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## Flex Educating SHRM Annual Conference Attendees about the “Buzz” with Health Insurance Exchanges

ROSEMONT, Ill. (June 19, 2013) – Flexible Benefit Service Corporation (Flex) today is educating human resource and business professionals about [health insurance exchanges](#) at the SHRM® 2013 Annual Conference & Exposition in Chicago. As the exclusive session presenting on the topic of public and [private exchanges](#), Flex is preparing Society of Human Resource Management (SHRM) attendees for these new employee benefit programs that will emerge later this year.

A primary component to the Affordable Care Act (ACA), health insurance exchanges, also known as “marketplaces,” will serve as a new model for employers, employees and consumers to shop, compare and purchase health insurance.

“We believe that exchanges will have a significant impact on the way employee benefits are delivered and individuals get health insurance,” says David Lindgren, Compliance Officer at Flex. “We have been educating benefits professionals and employers about exchanges to show them the viability and simplicity of the new health insurance marketplace, which is exactly what our exchange provides.

During this event, Lindgren is helping small, middle market and large businesses better understand the exchange concept and determine which options are worthy of the “buzz” surrounding them. His educational session is called “Exchanges: Buzz Word or Buzz Worthy” and is being offered as part of the Benefits & Compensation Track for conference attendees.

Flex exclusively offers and operates the [InsureXSolutions®](#) private exchange, which provides funding options and a simplified administrative experience for employers. Employees get access to an [online marketplace](#) with individual health, dental, Medicare and vision insurance plans from national, regional and local insurers. To assist with the shopping experience, employees interact with a decision-support engine that makes buying insurance coverage as simple as making an online travel reservation. Employees answer questions, set search parameters and the decision-support engine helps them narrow down their choices to select a plan that best fits their budget, needs and lifestyle.

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) 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) and more. Flex also blends its comprehensive expertise to offer an end-to-end private insurance exchange that showcases innovative technology, scalable features and integrated resources. Learn more at [www.flexiblebenefit.com](http://www.flexiblebenefit.com).

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