

COVID-19 Impact on the Financial Health of Households in America

Using behavioral economics to improve financial health (Part 5)

- **Jennifer Statham**, Senior Vice President, Marketing & Analytics Officer, WSECU
- **Jamie Foehl**, Senior Behavioral Researcher, Common Cents Lab at the Center for Advanced Hindsight
- **Heidi Johnson**, Director, Behavioral Economics, Financial Health Network
- **Farhan Jadavji**, Director of Product Management, Payveris

[LINK TO RECORDING](#)

01:05	Introductions
04:20	Financial Health Network presented <ul style="list-style-type: none">- Overview of what behavioral economics is- Who do you reach with behavioral economics- How can behavioral economics be used during times of uncertainty- Application of behavioral economics- Examples/Results
11:40	Common Cents Lab presented <ul style="list-style-type: none">- Key approach to behavioral economics- Who do you typically work with- Financial behaviors/FI impact- Project examples
19:35	Evaluation of products to integrate behavioral economics Product testing and results
25:15	Getting started: Application of principles and testing
28:00	Key <u>take-aways</u> from implementation
29:50	Business case for investment; ROI measurement
36:00	Common mistakes or misconceptions
55:00	Lessons learned

Key take-aways from our recent webinar

Three immediate and actionable items:

- Automation and ease
- Value of getting started
- Get more people familiar with BE 101 to help get buy-in