

Individual Off-Exchange

Powering a Connected Individual Off-Exchange Experience

The off-exchange market presents unique challenges for health plans. Quoting and activating clients can be an inefficient, expensive, and complex process. Health plans often maintain disparate systems and processes, leading to data issues, delays, and a suboptimal customer experience.



Supporting Health Plan Operations

Benefitplace™ offers configurable workflows and integrations to help health plans manage the complete individual off-exchange lifecycle. The solution provides:

- ✓ Tailored workflows for off-exchange quoting, enrollment, and renewals
- ✓ Configurable, brandable application experience
- ✓ Automated backend processes connected to membership systems
- ✓ Role-based access for brokers, agencies & plan users
- ✓ Supports general agencies and hierarchies
- ✓ Third-party quoting integrations available
- ✓ Binder payment capabilities and reporting tools
- ✓ Mobile-first responsive design
- ✓ Optional CRM integration



Broker-Friendly Platform

Designed to support brokers with tools that create a connected, consistent experience across the off-exchange journey, including:

- ✓ Dashboard to manage book of business
- ✓ Broker smart link to stay associated with consumers
- ✓ Supports broker-assisted or consumer-direct shopping
- ✓ Plan curation with favorites and decision support tools
- ✓ Integrated binder payment and invoice presentment
- ✓ Automated communications to consumers
- ✓ Third party quoting integrations supported



Simple, Guided Consumer Experience

Benefitplace supports an intuitive self-service experience for individuals shopping off the exchange. Features include:

- ✓ Configurable marketing entry page
- ✓ Minimal initial data entry to begin quoting
- ✓ Plan comparison and decision support tools
- ✓ Access to ancillary products within the shopping experience



End-to-End Automation

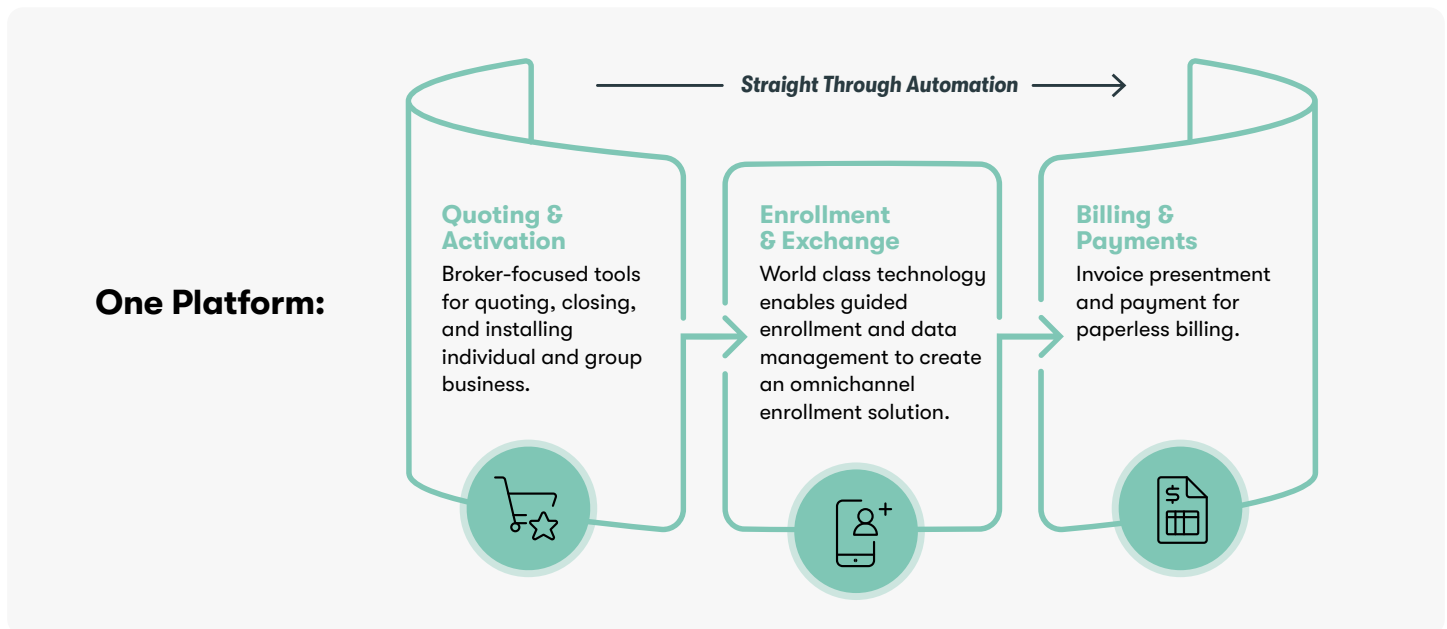
Benefitplace provides a platform that supports brokers, agencies, and consumers with end-to-end automation that centralizes quoting, enrollment, activation, and ongoing management. These capabilities help health plans streamline processes and support more consistent member onboarding:

- ✓ Automated proposal generation
- ✓ Guided workflows designed to support complete applications
- ✓ API driven data transfers
- ✓ Reporting tools for visibility into activity and trends
- ✓ Streamlined access to quoting and activation within one environment

Who We Are

Benefitfocus brings over 25 years of experience to the health plan marketplace. Backed by Voya Financial, Benefitfocus streamlines quoting, enrollment, billing, and data management into one integrated quote-to-pay ecosystem – reducing complexity and scaling delivery across diverse plan types and market segments.

With advanced technology, clean data, and seamless integration, we help you innovate boldly and deliver improved outcomes for your organization and the members you serve.



Learn how Benefitplace can support your off-exchange strategy.
Email us at: sales@benefitfocus.com

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