

A better benefits experience for our members

The Pool has selected Lively as our preferred HSA and FSA provider to give participating groups a simpler, more flexible experience for HR teams and employees alike.

Why we chose Lively



Modern technology that makes benefits easier

Lively owns its technology end-to-end, delivering an intuitive experience, flexible integrations, and continuous innovation without the complexity of legacy platforms.



Service employees can count on

When employees need help, Lively makes it easy to get it—with responsive, U.S.-based support by phone, chat, and email.



One connected HSA + FSA experience

Employees can access their HSA and FSA in one intuitive app and use one Lively Benefit Access Card, while HR teams manage benefits through one streamlined experience.



Transparent value

For Pool groups, HSA administration is available at \$0, with no account or transfer fees for employees. FSA pricing is employer-paid and designed around each group's plan and eligible population.

Support that shows up

95%

of issues resolved on first touch

90%+

of calls answered in under 60 seconds

< 60 sec

average chat response

< 2 hrs

average email response