Benefits Genius™

MAKING INFORMED BENEFIT DECISIONS

Benefits Can Be Confusing.

There are seemingly endless options, insurance terminology can seem like a foreign language, and reading a plan document doesn't always provide a clear picture of what is being offered. It is no surprise that **9 out of 10 employees** don't change their enrollment elections each year. They simply don't know where to start when trying to figure out what choices are best for them.
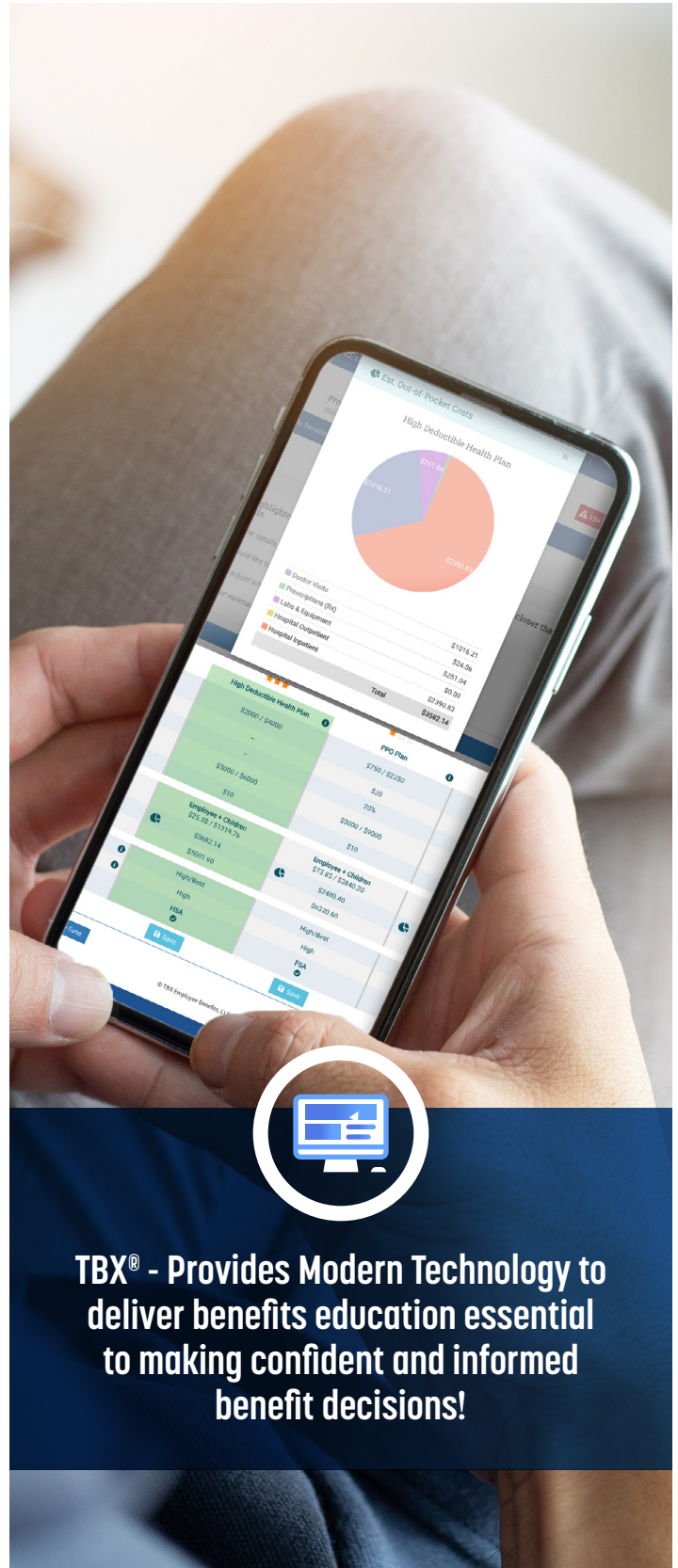
How Do We Fix The Problem?

The Benefits Genius™ is an integrative, data analytics driven, **Decision Support Tool** designed to provide employees with personalized plan suggestions generated based on the results of three simple questions:

1. **Who will be covered?**
2. **Grade each covered member's health.**
3. **Tobacco use?**

The Benefits Genius™ is built into the enrollment site and is automatically available to employees to help simplify the decision-making process.

So just like no one gets the same Google search results, has the same Facebook feed or product offerings from Amazon, employees no longer have to settle for a one size fits all approach to something as personal as benefits.

TBX® - Provides Modern Technology to deliver benefits education essential to making confident and informed benefit decisions!