

About Liazon and Bright Choices

About Liazon

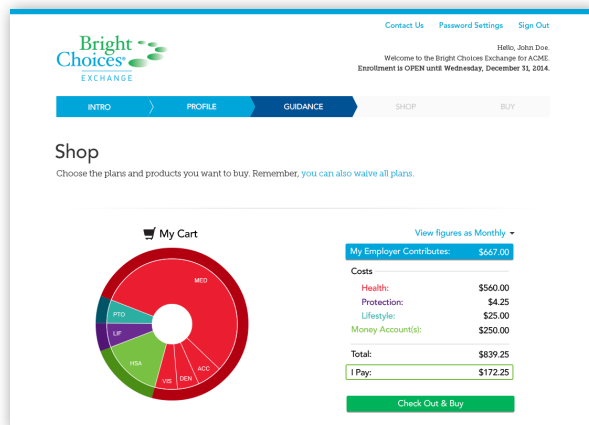
Liazon is reinventing the employee benefits model in the U.S. The Company has saved employers millions of dollars while expanding employee choice and coverage through the Bright Choices® Exchange, where employees buy benefits online that fit their individual needs using money allocated by their employer.

The company was founded in 2007 by an entrepreneurial team of leaders from the health care and insurance industries. They set out to address the myriad of problems within the health care and insurance systems and dedicated the company to developing a better way for employers and employees to buy benefits. Liazon was acquired by Towers Watson, now Willis Towers Watson, in 2013.

45% of employers are considering, or have already adopted, a private exchange for their full-time active employees by 2018, according to a 2013 employer survey conducted by the Private Exchange Evaluation Collaborative.

The Bright Choices Exchange

The Bright Choices Exchange, Liazon's flagship product, is the industry-leading private benefits exchange in the U.S. Rather than the usual "one-size-fits-all" approach, Bright Choices gives employers and their employees the ability to personalize their benefits portfolio based upon their budget and needs.



Using a Defined Contribution strategy, employers determine a set amount of money to allocate to each employee for benefits. Employees use that money to "shop" in the exchange, where they choose from a variety of health care plans (from traditional Point of Service, to PPOs, EPOs, HMOs and high-deductible HSA-qualified plans), accident, critical illness, life, disability, HSAs, FSAs, health coaching, telemedicine, legal plans and even pet insurance. Liazon has formed unique relationships with the top national and regional carriers to bring employees a variety of plan options across a range of characteristics and price points.

Bright Choices helps employees find the right plans for them with sophisticated decision support technology that's simple to use. The open enrollment process is completed in just three steps:

1. **Complete Profile:** After logging in, employees will be directed to fill out a questionnaire about their health, financial status, risk tolerance, and preferences.
2. **Shop for Benefits:** Next, they are provided with a personalized recommendation based on their answers to the questionnaire, and can see what other plan options are available. Employees can take advantage of educational information and plan comparisons to make decisions.
3. **Buy Benefits:** Employees lock in their personalized portfolio of plans to complete the enrollment process.



World-Class Support

- Employees and their families are assisted by sophisticated decision support technology that is simple to use. It provides step by step guidance and education to help employees build a custom benefits portfolio that provides the coverage they need.
- Bright Choices streamlines benefits administration for employers and operates as a fully functional web-based administration platform to handle all enrollment, eligibility, carrier data feeds, and reporting.

Benefits to Employers

- **Predictable Benefits Costs.** Employers can set an affordable budget that makes sense for the company and take control over unpredictable annual increases.
- **Streamlined Benefits Program Management.** Bright Choices allows employers to offer a broad arrange of benefit options while at the same time, consolidating and simplifying benefits administration.
- **Higher Employee Satisfaction.** Employees better understand their benefits options and appreciate and value their benefits dollars more.

Benefits to Employees

- **The Right Benefits for Their Needs.** They get the benefits they want and need based on their individual and family circumstances, all from top national and regional providers.
- **Better Understanding of How to Use Their Benefits.** A recent survey showed that by using Bright Choices, a majority of employees better understand what health insurance covers and what their other benefits are for.
- **And they often save money too** because they only pay for the benefits they want.

**You control costs. Your employees are happy.
That's the advantage of Bright Choices.**

Contact us today to learn more!

Fast Facts

Founded: 2007

Acquired: By
Towers Watson,
now Willis Towers
Watson, in 2013

Customers Served:
Ranging in size
from 10 to 10,000+
employees

Flagship Product:
Bright Choices
Exchange – an
industry-leading
private benefits
exchange

Benefits Offered:
Medical, dental,
vision, life,
disability, accident,
critical illness,
hospital indemnity,
HSAs, FSAs,
health coaching,
telemedicine, legal
plans, PTO buy-
up, identity theft
protection, and pet
insurance

Website: liazon.com

