

ORLANDO, Fla., Sept. 19, 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 that after a thorough competitive evaluation process, it has been selected as the shopping and administration technology platform for Avenue H, the State of Utah's public health insurance marketplace.

PlanSource will provide the technology through which Avenue H offers its easy-to-use online health insurance marketplace and benefits shopping experience for small businesses throughout Utah, under the Small Business Health Options Program (SHOP) outlined in the Patient Protection and Affordable Care Act (PPACA). The PlanSource platform will cover plan quoting /employer shopping, employee shopping, plan recommendation, enrollment, eligibility data management, and data distribution to carriers for Avenue H.

"There were a lot of things that the State was looking for in the selection process for our public health insurance marketplace," said Patty Conner, Director of the Office of Consumer Health Services, which administers Avenue H. "We were obviously looking for the right technology, but also wanted a platform with key competencies such as advanced decision support, defined contribution options, and the scalability and flexibility to meet all current and upcoming requirements of healthcare reform. PlanSource matched all of those needs."

"Our selection confirms the leading position that PlanSource has achieved in delivering a comprehensive solution for insurance exchanges," said Scott Carver, President of PlanSource. "PlanSource's proven track record of supporting the myriad of mission-critical tasks throughout the quote-to-card process mitigates much of the execution risk that many exchanges face with managing the complexities of a robust insurance marketplace involving many stakeholders."

"PlanSource's core capabilities made us well-equipped to respond to the challenges associated with this critical project with the State of Utah," said Dayne Williams, CEO of PlanSource. "We look forward to working further with the State in developing a world-class marketplace that will help them meet their goal of helping small businesses control costs while offering expanded health coverage options to their employees."

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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