

## InsureXSolutions Adds Assurant, Blue Cross Blue Shield of Texas and Humana to Private Exchange Portfolio

### *Online insurance marketplace offers more choice and flexibility for small businesses struggling with increasing healthcare costs.*

ROSEMONT, Ill. (March 26, 2013) – InsureXSolutions® today announced that Assurant®, Inc., Blue Cross® and Blue Shield® of Texas (BCBSTX) and Humana®, Inc. have joined the list of health insurance companies available through their [private insurance exchange](#). The products from these three insurance carriers include individual health plans and offer a variety of premium and deductible options. Along side Aetna® and Blue Cross® and Blue Shield® of Illinois, the InsureXSolutions [private exchange](#) now features leading insurance companies in select markets.

InsureXSolutions offers small businesses a viable option to the increasing cost of healthcare through the use of a [defined contribution benefits strategy](#). Employees access the [online insurance marketplace](#) to shop and compare plans from national, regional and local individual health, dental, Medicare, short-term and vision insurance companies. To assist with the shopping experience, employees interact with a decision engine that makes buying insurance coverage as simple as making an online travel reservation. Employees answer questions, set search parameters and the decision engine helps them narrow down their choices to select a plan that best fits their budget, needs and lifestyle.

“InsureXSolutions is all about choice,” says [John DiVito](#), President of [Flexible Benefit Service Corporation](#) (Flex), who exclusively offers InsureXSolutions. “By expanding our portfolio, we are providing an improved consumer driven experience that offers more quality plan designs, network options and price points in one centralized location.”

InsureXSolutions is available in select markets and is helping businesses of all sizes with the new healthcare landscape. InsureXSolutions is operated by Flex, a leading provider of consumer driven, [tax advantaged benefit programs](#) for the past 25 years. Flex works with health [insurance producers](#), employers, employees and individuals throughout the U.S. to integrate [cost-effective healthcare solutions](#).

To learn more about InsureXSolutions, visit [www.insurexsolutions.com](http://www.insurexsolutions.com) or call 855-563-6993.

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#### **About Flexible Benefit Service Corporation**

Flexible Benefit Service Corporation (Flex) has been a leading provider of consumer driven employee benefits for 25 years. As both a general agency and benefits administrator, Flex offers integrated capabilities and personalized service that is unique to the health insurance industry. The extensive Flex product portfolio includes Flexible Spending Accounts (FSAs), Health Reimbursement Arrangements (HRAs), Health Savings Accounts (HSAs), Transit/parking Reimbursement Accounts (TRAs), COBRA administration and more. Flex also blends its comprehensive expertise to offer an end-to-end private health insurance exchange that showcases innovative technology, scalable features and integrated resources. Learn more at [flexiblebenefit.com](http://flexiblebenefit.com).

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