

Benefitfocus and Battelle to Showcase How Data Analytics Drive Better Benefit Decisions

Cindi Van Meir and Cheryl Hayter present case study on how integrating claims data drove double-digit enrollment in HDHP

CHARLESTON, S.C.--(BUSINESS WIRE)-- [Benefitfocus, Inc.](#) (NASDAQ: BNFT), a leading provider of cloud-based benefits software solutions, will co-present with [Battelle Memorial Institute](#) at the upcoming [Employee Benefit News Forum and Expo](#), Hilton Orlando Bonnet Creek on Thursday, October 1 at 2:00 p.m. Benefitfocus Product Manager Cindi Van Meir will join Battelle Senior Benefits Consultant Cheryl Hayter to discuss how Battelle increased HDHP adoption using [BENEFITFOCUS® Marketplace](#) and Core + Advanced Analytics solution.

Battelle successfully integrated personalized claims data and decision support tools to drive adoption in its HDHP program from 18 percent last year to 29 percent as of September 2015. "The shift to individual accountability in healthcare requires consumers to use their benefits wisely as well as the impacts of those choices to their financial wellness," said Van Meir. "The challenge has been arming them with the right information to make effective decisions. We've made it a lot easier to do so."

Key points to be addressed in the presentation entitled, "[Driving Better Benefit Decisions Through Data and Analytics](#)" include:

- Why today's benefits management systems fall short when it comes to driving HDHP participation and what you can do about it.
- Where to start with implementing CDHPs and how voluntary benefits can help provide more options
- How claims and biometric data make it simple to maximize the value of your health and wellness spend
- How to use the right data analytics to measure the success of your health and wellness program

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.

About Battelle

Every day, the people of Battelle apply science and technology to solving what matters most. At major technology centers and national laboratories around the world, Battelle conducts research and development, designs and manufactures products, and delivers critical services for government and commercial customers. Headquartered in Columbus, Ohio since its founding in 1929, Battelle serves the national security, health and life sciences, and energy and environmental industries. For more information, visit www.battelle.org.

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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