

## Leading Employers Select Benefitfocus to Streamline Open Enrollment

### Herbalife, Embassy Management, BCforward and OneBeacon shift to cloud-based benefits management platform to help employees make better decisions

CHARLESTON, S.C., Nov. 9, 2017 /PRNewswire/ -- Benefitfocus, Inc. (NASDAQ: BNFT), a leading provider of cloud-based benefits management software, today announced Herbalife, OneBeacon, Embassy Management and BCforward have chosen [BENEFITFOCUS® Marketplace](#). All with diverse populations of over 1,000 employees, these companies transformed their approach to benefits administration with online and mobile tools that personalize benefits enrollment, put all of their employees' benefits in one place and automate administration.



"With Benefitfocus, the process of shopping for benefits is just like shopping for any other product online," said Travis McIntyre, Senior Director of Shared Services at BCforward. "The enrollment experience and communication tools make it easy to deliver highly personalized educational content to our geographically dispersed employees and the investment demonstrates we're committed to helping them make the best healthcare decisions."

Plan design has become more complex, with the average Benefitfocus customer now offering more than 15 different types of benefits. Both BCforward and Embassy Management will work with the [BENEFITFOCUS® Benefitstore](#) to design a tailored benefits offering that fills coverage gaps with voluntary benefits spanning financial, health and wellness. To help employees navigate additional choice in benefits, the Benefitfocus Marketplace will give employees personalized recommendations based on actual health care claims data.

For benefits teams, the platform makes it easy to execute a multimedia communication strategy to deliver personalized information and engage employees in benefits year-round. It keeps administrators on-track with real-time visibility into enrollment status, and automates workflows and complex data transmissions between the employer, payroll system and carrier. [BENEFITFOCUS® Account Services](#), a suite of solutions that streamlines enrollment and account management for FSA, HRA and HSA as well as COBRA administration, will also help employers like BCforward ease administrative burden by offering a single platform for all their benefits management needs.

"Benefits leaders have a great opportunity to reshape the entire benefits experience and use it as a key differentiator to attract and retain employees," said Shawn Jenkins, CEO of Benefitfocus. "This diverse group of companies all made the move to a cloud-based benefits management platform. They recognized the imperative to give employees access to better information to make better decisions. We're proud to be the technology partner they've entrusted to build a more empowered benefits team and ensure employees get the coverage they need."

For more information about the Benefitfocus Platform, visit: <https://www.benefitfocus.com/solutions>.

#### About Benefitfocus

Benefitfocus (NASDAQ: BNFT) provides a leading cloud-based benefits management platform that simplifies how organizations and individuals shop for, enroll in, manage and exchange benefits. Every day leading employers, insurance companies and the consumers they serve rely on our platform to manage, scale and exchange benefits data seamlessly. In an increasingly complex benefits landscape, we bring order to chaos so our clients and their employees have access to better information, make better decisions and lead better lives. Learn more at [www.benefitfocus.com](http://www.benefitfocus.com), [LinkedIn](#) and [Twitter](#).

*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; our ability to compete effectively; 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 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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