



## Benefit Link empowers businesses and their employees to make data-driven health insurance choices.

→ We implement Data Scoring<sup>sm</sup> to strategically analyze the health insurance options in the marketplace. Coupled with smart technology, this consultative relationship helps you identify the best health insurance plan(s) for your business, your employees, and their families.

### STRATEGY + LOGISTICS

Our customized strategies have saved our clients millions of premium dollars and our logistics have saved our clients countless hours of time.



- Proprietary algorithm-based employee health plan selection tool
- Unique calculated risk strategies
- Healthcare supply chain blueprint for reducing costs and improving care

### COMPLIANCE

We make it our mission to be experts in navigating the complex compliance landscape connecting the dots so that you don't need to.



- Detailed compliance review + alignment
- Affordable Care Act, Notices, COBRA, HSA, HRA + more
- Stay informed with our Legislative Brief publication

### EMPLOYER/EMPLOYEE PLAN ADMINISTRATION

Our client testimonials will tell you that no one takes care of their employee benefit plan details like Benefit Link. Our difference? We only involve you if needed.



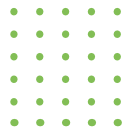
- Benefit program management
- Membership activity support
- Employee support + education (enrollment, claims, HSA set up)
- Custom enrollment + communication portal
- Personalized HR resources
- 3 Level Wellness resources + vendor integration

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→ **A COMPLETE OVERVIEW** For 20 years Benefit Link has been leading and managing employee benefit programs. Here are the personalized services we provide our valued clients every day:

<b>Strategy + Logistics</b>	Using our access to virtually all insurance and administration markets, we develop a customized strategy that defines objectives and outlines the logistics needed to accomplish your goals. We have saved our clients millions of premium dollars and countless hours of time.
<b>Compliance Ownership</b>	Any State or Federal law that touches your employee benefit program is our domain: • <i>Affordable Care Act</i> • <i>Annual Notices</i> • <i>COBRA/HIPAA</i> • <i>ERISA Notices</i> • <i>New York Paid Family Leave</i> Our exclusive Legislative Brief publication summarizes recent federal legislative developments in insurance and employee benefits for your information.
<b>Benefit Program Management</b>	We <b>will</b> make your life easier: Let us do the time-consuming iterations that go into creating and stewarding the right benefit program. Our client service motto is “We only involve you if necessary.”  At the focal point of your program is Open Enrollment: We handle all aspects--including technology, creation of communication materials, conducting employee meetings and organizing vendors--freeing you up to do what you do best.
<b>Membership Activity Support</b>	We handle all of the day-to-day activity with respect to enrollments, terminations and changes of your employees on eligible benefit plans, only involving you if needed. We finish the process with handling all aspects of COBRA--sending Notice letters and working with COBRA participants.
<b>Employee Support</b>	No one takes care of employees like Benefit Link. We roll-up our sleeves and help employees by intervening on their behalf, whether handling a difficult, time-consuming claim problem or helping to understand their benefits.  We also offer step-by-step assistance with enrolling on HRconnection® at Open Enrollment and new hire eligibility and help employees with Health Savings Account (HSA) set up and support.
<b>Enrollment Portal Optimization</b>	We optimize your existing enrollment portal into the management and logistics of your benefit program. If you currently do not use an enrollment portal, we offer clients a customized enrollment portal called HRconnection®. In addition to streamlining the enrollment process for efficiency, once fully utilized, HRconnection® becomes a branded intranet for your company!
<b>HRLink</b> including HR Community Buzz	HRLink is your private client portal. This personalized website is a comprehensive online resource that was designed with your unique business needs in mind. Discover a host of tools, services and resources that help you to collaborate, minimize risks, promote wellness, prevent losses and stay in compliance. It’s just one of the many innovative ways we support your business.  HRLink gives you access to thousands of HR professionals from all over the country through HR Community Buzz. Advice and sound boarding on an HR problem or issue is just an email away.
<b>HR Hotline</b>	HR Hotline gives you access to on-demand HR expertise and advice. HR professionals, available by phone or email, are ready to answer your HR-related questions.
<b>Compensation Statements</b>	When utilizing HRconnection®, communicating the ‘hidden paycheck’ to your employees is only a click away.
<b>3 Level Wellness</b>	No cost, low cost and cost vendor information is provided. We also coordinate and integrate vendors. Ask us how scientific and well-being wellness transforms healthcare and productivity.