

Rush University Medical Center and Rush Oak Park Hospital Consolidate Benefits Administration with Benefitfocus HR InTouch Marketplace

Leading clinical partners implement cloud-based benefits management solution

CHARLESTON, S.C., June 17, 2014 /PRNewswire/ -- [Benefitfocus, Inc.](#) (NASDAQ: BNFT), a leading provider of cloud-based benefits software solutions, today announced that [Rush University Medical Center](#) and [Rush Oak Park Hospital](#) have implemented [Benefitfocus HR INTOUCH MARKETPLACE®](#) to consolidate the administration of all employee benefits into a single cloud-based enrollment portal. Located in downtown Chicago and a Benefitfocus client since 2012, Rush University Medical Center has expanded its relationship with Benefitfocus by onboarding employees of Rush Oak Park Hospital, its clinical partner and a key healthcare provider in the Chicago suburb of Oak Park. This decision creates an integrated benefits solution that streamlines benefits enrollment and employee communication while providing a suite of tools to facilitate compliance with the Affordable Care Act (ACA).



"Benefitfocus provides a proven solution that has allowed us to simplify administration, address regulatory changes and provide employees what they need to become informed healthcare consumers," stated Cindy Bik, Associate Vice President of Rush Health & HR Benefit Operations. "Using HR InTouch Marketplace to support both hospitals streamlines our enrollment, saving us time and resources. In addition, we are able to deliver a consistent and engaging user experience to all of our employees in the Rush community."

HR INTOUCH MARKETPLACE allows Rush administrators to configure the enrollment workflow based on business rules and employee attributes. Questionnaires can be incorporated to capture specific information during enrollment, such as tobacco usage, that can be used to calculate plan rates. *HR INTOUCH MARKETPLACE* also features reporting tools to pull employee enrollment data, census information or transaction history, offering Rush Hospitals the ability to monitor plan participation and keep track of the information for ACA reporting requirements.

With *HR INTOUCH MARKETPLACE*, employees navigate the enrollment process step-by-step with guidance from educational videos and plan comparison tools. The BENEFITFOCUS® Plan Shopping App allows employees to estimate out-of-pocket costs for different levels of coverage based on expected usage, creating transparency into the impacts of their healthcare decisions and behavior. Through the *HR INTOUCH MARKETPLACE* Document Center, Rush employees can upload necessary documentation for verifying dependents or reporting a qualified life event so administrators are able to approve benefit selections and changes more efficiently.

"Rush University Medical Center and Rush Oak Park Hospital share a set of values that serve as their roadmap to providing the highest quality care to their patients," said Benefitfocus President and CEO Shawn Jenkins. "We have enjoyed working with Rush and look forward to expanding our relationship by delivering an integrated benefits solution that will support a larger part of its healthcare community."

About Rush

Rush is a not-for-profit enterprise comprising Rush University Medical Center, Rush University, Rush Oak Park Hospital and Rush Health. Rush's mission is to provide the best possible care for its patients. Educating tomorrow's health care professional, researching new and more advanced treatment options, transforming its facilities and investing in new technologies—all are undertaken with the drive to improve patient care now, and for the future. Rush has more than 6,000 employees and faculty.

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; 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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