

**For Immediate Release**

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**The Insurance Exchange Launches Private Exchange**

**Rockville, MD** – The Insurance Exchange announces the launch of the Bright Choices Exchange. This private insurance exchange is designed and operated by Liazon Corp., the industry leader in private benefits exchanges for businesses. Bright Choices Exchange is an online benefits store for medical and ancillary benefits that is changing the way employers and employees buy benefits. Bright Choices is a resource provided by The Insurance Exchange for our mid-sized and large employer clients nationwide looking for an alternative way to buy employee benefits.

See a video explaining Bright Choices - <http://www.tie-inc.com/portfolio/private-exchange-2/>

With Bright Choices employers use a **defined contribution funding strategy** to provide employees a **set amount of money** to select from a comprehensive array of benefit products (medical, dental, vision, life, disability, and much more). This funding strategy allows employers to control the rising costs of health care benefits by setting a **predictable budget** and employees will be able to personalize their benefits package and receive decision support tools to help them navigate the various benefit options available to them.

The private multi-carrier exchange is intended to help employers and employees save money by promoting competition, matching products to people's underlying benefits needs and activating greater employee engagement in health care, Liazon said. The exchange will be available nationwide on both a fully-insured (50+ employees) and self-insured basis (3,000+ employees). Employees now can shop from dozens of plan designs and multiple medical carriers, including Aetna, UnitedHealthcare and a panel of regional health plans, Liazon said.

“UnitedHealthcare helps consumers navigate the health care experience by creating simpler, more personalized plans and services,” said Elizabeth Winsor, CEO UnitedHealthcare National Accounts. “We believe our partnership with Liazon will give Bright Choices Exchange customers more choice and flexibility in their health care benefits.”

The Bright Choices Exchange features a suite of ancillary and other benefits, the company said, including pharmacy, dental, vision, life, disability, critical illness, accident, FSAs, HSAs, telemedicine, pet insurance, identity theft protection and legal plans from companies including Aetna, Allstate Benefits, CVS Caremark, Express Scripts, The Guardian Life Insurance Company of America, MetLife, OptumRx, Sun Life Financial and UnitedHealthcare, Liazon said

“In our six years of experience operating private exchanges, Liazon has found that through greater financial ownership, real choice, and an advanced shopping experience — both

employers and employees save money and enhance satisfaction with benefits,” said Ashok Subramanian, CEO and co-founder of Liazon. “This new marketplace advances private exchanges to a new stratosphere and will completely transform how benefits are delivered in America.”

Bright Choices offers a defined contribution platform for employers who can now offer more plan options and a broader spectrum of plan designs than were previously available to a single employer. The guided shopping experience begins with a questionnaire to collect the unique characteristics of each employee and then Bright Choices through a proprietary analytical engine, which uses statistical modeling, education and personal insights, can help build a combination of benefits plans for each individual’s coverage needs and budget, Liazon said.

Liazon has 2,400 employer clients including more than 500 mid-sized and large businesses and has been delivering its Bright Choices private benefits exchange to companies since 2007 through its distribution network of broker partners like The Insurance Exchange in the Washington DC Area.

### **About The Insurance Exchange**

Founded in 1967, The Insurance Exchange headquartered in the Washington, DC area is a large regional, high-service insurance brokerage and consulting firm focused on the mid-market (50 to 5,000 employees) with clients around the globe. The Insurance Exchange provides the premier client experience through a comprehensive single-source solution in our areas of specialty including: Health Care Reform/employee benefits consulting, commercial property & casualty, safety, loss control, bonding, risk management, claims management, personal umbrella, home & auto insurance, retirement plan services, wealth management, HR compliance, wellness programs, and international insurance (including war risk countries).

### **About Liazon**

Founded in 2007, Liazon Corporation operates the industry-leading private benefits exchange for businesses. Its flagship product, the Bright Choices® Exchange, is an online benefits store that is changing the way employers and employees buy benefits. Bright Choices helps employers manage their healthcare costs by setting predictable budgets through a defined contribution funding strategy while guiding employees to purchase better coverage of health, dental, vision, life, disability and other benefits. Liazon works with top national and regional insurance providers and supports more than 2,400 businesses nationwide through a distribution network of leading broker partners. Liazon was acquired by Towers Watson in November of 2013 for \$215 million in an effort to consolidate its health care exchanges and administration expertise and resources within the company’s new Exchange Solutions segment.

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