

Maxwell Health and Advisor Enter Strategic Partnership

Companies Seek to Eliminate Hassles of Back Office Management For Growing Enterprises

New York, NY, and Cambridge, MA – October 11, 2013 – Maxwell Health (maxwellhealth.com), a human resources platform that manages benefits and promotes employee health, today announced that it has entered a strategic partnership with Advisor (advsor.com), a firm that specializes in managing accounting for startups and an array of other scalable back office services for startup companies. As a preferred provider, Maxwell will offer the Advisor portfolio access to its SaaS platform and concierge service that make it easy for companies and employees to setup and manage their health plans and benefits.

“Advisor and Maxwell Health share a common mission, to help growing companies focus on their core businesses by assuming many of the time-consuming administrative burdens that threaten to impede their growth,” said Veer Gidwaney, Co-founder and CEO of Maxwell Health. “We’re excited to work with Advisor’s clients as we know that these growing businesses especially could use guidance and expertise to sort through and manage the many confusing health care options available to them and their employees.”

“Maxwell’s a great partner as they have a big picture vision about the benefits of empowering and engaging employees to be more active in their health care decision-making,” said Mike Jacobson, Founder and CEO of Advisor. “We know our clients will be excited to take advantage of Maxwell’s unique offering, which combines technology with human expertise to help reduce their health care costs while increasing the overall wellbeing of their team members.”

Maxwell Health is a user-friendly SaaS platform and concierge service for businesses to help them set up and manage their employee health plans, benefits and payroll. The company has an innovative two-pronged approach to lowering health care costs by empowering organizations and employees to have greater selection of and control over their health plans, and by introducing creative incentives to foster employee health. In addition, with the Affordable Care Act creating more choices – as well as more regulations – Maxwell Health, along with its broker partners, can assist employers and employees in navigating the changing health care landscape.

About Maxwell Health:

Based in New York, NY, and Cambridge, MA, Maxwell Health (maxwellhealth.com) is an innovative human resources platform that manages benefits and promotes employee health. The company combines a SaaS platform and a concierge service to simplify benefits, reduce insurance costs and improve employee health.

About Advisor:

Advisor specializes in managing accounting for startups, as well as an array of back office services for early and growth stage companies who require a solid roadmap and strategy to scale their business. A team of experienced CPAs, CFOs, Project Managers, Strategy Advisors, and Startup Specialists leverage the latest cloud technology to manage all your needs in Accounting, Human Resources, Payroll, Taxes, Compliance, Advisory, Fundraising, Valuations, M&A, Audit Prep and more. See advsor.com

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