

Hamilton Health Care System Selects Benefitfocus HR INTOUCH MARKETPLACE®

Premier healthcare delivery system adopts cloud-based technology to streamline benefits administration

CHARLESTON, S.C., Nov. 13, 2014 /PRNewswire/ -- [Benefitfocus, Inc.](#) (NASDAQ: BNFT), a leading provider of cloud-based benefits software solutions today announced that [Hamilton Health Care System](#) has selected the [Benefitfocus HR INTOUCH MARKETPLACE®](#) to support ongoing benefits administration and employee communication. Hamilton Health is a premier non-profit healthcare delivery system that owns and operates Hamilton Medical Center as well as several senior living and skilled nursing facilities across Northwest Georgia. *HR INTOUCH MARKETPLACE* allows Hamilton Health to centralize HR and benefits management processes in a central location while offering its workforce of more than 1,500 employees a more streamlined way to shop for and enroll in their benefits.



"We were seeking a benefits management solution to replace the manual workarounds and rigidity we experienced with our previous system," stated Lisa Dreer, Manager, Benefits and Compensation at Hamilton Health Care System. "Benefitfocus stood out as the technology provider that can help us address each of these initiatives and more. HR InTouch Marketplace offers the flexibility that allows us to simplify administrative functions moving forward and deliver a more engaging and satisfying enrollment experience for our associates."

Through an established network of data exchange connections, Benefitfocus automates the transmission of benefit enrollment data between *HR INTOUCH MARKETPLACE*, payroll systems and multiple insurance providers. This automation creates administrative efficiencies for Hamilton Health as they seek to maintain a competitive benefits package. Additionally, Hamilton Health can access flexible reporting and analytics features within the portal to gain visibility into plan participation and enrollment data for more strategic decision-making and employee communication.

HR INTOUCH MARKETPLACE is configurable to enforce unique eligibility and business rules at all levels, which enables Hamilton Health to present employees with all benefit options they are eligible for along with plan rates based on specific criteria such as tobacco usage. With the portal's mobile-friendly design, employees can enroll in their benefits from any web-enabled device with guidance from educational videos and interactive cost estimators. The BENEFITFOCUS® Plan Shopping App allows employees to compare plans and select the option that may be the most cost-effective based on their healthcare needs.

"Hamilton Health's mission is to be the region's first choice for healthcare and to excel in clinical quality as well as patient and community satisfaction," explained Benefitfocus President and CEO Shawn Jenkins. "We are excited to have Hamilton Health join the Benefitfocus community to help fulfil that mission. Our software is designed to provide the flexibility and scale that can help organizations like Hamilton Health rapidly respond to the accelerated pace of change taking place in the benefits landscape."

Hamilton Health went live on the Benefitfocus Platform last month prior to its open enrollment.

About Hamilton Health Care System

Hamilton Health Care System, located in Dalton, Georgia, is the premier health care delivery system in northwest Georgia. Hamilton's mission is to deliver quality services in a caring atmosphere for patients and their families. The non-profit system owns and operates Hamilton Medical Center (a 282-bed regional referral hospital), independent and assisted living facilities, four skilled nursing facilities, two low-income senior housing units, and a philanthropic foundation. Hamilton also contracts with Whitfield County to provide emergency medical services.

The stylization of Leonardo da Vinci's sixteenth century drawing of a man symbolizes Hamilton's concern for the total care and welfare of human beings. Since 1921, Hamilton Medical Center has stood as a symbol of innovative, distinctive and compassionate health care for northwest Georgia. Hamilton and the community have been united throughout history by common

purpose in service to others and bound by a mission to provide care to all.

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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