

**You don't have
cookie cutter employees.
You shouldn't offer them
cookie cutter benefits.**

**Your employees get personalized benefits.
Your bottom line gets a break.**



Each of your employees is unique. And so are their benefit needs. With Bright Choices® your employees simply go online and answer questions to get health and other benefit recommendations based on their individual needs. Award-winning decision support and educational tools help them make the right choices in benefits, while managing the cost of those choices to meet your budget and theirs. Your business can start saving money today.

Give your employees the right choices in benefits.

**To learn more about the Bright Choices Exchange,
contact us at**



**People choose different paths.
Especially true when it comes to
their employee benefits.**



**Your employees get personalized benefits.
Your bottom line gets a break.**

Each of your employees is unique. And so are their benefit needs. With Bright Choices® your employees simply go online and answer questions to get health and other benefit recommendations based on their individual needs. Award-winning decision support and educational tools help them make the right choices in benefits, while managing the cost of those choices to meet your budget and theirs. Your business can start saving money today.

Give your employees the right choices in benefits.

**To learn more about the Bright Choices Exchange,
contact us at**



**Bright
Choices®**
EXCHANGE