



News Release

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HealthSherpa Joins the BENEFITFOCUS® Ecosystem

SAN FRANCISCO (Nov. 14, 2016) – [HealthSherpa](#), the premier technology solution streamlining accessibility to the Affordable Care Act (ACA) Marketplace, today announced that they have joined the BENEFITFOCUS® Ecosystem. The new partnership gives HealthSherpa and Benefitfocus the ability to integrate their solutions to simplify for their mutual customers the data exchange between the BENEFITFOCUS® Marketplace and HealthSherpa.com.

The Benefitfocus Ecosystem enables partners to integrate their solutions with the BENEFITFOCUS® Platform using Benefitfocus proven standards and practices. The ecosystem aims at seamless integration between the Benefitfocus Marketplace and its ecosystem of “best-in-class” partners.

Top brands in the restaurant, food and beverages, retail, consumer goods, professional services and hospitality industries, as well as nonprofits are collaborating with HealthSherpa as a cost-effective solution to healthcare benefits for part-timers, seasonal workers and independent contractors who file Form 1099. By offering HealthSherpa.com, large employer organizations are attracting and retaining employees, combatting the high costs of COBRA, as well as reducing the support burden on their benefits teams.

Benefitfocus provides a leading cloud-based benefits management platform that simplifies how organizations and individuals shop for, enroll in, manage and exchange benefits. Every day leading employers, insurance companies and the consumers they serve rely on the Benefitfocus Platform to manage, scale and exchange benefits data seamlessly. In an increasingly complex benefits landscape, Benefitfocus brings order to chaos so employers and their employees have access to better information, make better decisions and lead better lives.

“The unique combination of the Benefitfocus and HealthSherpa solutions can enable part-time employees of leading brands access to healthcare insurance – in some cases for the first time,” said George Kalogeropoulos, founder and CEO of HealthSherpa. “We are supporting large employers to educate and enroll their team members in affordable health insurance plans. With more than 500,000 people enrolled in ACA plans through HealthSherpa.com, our straightforward website and consumer advocates have assisted 85 percent of enrollees to identify subsidies to help pay for health insurance.”

About Healthsherpa

[HealthSherpa](#) is the premier technology solution streamlining accessibility to the Affordable Care Act (ACA) Federal Healthcare Marketplace. Launched alongside Healthcare.gov in 2013, HealthSherpa has enrolled 530,000+ people across more than 200 carriers. HealthSherpa has partnerships with private brands, nonprofits and more than 12,000 insurance agents/brokers to support consumer enrollment. Backed by leading investors including Eric Schmidt (former CEO of Google) and Mitch Kapor (founder and CEO of Lotus, Kapor Center for Social Impact), HealthSherpa's mission is to help every American feel the comfort and security of having health coverage. The company delivers innovation, technology, and



customer service by real people to make the Healthcare Marketplace easier to understand, faster to sign up, and simpler to use. Learn more at www.HealthSherpa.com.

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