

**Benefitfocus and Zions Bancorporation to Share Best Practices in CDHP Design & Adoption at Health & Benefits Leadership Conference**

**Attendees to hear how technology powers personalized plan design and supports employees in plan selection**

LAS VEGAS, April 13, 2017 /PRNewswire/ -- [Benefitfocus, Inc.](#) (NASDAQ: BNFT), a leading provider of cloud-based benefits management software, today announced Annmarie Fini, SVP of Product Strategy at Benefitfocus, and customer Diana Andersen, EVP & Corporate Benefits Director at Zions Bancorporation, will co-present at the [2017 Health & Benefits Leadership Conference](#). In their session, Fini and Andersen will review the benefits of Consumer-Directed Health Plans (CDHPs) and share best practices on how to design an exceptional benefits offering across a diverse workforce and guide employees to select the best-fit plan.



**What:** "Enabling Personalized Plan Design at Zions Bancorporation" - a session on how technology is enabling Zions' successful transition to CDHPs and to address today's challenging workforce needs - containing costs without compromising coverage, offering more benefit options, dealing with unprecedented regulatory change and communicating health and benefit options across multiple generations

**When:** Thursday, April 20<sup>th</sup> at 9:30 a.m. PT

**Where:** 2017 Health & Benefits Leadership Conference, Aria Resort & Casino, Las Vegas

"Our shift to CDHPs was driven by far more than bottom line savings - it's about providing our 10,000+ employees with options so each employee has the right plan to lead a healthy life," said Zions Bancorporation EVP & Corporate Benefits Director Diana Andersen. "Technology has been a great enabler in this, and I look forward to sharing how other organizations can use data and personalized communications to build a personalized benefits offering in a cost-effective way."

"The average employer on our platform now offers 15 types of benefits," said Benefitfocus SVP of Product Strategy Annmarie Fini. "Employees have become health care consumers, and employers that offer more options along with the tools and resources to guide their decision-making have an edge in attracting and keeping top talent. I am excited to speak alongside our long-time customer Diana and share how technology has helped Zions in plan design, enrollment and employee engagement in the new world of health care consumerism."

To register for 2017 HBLC and learn more about the session, visit [www.benefitsconf.com](#).

**About Benefitfocus**

Benefitfocus (NASDAQ: BNFT) provides a leading cloud-based benefits management platform that simplifies how organizations and individuals shop for, enroll in, manage and exchange benefits. Every day leading employers, insurance companies and the consumers they serve rely on our platform to manage, scale and exchange benefits data seamlessly. In an increasingly complex benefits landscape, we bring order to chaos so our clients and their employees have access to better information, make better decisions and lead better lives. Learn more at [www.benefitfocus.com](#), [LinkedIn](#) and [Twitter](#).

*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.*

To view the original version on PR Newswire, visit:<http://www.prnewswire.com/news-releases/benefitfocus-and-zions-bancorporation-to-share-best-practices-in-cdhp-design--adoption-at-health--benefits-leadership-conference-300439617.html>

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