

King's Daughters Medical Center Selects Benefitfocus HR INTOUCH MARKETPLACE®**Benefitfocus provides software platform to automate benefit enrollment and administration for nonprofit healthcare provider**

CHARLESTON, S.C., Nov. 11, 2014 /PRNewswire/ -- [Benefitfocus, Inc.](#) (NASDAQ: BNFT), a leading provider of cloud-based benefits software solutions, today announced that [King's Daughters Medical Center](#) has selected the [Benefitfocus HR INTOUCH MARKETPLACE®](#) to support benefit enrollment and employee communication for its more than 3,300 Team Members. Headquartered in Ashland, KY, King's Daughters is a nonprofit hospital system with two hospitals and 13 outreach locations that serve 750,000 people across nine counties in eastern Kentucky, southern Ohio, and western West Virginia. By automating the exchange of data across benefit providers and payroll systems, *HR INTOUCH MARKETPLACE* allows King's Daughters to manage benefits information and activity for its workforce within a single online portal.



King's Daughters offers core medical coverage and voluntary benefits to its full-time and part-time Team Members. *HR INTOUCH MARKETPLACE* gives King's Daughters the ability to configure enrollment workflows that present the appropriate plan options and rates based on the Team Member's eligibility, tobacco usage and wellness participation. Through the portal's advanced reporting tools, administrators can evaluate enrollment data and plan participation to drive plan design decisions and communication strategies.

"The automated data exchange and administrative capabilities Benefitfocus provides enables our benefits team to be more efficient and better serve our Team Members," stated Maggie Hymer, Benefits Manager at King's Daughters Medical Center. "We believe the portal provides the necessary tools for communication, engagement and mobility to empower our Team Members to effectively navigate the selection process."

With the ability to access *HR INTOUCH MARKETPLACE* 24/7 from any web-enabled device, King's Daughters can offer its Team Members a more convenient way to complete enrollment, submit life event changes and retrieve benefits information year-round. User-friendly decision support features and educational videos are integrated throughout the enrollment workflow to provide Team Members with a better understanding of their benefit options. Interactive cost estimators, plan comparison tools and rich content libraries are also available during the enrollment process, creating a guided shopping experience that encourages Team Members to make more informed decisions.

"King's Daughters Medical Center demonstrates its commitment to its Team Members by making it a goal to be one of the best places to work in the healthcare industry and the local community they serve," stated Benefitfocus President and CEO Shawn Jenkins. "We are designing technology solutions to create an enrollment experience based on transparency, consumerism and choice, helping employers like King's Daughters drive smart decision-making and satisfaction across their whole workforce."

About King's Daughters Medical Center

King's Daughters is a locally controlled, not-for-profit, 465-bed regional referral center, offering comprehensive cardiac, vascular, medical, surgical, maternity, pediatric, rehabilitative, psychiatric, cancer, neurological, pain care, wound care and home care services. KDMC serves 750,000 people across nine counties in eastern Kentucky, southern Ohio and western West Virginia. For additional information, visit us online at [kdmc.com](#) or call 1-888-377-KDMC (5362).

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 23 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; 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; our ability to compete effectively; reliance on key personnel; our ability to maintain our culture and recruit and retain qualified personnel; changes in government regulations; privacy, security and other risks associated with our business; fluctuations in our financial results; general economic risks; 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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