

Benefitfocus and New Balance to Showcase at HR Tech 2015 How Better Information Leads to Better Decisions

Benefitfocus, a leading provider of benefits management software, will demonstrate how data analytics, enhanced communication tools and user-centered design can drive employee engagement

LAS VEGAS--(BUSINESS WIRE)-- [Benefitfocus, Inc.](#) (NASDAQ: BNFT), a leading provider of cloud-based benefits management software, today announced that its Senior Vice President of Product Strategy, Annmarie Fini, will join Glenn Haskell, Benefits Manager for New Balance, onstage to present a joint case study during the HR Technology Conference in Las Vegas on October 19. The session, entitled "New Balance Drives Employee Engagement with Innovative Benefit Communication Tools," will showcase how New Balance deployed [BENEFITFOCUS® Marketplace](#) to engage employees in their benefit decisions throughout the year. In addition to the case study, Benefitfocus will showcase the solution for prospective clients throughout their booth and during a session entitled "Better Information = Better Decisions = Better Lives."

Moving from open enrollment to year-round engagement

Founded in 1906 and headquartered in Boston, New Balance is a global athletic footwear and apparel manufacturer with over 70 retail locations and 3,400 associates. Committed to the success of its associates, New Balance embarked on a multi-year journey to increase the health, wellness and financial well-being of its associate base. As part of this journey, Haskell and team selected Benefitfocus Marketplace as the foundation for a year-round enterprise benefits management platform.

"New Balance was built upon a foundational commitment to helping our associates achieve their full potential. This begins with a workplace that is safe and healthy," said Glenn Haskell, Benefits Manager. "In Benefitfocus, we found both a technology platform and partnership that allows us to engage our associates throughout the year in their health care decisions."

As part of the relationship, New Balance deployed Benefitfocus Marketplace to all 3,400 associates. The capabilities include online enrollment, a communications platform, video library and mobile application tailored to New Balance's unique brand identity. Behind the scenes, Benefitfocus Marketplace includes integration with nine benefit vendors, eliminating manual workarounds for the New Balance benefits team.

Unlocking the value trapped in benefits data

In other demonstrations, Benefitfocus will show how its Core & Advanced Analytics application is helping HR executives simplify how they design and administer their benefit investments while retaining top talent. Today, health care investments can represent up to 30 percent of total staffing costs. With [BENEFITFOCUS® Core & Advanced Analytics](#), HR executives can proactively manage that investment through:

- **Leading data analytics and reporting capabilities.** A suite of pre-configured reports lets HR executives quickly identify what's driving health care costs.
- **Clinical and predictive plan modeling.** Integrating the power of Johns Hopkins Adjusted Clinical Groups® (ACG®) System enables more accurate predictions of future health care costs based on chronic conditions.

"For our client community, the ultimate goal is often to help employees lead healthier, more productive lives," said Annmarie Fini, Senior Vice President of Product Strategy for Benefitfocus. "We work each day with that goal in mind, and strive to provide information and insights to help each employee lead a better life."

Prospective clients can [learn more here](#) and meet with Annmarie and the Benefitfocus team to learn more at:

- **Booth #2501** in the expo hall
- Platform walkthrough with Benefitfocus experts on **Oct. 20th, from 12:30 - 1:30 p.m.**
- **Session REW2: New Balance Drives Employee Engagement With Innovative Benefit Communication Tools** on **October 19th from 1:30-2:00 p.m.**

About Benefitfocus

Benefitfocus, Inc. (NASDAQ: BNFT) is a leading provider of cloud-based benefits management software for consumers,

employers, insurance carriers and brokers. Benefitfocus has served more than 25 million consumers on its platform that consists of an integrated portfolio of products and services enabling clients to more efficiently shop, enroll, manage and exchange benefits information. With a user-friendly interface and consumer-centric design, the Benefitfocus Platform provides one place for consumers to access all their benefits. Benefitfocus solutions support the administration of all types of benefits including core medical, dental and other voluntary benefits plans as well as wellness programs. For more information, visit www.benefitfocus.com.

Except for historical information, all of the statements, expectations, and assumptions contained in this press release are forward-looking statements. Actual results might differ materially from those explicit or implicit in the forward-looking statements. Important factors that could cause actual results to differ materially include: the need to innovate and provide useful products and services; changes in government regulations; the immature and volatile nature of the market for our products and services and other factors that could impact our anticipated growth; management of growth; fluctuations in our financial results; general economic risks; reliance on key personnel; our ability to compete effectively; our ability to maintain our culture and recruit and retain qualified personnel; privacy, security and other risks associated with our business; and the other risk factors set forth from time to time in our SEC filings, copies of which are available free of charge within the Investor Relations section of the Benefitfocus website at <http://investor.benefitfocus.com/sec.cfm> or upon request from our investor relations department. Benefitfocus assumes no obligation and does not intend to update these forward-looking statements, except as required by law.

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Benefitfocus, Inc.
Joan Damico, 843-284-1052 ext. 3527
pr@benefitfocus.com

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