

## Benefitfocus to Unveil New Technology and Present Data-Driven Strategies at One Place. 2015. Conference

### Leading benefits software provider helps customers deliver competitive consumer-driven health plans

CHARLESTON, S.C., Jan. 13, 2015 /PRNewswire/ -- [Benefitfocus, Inc.](#) (NASDAQ: BNFT), a leading provider of cloud-based benefits software solutions, has announced that its annual conference, [One Place 2015](#), will be centered around data-driven technology strategies that can enable insurance carriers and employers to tailor benefit programs to better meet consumers' needs. The company will also unveil its new advancements in benefits management software solutions during the conference Keynote Address from Benefitfocus President and CEO Shawn Jenkins.



One Place is the company's annual conference designed for benefits, insurance and HR professionals to share ideas and gain insight on how to capitalize on trends that are influencing the healthcare and benefits industry. The 2015 event will be held at the Walt Disney World Swan & Dolphin Resort in Orlando, FL March 9-12, 2015.

"One Place is all about helping companies stay at the forefront of benefits program optimization now and in the future," said Jenkins. "Our private exchange platform has become a hub for benefits data with more than 1,500 established data exchange connections, so we are excited to continue empowering confident, data-driven strategies for healthcare and benefits management with this year's conference."

Attendees will be able to choose from a wide variety of breakout sessions during the three-day conference, which will include deep dives into new Benefitfocus technologies announced at the keynote. Interactive panel discussions, case studies and community roundtables are also incorporated into the agenda to catalyze dialogue among industry professionals about healthcare and benefit trends that are impacting their businesses. Presentation topics also include:

- Private Exchange Landscape & Market Dynamics
- Sponsoring a Multi-Carrier Marketplace: Bringing It All Together
- Finding the Right Fit: Pros & Cons of CDHP
- Panel Discussion: Health & Wellness Benefit Trends Today
- Full agenda can be found at [www.benefitfocus.com/one-place-2015/agenda](http://www.benefitfocus.com/one-place-2015/agenda)

In its fifth year hosting the conference, Benefitfocus will add new features including software certifications through the Benefitfocus University. These sessions will offer current Benefitfocus clients hands-on training with the various applications within the company's portfolio of products with separate sessions for new and tenure clients. Additionally, Benefitfocus has invited its [Ecosystem Partners](#) to host sessions that will provide attendees the opportunity to earn continuing education credits from the HR Certification Institute.

For more information about One Place 2015, visit [www.benefitfocus.com/one-place-2015](http://www.benefitfocus.com/one-place-2015).

#### **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](http://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; reliance on strategic relationships, including with system integrators, 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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