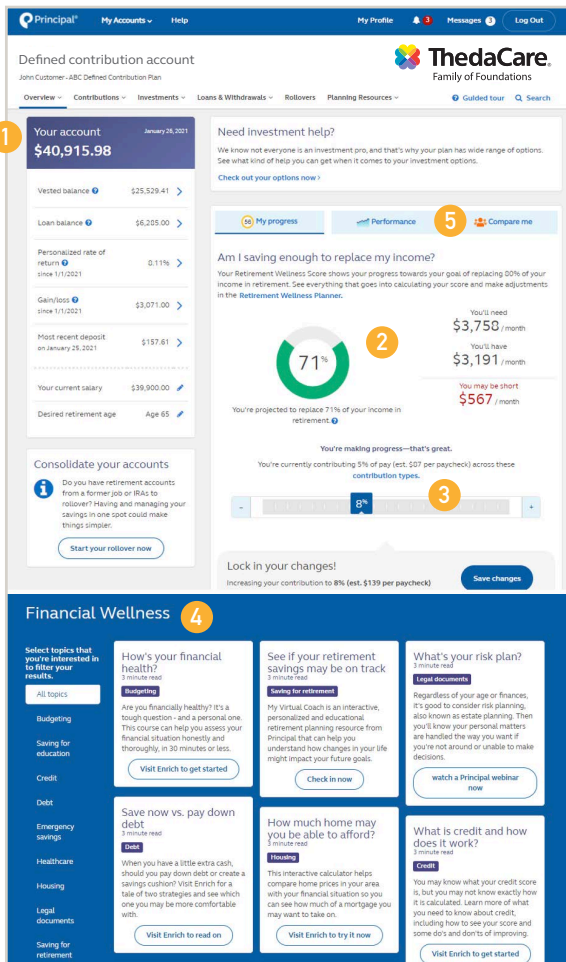
Attentively focused on healthcare clients, she helps meet the needs of your organization's plan administration, recordkeeping, employee engagement, and implementation management.

¹ Principal reporting as of June 30, 2020.

Making it simple for participants to take action

Our top-tier website is designed to help build confidence and contributions.¹ Participants get help with personalized planning, and it's quick to take action. 🌸

- 1 **Personalized dashboard** – Homepage is personalized, engaging, and designed with the goal to promote positive actions.
- 2 **Retirement Wellness Score** – A personalized score to see how well they're tracking toward their retirement goals. The score represents the estimated percentage of their pre-retirement income they may be able to maintain at retirement. 🌸
- 3 **Easy-to-take action** – If participants spot a savings gap, they can quickly take action to help get on track using the contribution change buttons.
- 4 **Financial wellness** – Easy access to resources and filters for individual interests.
- 5 **Compare me** – Shows how deferral and account balance compare with averages of their “on-track peers” who are set to replace 80% of their income in retirement.²
- 6 **External accounts aggregator** – By manually entering outside asset information into the Retirement Wellness Planner and using automatic account aggregation, participants get a more holistic picture of their total Retirement Wellness Score. Once the account is linked, they can visit the planner to view the balances of all their retirement accounts in one place. If you offer your employees an HSA through HSA Bank, HealthEquity, or Optum Bank, we can turn on even deeper integration. 🌸
- 7 **Online statements** – Award-winning quarterly e-statements are interactive, customizable, and on demand to let participants view what they want—and make it easy to change their contribution rate or investment allocation with just one click.³



46% higher average deferral among participants who use our digital experience⁴

¹ DALBAR's DC Web Monitor Program, June 30, 2020. The Principal DC participant website ranked #5.

² The average result experienced by participants in a defined contribution plan. Choices made by plan sponsors and their fiduciaries as well as the participants in those plans will impact the results. Participants may consider the average result, along with other factors, when deciding which change(s) may best suit their individual needs.

³ DALBAR Communications Seal of Excellence, December 2019.

⁴ Principal reporting January 1 through June 30, 2019. Compares participants who used the resources with those who did not. Images for illustrative purposes only.

Personalizing experiences to get and keep participants engaged

Experiences developed using the same digital strategies as retail websites, our platform centers on employees' entire interaction in one beautifully designed place.

IMEA ANNUAL STAR AWARDS: Digital Education winner¹

Principal® Real Start digital onboarding

Built with a deep understanding of behavioral finance, human-centered design, and choice architecture, individuals get help based on how they learn and interact.

Point-in-time conversations use simple, encouraging language to build confidence, clarify choices, and provide nudges. Plan-specific help includes:

[Getting started](#)

[Investment elections](#)

[Contributions](#)

[Rollovers](#)

[Beneficiary designations and more](#)

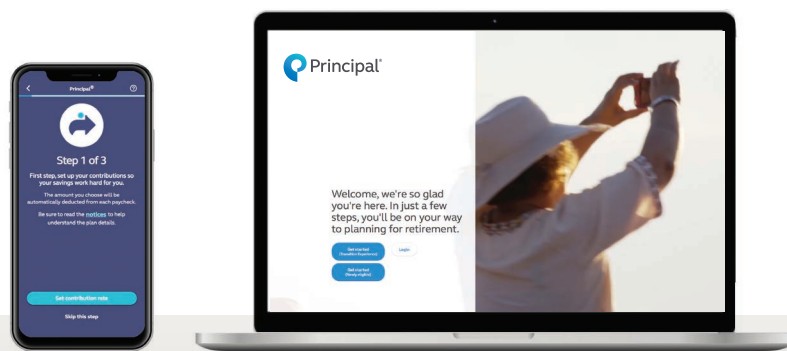
We're here to help get your employees on the right track with Principal® Real Start.

65% higher
average deferral than
other enrollment method²

Nearly 8%
average deferral rate³

More than 30%
deferring at least 10%³

**1 in 3 auto-escalate
up to 10%³**



MyVirtualCoach

This interactive, educational, digital experience cuts out the complicated jargon and makes topics easy to understand so participants can make informed decisions about retirement savings.

The educational conversations:

- Are personalized at the plan and participant level
- Are actually fun
- Allow participants to take action in the moment

Topics available:

- Transitioning to Principal
- Enrollment
- Savings
- Beneficiaries
- Annual checkup
- And more depending on plan design

My Virtual Coach can drive better results.⁴

- 10-point boost in Retirement Wellness Score
- 35% higher average deferral than non-users
- Over 1/3 are deferring 10% or more

¹ Investment Management Education Alliance 23rd Annual Star Awards, September 2019.

² Principal reporting as of December 31, 2020.

³ Principal reporting as of September 30, 2020.

⁴ Principal reporting from January 1 to December 31, 2019.
For illustrative purposes only.



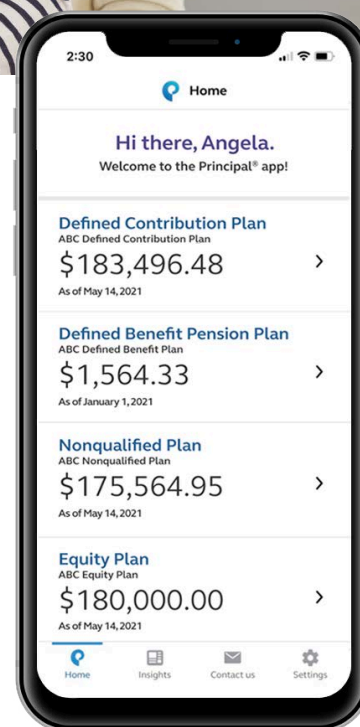
Putting retirement planning at participants' fingertips

24/7 account access on the go

The Principal® app makes it easy for participants to manage their account on the go and plan for their future. 🌸

Participants can:

- Enable facial and fingerprint recognition for quick, secure account access
- Quickly check in on their progress with their Retirement Wellness Score and an easy-to-read snapshot of how much they may need to save based on retirement needs.
- Easily self serve to:
 - Make contribution changes
 - Upload photo of roll-in check
 - Change investments
- Gain confidence as their progress is celebrated
- Access financial education to help better understand where they're at and reach their financial goals
- Receive push notifications (in development)



For illustrative purposes only

principal.com/onthego



Plus, we're fully transcreeating the experience in Spanish to help ensure content is culturally relevant and drives action from your Spanish speaking employees.

Rated 4.8
out of 5 stars!¹



19% higher
average deferral
rate for app users.²

¹ iOS App Store rating as of January 26, 2021.

² Principal reporting as of June 30, 2020.

Helping participants build confidence

Principal® Milestones – This financial wellness resource provides self-serve, personalized, online education to help participants increase knowledge and build their confidence. At no additional cost they can access:

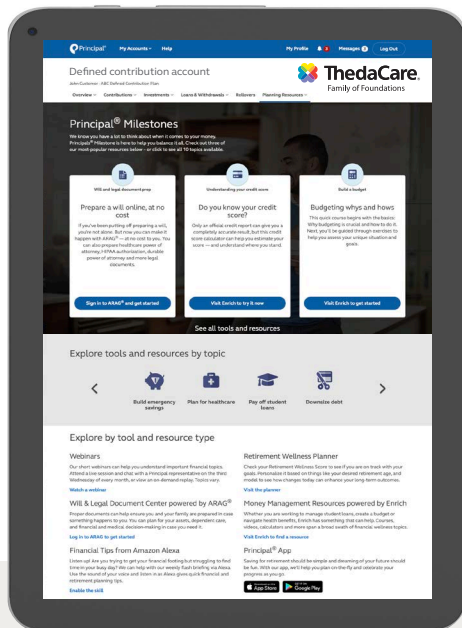
- Enrich® for unbiased financial education
- Enrich® Student Loan Repayment Program (through partnership with SoFi)
- ARAG to prepare a standard will and other legal documents

Access to over **16,000 scholarships** totaling more than **\$200 million** available through Principal® Milestones.¹

Nearly **28,000 individuals** have registered an account with ARAG and created nearly **49,000 legal documents**.¹

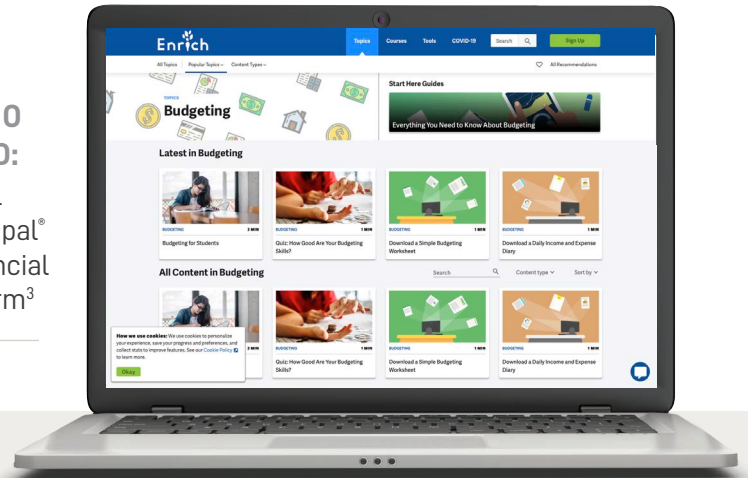
Our Principal® Financial Tips and Principal® Flash Briefing voice skills allow individuals to Ask Alexa or Google Assistant about their finances and get quick tip answers.

Amazon Alexa is a trademark of Amazon.com, Inc.



Average deferral is **38% higher** for participants who use Principal® Milestones.²

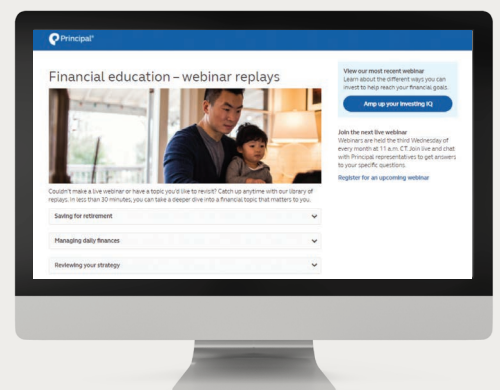
FCS PORTFOLIO SILVER AWARD:
Consumer Retail category – Principal® Milestones Financial Wellness Platform³



Financial education in under 30 minutes

Your participants' financial goals are unique and so is the path to getting there. Our award-winning webinar series is here to help along the way.⁴ In less than 30 minutes, participants can learn more about a financial topic that matters to them.

- Register for an upcoming webinar (every third Wednesday of every month at 11:00 a.m. CT)
- Catch up on their own time with a library of replays
- Popular topics available in Spanish



¹ Principal reporting as of September 30, 2020.

² Principal reporting for all clients who use Principal® Milestones as of June 2020.

³ Financial Communications Society Portfolio Awards, March 2019.

⁴ Investment Management Education Alliance (IMEA) STAR Awards, September 2020. For illustrative purposes only.

principal.com/learnnow

Seamless payroll integration

We understand how important payroll information is for accurate records that are vital to providing a robust participant experience and plan sponsor reporting. We help maximize this and make it easy with a full, seamless data loop. You can have confidence knowing we have extensive knowledge and experience working with Workday to build this for ThedaCare.

- **360° integration.** We work directly with Workday so you can provide the information to them and the data automatically flows to Principal, and our data flows back to Workday.
- **Dedicated payroll relationship manager** who provides support and helps manage the details between Principal, Workday, and ThedaCare to make it easier for your staff who use Workday's systems.
- **Easy file feed setup.** We can start with our pre-approved data file feed with Workday or build a feed just for your organization.
- **Experience working with Workday Cloud Connect for Benefits** to help provide you with simple, seamless file integration.

225 existing clients with Workday 360° or 180° integration¹

2021:
Additional 30 large market plans using Workday in-flight²



Protecting data to keep information safe

We take data security and privacy as seriously as our clients do. We're committed to protecting and safeguarding all personally identifiable information. And to help meet the important needs of our healthcare provider clients, we've structured our controls with HIPPA in mind to provide you confidence that we have the right controls in place to protect customer data.

Customer protection guaranteed³

When an employee takes three simple steps for their own protection, they're eligible for our Customer Protection Guarantee.

¹ Principal data as of December 31, 2020.

² Plans with \$200M AUM quoted as of January 31, 2021.

³ The guarantee applies to employer-sponsored retirement plans, defined benefit, and defined contribution and is effective for unauthorized activity that occurs after a participant has activated 2-factor authentication. Exclusions to the policy may apply.



Expertise from the DB plan service leader¹

As the number one service provider of defined benefit plans, we understand the challenges you face with your complex DB plan.¹ 

What you can **expect** from us:

Investment in defined benefit and cost predictability:

- Providing you cost predictability with comprehensive service structure
- Ongoing commitment and continuous investment toward improvements to the plan sponsor and participant experiences
- Seamless data management with virtually unlimited data storage, resulting in controlled costs at termination

Seamless integration of assets and liabilities:

- Proactive consulting from your dedicated actuary, backed by our team of consulting actuaries
- Funded status tracking on a termination liability basis with monthly reporting 8-10 days from the close of the month
- Close relationship with Ellwood on the LDI/ investment strategy to help ensure full coordination

Comprehensive outsourcing for daily operations:

- Comprehensive support for plan audits and Form 5500 filings
- Monthly verification of life audits and overpayment recovery service outsourced at no additional cost
- Unlimited benefit calculations using your exact formula (not a proxy) and call center support at no additional cost
- Online benefit elections, start to finish—supported by our call center
- Full assumption of service responsibility for retirees in pay status, freeing up your HR team's time
- Dedicated retiree contact center and website supporting bank account changes for ACH, print/download 1099R tax form, view payment history, and update personal contact information

Industry-leading comprehensive support for termination:

- We make available DB direct lending/loan origination program through Principal Global Investors
- Frozen plan termination consultation and administration
- Commitment to quote annuities for any selected group in the plan, especially critical given your size and cash balance component

¹ PLANSPONSOR Defined Benefit Administration Survey, May 2020. Ranking is based on total number of DB plans.

Delivering a full range of DB services and products to help meet your needs

Principal® Complete Pension Solution

Our patent-pending Principal® Complete Pension Solution bundles plan administration, actuarial consulting, custom investment construction, and risk-transfer strategy into a single, cost-effective solution. This state-of-the-art technology integration provides plan sponsors like you with a streamlined solution, start to finish, and will help ensure you have a strategy through the DB plan wind-down process. Plus, guaranteed access to an annuity quote to help ensure you can consider transferring risk to Principal when the time is right for your plan, including during tight markets.

Data management

Unlike some other providers, we don't limit the amount of data that our system can store, and there isn't an upcharge to store all participant data in our system. Let us take care of processing, auditing, and certifying the data—and avoiding any surprise bills. We'll also take care of future requests even long after the plan is terminated to help terminated participants and during a PBGC audit.

Actuarial flexibility and support

Principal actuaries can coordinate on administration, investment management, trust/custody, and risk transfer groups to help ensure smooth operation of the overall strategy. Or, by handing over actuarial services to Principal, you can benefit from:

- Lower actuarial fees
- Smoother coordination between all parties in risk management execution
- Direct personal connections between consulting actuary, PGI portfolio manager, Principal administration, and the Principal annuity group
- Universal access to data from our integrated asset liability reporting system

Pension risk management dashboard

Provides key interest rate and asset return data to help you make informed risk management decisions.





DB plan termination services

We'll work with ThedaCare to provide individualized consulting and support on all aspects of the plan termination.

Our services include, but are not limited to:

- Assistance in completing the required paperwork with the PBGC and IRS
- Providing all required communications to plan participants
- Distribution of funds per participant elections

Principal DB Plan Termination Center of Excellence Team

Work solely
on DB plan
terminations

Average
21 years'
experience¹

Cost competitive

Our plan termination service fees are very competitive, often up to one-third to one-half the cost of many other service providers.

Increased efficiencies

Our volume, streamlined processes, and deep experience allow us to optimize both your operational-efficiency and cost-efficiency.

Comprehensive data consolidation and cleanup

We conduct a thorough data audit during the onboarding process—well in advance of any future termination—to help reduce the burden or expense of data cleanup during a plan termination. This is a contrast to some other service providers that can charge several hundred thousand to one million dollars in order to certify benefits at the plan termination event.

Our approach can help relieve the HR duty of dealing with future data discrepancies post-termination. This helps ensure you're not held up by data when you're fiscally ready to terminate.

¹ Principal data as of December 31, 2020.



To the employees of ThedaCare on the
frontlines of the Coronavirus pandemic ...

We **applaud** you.

We **appreciate** you.

We **thank** you.





Retirement professionals provide education, which may be helpful in making personal retirement decisions. Responsibility for those decisions is assumed by the participant, not by any member of Principal®. Participants should regularly review their savings progress and post-retirement needs.

The Retirement Wellness Planner information and Retirement Wellness Score are limited only to the inputs and other financial assumptions and is not intended to be a financial plan or investment advice from any company of the Principal Financial Group® or plan sponsor. This calculator only provides education which may be helpful in making personal financial decisions. Responsibility for those decisions is assumed by the participant, not the plan sponsor and not by any member of Principal®. Individual results will vary. Participants should regularly review their savings progress and post-retirement needs.

Principal does not make available products related to health savings accounts.

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Principal Financial Group closed the acquisition of certain assets of the Wells Fargo Institutional Retirement and Trust business (IRT) on July 1, 2019. The transition, transfer, and integration of IRT business operations, employees, and clients will occur over the following 24 months. During the transition period, Wells Fargo Bank, N.A., a bank affiliate of Wells Fargo & Company, will continue to operate and service the IRT business for the benefit of Principal®, including providing recordkeeping, trustee, and/or custody services. Wells Fargo has not reviewed the content of the attached material and makes no judgment of its accuracy.

Any direct lending/loan origination program is based on a separate agreement between the applicable company and Principal Global Investors, LLC and is independent of, and not contingent upon, the provision of any other services or products offered by Principal or any of the Principal affiliates, including, but not limited to, any services offered to any pension, retirement or other benefit plan that may be sponsored by or affiliated with the applicable company. The applicable company, Principal and their respective affiliates, employees and agents acknowledge and agree that any debt financing transaction may not and would not be entered into, or be upon terms that are in any way, contingent upon, or in consideration of, any product or service relationship that Principal or its affiliates may have with any pension, retirement or other benefit plan sponsored by the applicable company or its affiliates. Principal Global Investors, LLC is an indirect subsidiary of Principal Financial Group.

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