

## Choicelinx Introduces Benefits Insight

HOOKSETT, N.H., June 16, 2014 - When enrolling in a company's benefit program isn't easy or fast, both employers and employees can be impacted. A challenging process can hamper an employee's ability to make informed benefit selections and can even create negative perceptions of the benefits offered by their employer. For employers, the administration and management of benefits enrollment can consume valuable staff time. By examining the enrollment process from the employee's perspective, Choicelinx has simplified online enrollment and improved administrative capabilities for employers and their employees with its **Benefits Insight®** web-based product suite. View the demo on <http://www.choicelinx.com>.

Given the complexity of the marketplace and the different options available to employers, Benefits Insight offers a solution for human resource staff to save time using the suite's automated and paper-free alternatives for collecting, reporting and managing employee benefit enrollment data. Plus, the Benefits Insight employee portal helps employees by providing them with an easy-to-use web experience offers robust decision support tools that allow them to compare benefits and costs, finalize their decisions and enroll in their selected benefits.

"Seeking ways to attract and retain a highly-talented workforce, companies are offering more types of benefits; whether paid by the employer or benefits that are paid entirely by the employee. This can add to the confusion employees may feel during enrollment periods," **said Tracey Turner, vice president, product and marketing for Choicelinx.** "Meeting the needs identified through customer satisfaction surveys, we are helping employees understand their benefits with a simpler process, jargon-free language, and interactive tools designed to more clearly explain the choices available."

Benefits Insight offers employees side-by-side plan comparisons, cost modeling tools, educational materials, product calculators, videos and other information that engage employees in the benefits enrollment process. The suite is designed to offer an experience similar to how employees may shop and purchase other products online, and allows employees to see a running tally of how much will be taken out of their paychecks as they select plans.

For employers and consultants, Benefits Insight helps consolidate the management of benefits and carriers on a single, web-based platform for easy access to enrollment information, transaction reporting that helps employers reconcile their carriers' bills, and other benefits administration tasks. For Choicelinx clients with Cigna medical or voluntary benefits, the base platform is available at no additional cost, offering employers and consultants a comprehensive yet cost-effective solution for today's benefits administration challenges.

For more information, contact Ken Barlotta or Tracey Turner at 603.314.6000 or [info@choicelinx.com](mailto:info@choicelinx.com).

### About Choicelinx

Choicelinx Corporation is a benefits technology and services company specializing in helping employers, brokers and carriers automate benefit administration and enrollment processes. Our customized benefits enrollment applications help employers better engage employees when making important purchasing decisions impacting for their family's health and financial protection. Choicelinx is headquartered in Hooksett, New Hampshire. Choicelinx is a wholly-owned subsidiary of Cigna Corporation and services both Cigna and non-Cigna clients. To learn more about the Choicelinx solutions, visit the company on the web at [www.choicelinx.com](http://www.choicelinx.com).

### About Cigna

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