

## Benefitfocus Prepares for Open Enrollment 2018 with "Open Enrollment Success Week"

### 1,000 associates join Benefitfocus customers to share best practices and inspire new engagement tactics for benefits enrollment

CHARLESTON, S.C., May 5, 2017 /PRNewswire/ -- [Benefitfocus, Inc.](http://Benefitfocus.Inc) (NASDAQ: BNFT), a leading provider of cloud-based benefits management software, today wrapped up its second annual Open Enrollment Success Week—a two-week event dedicated to preparing associates and the clients they support for open enrollment 2018. More than 1,000 associates from the Benefitfocus customer success and technology solutions organizations, along with several Benefitfocus customers, convened at the Company's Daniel Island campus for over 90 sessions and workshops to educate on and inspire new ways to engage employees in benefits enrollment.



"2017 has been a year of uncertainty within the health care industry and we're proud to be the trusted partner for hundreds of employers and insurance carriers, helping them make sense of new benefit offerings, ever-evolving legislation and a changing technology stack," said Benefitfocus President Ray August. "We're constantly looking for ways to drive technological innovations in benefits management for our customers."

The Benefitfocus team spent the last two weeks analyzing the 2017 enrollment experience, identifying areas for innovation. Associates shared lessons learned and best practices to drive success for Benefitfocus customers, and sessions and workshops covered the latest advancements in benefits data and security, as well as new tools that will be available for open enrollment 2018.

Benefitfocus recently released its annual "[State of Employee Benefits - Industry Edition](#)" research report, which found employers across all industries have incorporated high-deductible health plans (HDHPs) into their offerings, requiring a very different approach to consuming health care. "This data, in addition to customer feedback and ideas discussed during Open Enrollment Success week, provide our associates and customers with the necessary insights to ensure open enrollment 2018 is even more successful than last year's," said August.

To learn more about the State of Employee Benefits research, visit <https://www.benefitfocus.com/state-of-employee-benefits>.

#### 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](http://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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