

Benefitfocus and RedBrick Health Integrate Wellness Programs into Employee Benefits Platform

Consumer-driven private exchange platform supports wellness engagement and workforce health

CHARLESTON, S.C.--(BUSINESS WIRE)-- [Benefitfocus, Inc.](#) (NASDAQ: BNFT) and [RedBrick Health](#) are working together to help employers drive engagement in wellness programs designed to improve workforce health and drive healthy bottom lines. The companies announced that the award-winning RedBrick Health Platform will now be made available within the BENEFITFOCUS® Marketplace - allowing employers to incorporate a suite of health improvement and rewards elements directly into their benefits enrollment experience.

The Benefitfocus Marketplace is a powerful private exchange platform that uses data as the foundation to empower informed benefits enrollment decisions and optimized plan design and administration. The inclusion of RedBrick within the Benefitfocus Wellness Ecosystem provides Benefitfocus Marketplace users with quick, anytime access to wellness program participation and rewards progress with connectivity to the RedBrick Health Platform via a single sign on. Benefitfocus serves more than 25 million consumers on its platform.

"RedBrick Health is delighted to become an ecosystem partner of Benefitfocus, a company we've long admired," said Dan Ryan, chief executive officer at RedBrick Health. "By pre-integrating elements of our respective platforms, we can simplify delivery for shared clients, achieve a more efficient model for client onboarding and create a better experience for consumers."

RedBrick combines cutting-edge behavioral science, communications technology and data analytics tools to power engaging and effective employee health and wellness solutions. Their wellness solution is designed to focus on multiple elements that enhance employee engagement, boost participation and streamline administrative activities to save time and costs, including:

- The ability to better track and record year-over-year benefit cost impacts
- Health engagement tools and technologies including digital and live coaching, trackers and challenges, and optional integration of community activities
- Simplified reward administration including reward redemption for benefit discounts
- Price comparison for procedures or prescriptions to empower cost-conscious decision-making
- Data analytics for health, medical costs, trends and metrics to drive strategic wellness strategies

Benefitfocus will host a free webinar on how to deliver an effective wellness program on Tuesday, April 7, at 1:00 p.m. EDT. The webinar will discuss how to redefine health and wellness strategy including five research-backed principles for an effective wellness program design that nurtures engagement and positive health behavior. For more information or to register for the webinar, visit www.benefitfocus.com/events/new-paradigm-in-health-wellness/.

"Wellness programs are an increasingly integral part of our customers' benefit plans and we are very excited to add RedBrick to our thriving ecosystem of partners," said Benefitfocus President and CEO Shawn Jenkins. "By creating an extensible ecosystem of solutions with partners like RedBrick, we are giving employers the flexibility to really unlock the power of their benefits plans and bring them to life."

About RedBrick Health

RedBrick Health is a consumer health engagement company that helps organizations create real behavior change. By combining behavioral and clinical expertise with adaptive technology and an open platform, RedBrick produces a personal experience in web, mobile and live interactions. The company serves large, self-insured employers, insurers, providers, brokers and strategic distribution partners. Visit RedBrick at RedBrickHealth.com, read more at HealthInnovationBlog.com or follow the company at twitter.com/RedBrickHealth.

About Benefitfocus

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