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## **Flex Helping Insurance Producers During 2015 Special Enrollment Period**

### ***Webinar provides clarity and sales guidance for Illinois health insurance professionals***

ROSEMONT, Ill. (March 11, 2015) – [Flexible Benefit Service Corporation](#) (Flex) is assisting health insurance producers target qualifying individuals in need of health insurance during the Special Enrollment Period (SEP). Flex is providing a free, live webinar for producers on Mar. 17, 2015 at 11:00 am Central. The webinar, [Understanding the 2015 SEP: From Qualifications to Sales Opportunities](#), will provide attending producers with clarified guidelines around the SEP, and identify qualifying life events that may affect their clients and allow them to target prospects.

While 2015 Open Enrollment Period has already ended, millions of individuals may still be eligible to get covered if they experience a qualifying event. A few examples include getting married, moving outside their health plan's coverage area or losing employer coverage. A qualifying event allows an individual to get covered during a Special Enrollment Period, which typically lasts 60 days.

“Most individuals that didn't have health coverage for 2014 are about to get hit with their first financial penalty when they file their annual taxes,” said John DiVito, president of Flex. “If they don't sign-up when they are eligible to in 2015, they are setting themselves up for another, even larger penalty next tax season. Plus, they have all of the risks that come with remaining uninsured.”

Last year, the [Flex General Agency](#) helped producers sell approximately 25% of all individual health insurance policies during the 2014 SEP. For 2015, Flex expects even more sales opportunities during the SEP, which will be primarily driven by health insurance professionals.

As a General Agency, Flex works directly with thousands of insurance producers in the individual and small group segments. Featuring health, Medicare, ancillary and voluntary plans, Flex represents some of the [leading insurance companies](#) in the Illinois market. The Flex General Agency provides concierge-like services for producers, while serving as their back office for sales, service, marketing, and business processing functions – all available at no cost to the producer.

To learn more about Flexible Benefit Service Corporation, visit [www.flexiblebenefit.com](http://www.flexiblebenefit.com) or call 888-353-9178.

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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 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), COBRA administration and more. Flex also partners with IXSolutions to offer the IXSuite private exchange for employers and the IXStore online marketplace for individuals. Learn more at [flexiblebenefit.com](http://flexiblebenefit.com).

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