

ORLANDO, Fla., Sept. 12, 2013 /PRNewswire/ -- PlanSource, a cloud-based, on-demand technology company that provides state-of-the-art benefits administration, exchange, payroll, and HRIS solutions to employers through its insurance carrier and broker partners, has announced the release of its Plan Recommendation Module to expand its decision support capabilities for customers of its benefits administration and healthcare marketplace exchange platforms.

During the benefits enrollment process, an employee can use existing decision support options such as side-by-side plan comparisons, help videos that explain complicated benefit choices, cost calculators, financial planning tools, and more. With the Plan Recommendation Module, users can further personalize their preferences and usage patterns by taking 'smart surveys'. Using proprietary business intelligence data, the decision support engine will calculate the options and recommend the best benefit plan based on the user's preferences. The process is quick and intuitive, to make things as simple and easy as possible for users.

"Selecting the right plan is one of the most confusing aspects of benefits shopping and enrollment for consumers," said Richard Mann, Chief Product Officer at PlanSource. "Our decision support, designed to help employees make informed decisions, has always been a core strength of our benefits administration platform. And our approach for our Plan Recommendation Module is different from other options in the market in that we focus on overall transparency and taking advantage of the power of the data capabilities in our platform."

Continued Mann, "Using smarter surveys that are more targeted and more relevant, our plan recommendations are based on predictive data modeling, including using auto-elections to make it easier for most users. Building trust by using transparency in our approach and building in future options for social proof – such as showing what's popular with other users – makes the upgrade for our decision support a great option for our carrier and broker marketplace exchange customers and for employer groups who want to offer their employees the maximum value in their benefits enrollment."

To learn more about PlanSource decision support features, download a brochure and watch a webinar/video on why PlanSource's decision support approach is better than the rest, visit www.plansource.com/decision-support

About PlanSource

PlanSource is a cloud-based, on-demand software provider that revolutionizes the way healthcare and employee benefits are bought, sold and managed with a comprehensive array of integrated services including benefits administration, decision support, payroll, and HRIS technology. PlanSource technology solutions are delivered through strategic insurance carriers, brokers and exchanges who partner with PlanSource in order to increase their retention rates, revenue, and the overall value they bring to their customers. To learn more about PlanSource, visit www.plansource.com.

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