

RHA Management Services Selects Benefitfocus HR INTOUCH MARKETPLACE®**Cloud-based platform will inform RHA employees about eligibility for company and public-market benefits**

CHARLESTON, S.C., Oct. 16, 2014 /PRNewswire/ -- [Benefitfocus, Inc.](#) (NASDAQ: BNFT), a leading provider of cloud-based benefits software solutions, today announced that [RHA Management Services, Inc. \(RHA\)](#) has selected the [Benefitfocus HR INTOUCH MARKETPLACE®](#) to support benefits administration and to inform its employees of changes in eligibility due to the Affordable Care Act (ACA). Based in Asheville, N.C., RHA provides leadership and operational support for all RHA and Affiliated Companies across North Carolina, Tennessee and Georgia, including RHA Health Services, Inc., RHA Behavioral Health, RHA Howell and Addiction Recovery and Prevention. RHA will leverage *HR INTOUCH MARKETPLACE* to execute a more effective benefits enrollment and communication strategy for its decentralized workforce of more than 4,500 employees.



"The ACA expanded health insurance eligibility, and a number of our employees will have the option to seek lower-priced coverage in the healthcare marketplace," explained Cindy Kimmel, Director of Benefits at RHA Management Services. "Benefitfocus provides the communication tools we needed to help employees better understand their full range of options, including the value of our internal benefit offering so they can make the best decision for their circumstances. Their knowledge of the ACA and the broader benefits landscape makes us confident that Benefitfocus is the right technology partner to support our employees' benefit needs and overall business goals."

By integrating benefits-related data and activity in one place, the *HR INTOUCH MARKETPLACE* portal allows RHA to present employees with all the benefit plans for which they are eligible as part of a seamless and informative shopping experience. The public exchange notice is incorporated into the enrollment workflow along with acknowledgement forms to confirm employees review the required information and that they are aware of potential subsidies and coverage available through state and federal health insurance exchanges. Plan comparison tools, cost estimators and videos provide educational tools to employees as they navigate the enrollment process, helping them make more informed benefit decisions for themselves and their families.

Through its established data exchange network and administrative tools, Benefitfocus offers RHA the flexibility to design a benefits package that is tailored to meet the varying needs of their workforce. The portal's reporting features provide employers with a detailed view of plan participation and employee data in real-time with the ability to compare information over specific periods of time. In addition, the portal provides a suite of communication tools that allows administrators to create and deliver messaging to a target group of employees based on location, enrollment status or demographic.

"As a company that prioritizes the wellbeing of the individuals they support and its employees, RHA puts the needs of its people at the center of every decision," stated Benefitfocus President and CEO Shawn Jenkins. "We are proud Benefitfocus was chosen to support this people-centered approach. We are continuously developing our product roadmap to deliver software solutions that educate employers and employees on how to get the most out of their healthcare and benefit programs."

RHA and Affiliated Companies are scheduled to go live on the Platform prior to its annual enrollment period in Spring 2015.

About RHA Management Services

RHA Management Services provides the leadership and operational support for several health care industries, which support people in their communities. Leading and growing 501(c3) nonprofit companies in North Carolina, Tennessee, and Georgia, professionals in the fields of financial services, human resources, IT, quality assurance, and executive leadership excel at supporting RHA and Affiliated Companies achieve their mission to set the PACE for excellence in supporting people. RHA Management Services is the managing company for all RHA and Affiliated Companies, including RHA Health Services, Inc., RHA Behavioral Health, RHA Howell, Addiction Recovery and Prevention (ARP).

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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