

Benefitfocus to Share Best Practices on Plan Design for a Diverse Workforce at ISCEBS Symposium

Attendees to learn how to balance plan choice and personalization with rising health care costs to attract and retain top talent

DENVER, Sept. 14, 2017 /PRNewswire/ -- [Benefitfocus, Inc.](#) (NASDAQ: BNFT), a leading provider of cloud-based benefits management software, today announced Shandon Fowler, SVP of Product Strategy at Benefitfocus, will present at the [2017 International Society of Employee Benefits Symposium](#). In the session, Fowler will speak to the importance of choice in health coverage and share best practices for designing personalized plan offerings across a diverse workforce despite continually rising health care costs.



What: "The Power of Choice: Supporting Employees with Personalized Plans" - a session on how employers can use data analysis and communication to design and implement a broader benefits program that meets diverse workforce needs and improves talent retention and attraction without impacting the bottom line

When: Wednesday, September 20, 2017 at 10:45 a.m. UTC

Where: 2017 ISCEBS Employee Benefits Symposium, Hyatt Regency Denver, Denver, Colorado

"Those who administer health benefits to employees have two equal imperatives - providing choice to ensure each employee gets the right coverage and managing skyrocketing healthcare costs," said Benefitfocus SVP of Product Strategy, Shandon Fowler. "Making 'choice' work isn't easy, but diversifying benefits has a profound impact on attracting and keeping top talent. I'm excited to share a theory I've developed on 'The Long Tail of Benefits' and why employers need to go beyond traditional health care and into the new world of voluntary and lifestyle benefits."

To register for 2017 ISCEBS Employee Benefits Symposium and learn more about the session, visit <https://www.iscebs.org/Symposium/Pages/SymposiumOverview.aspx>.

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.

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