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## Flexible Benefit Service Corporation Launches Private Health Insurance Exchange

### *Online insurance marketplace makes it simple to offer and purchase benefits*

ROSEMONT, Ill. (Sept. 6, 2012) – Flexible Benefit Service Corporation (Flex) today announced the launch of the InsureXSolutions™ [private health insurance exchange](#). The private exchange promotes a [defined contribution](#) funding model that gives uninsured employers a way to set their own budget and assist employees with health care expenses. The InsureXSolutions web platform provides an [online insurance marketplace](#) where employees can shop, compare and apply for insurance plans that fit their personal needs.

Available in select markets, InsureXSolutions is an ideal solution for employers currently not offering employee benefits. Employers simply allocate a fixed amount of funds for each employee. Employees can then



login to the InsureXSolutions web portal for access to online quoting and comparison resources for individual and family insurance plans from various national and regional insurance companies. Once employees find the right plan, they use the InsureXSolutions online marketplace to directly apply for health insurance, Medicare, short-term insurance and/or vision insurance.

“InsureXSolutions is the culmination of more than 24 years of experience in the health insurance industry which reinforces our mission for providing innovative, cost-effective health care programs,” said President of Flex, John DiVito. “Our [private exchange](#) is truly unique because it seamlessly integrates our internal, proprietary resources to deliver an end-to-end insurance solution to the marketplace.”

Businesses and their employees are supported by an InsureXSolutions Interaction Center that is staffed with a team of licensed product specialists. The Interaction Center is available Monday through Friday, 8 a.m. to 8 p.m. Central, to help callers through the decision making process, answer questions and provide guidance on insurance plan options.

To learn more about InsureXSolutions, visit [www.insurexsolutions.com](http://www.insurexsolutions.com) or call 888-353-9178. InsureXSolutions is a registered trademark of [Flexible Benefit Service Corporation](#).

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

Flexible Benefit Service Corporation (Flex) is a leader in the health insurance and benefits administration marketplace. Since 1988, Flex has continuously offered cost-effective health care solutions for producers, employers, employees and individuals. Through their consumer-driven strategies, tax-advantaged programs and insurance offerings, Flex serves as a full service general agency and benefits administrator. The comprehensive 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 in-house expertise from both divisions to offer a private insurance exchange showcasing integrated resources and innovative technology. Learn more at [www.flexiblebenefit.com](http://www.flexiblebenefit.com).

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