



## **WEX Health Introduces Everything Open Enrollment Center**

### ***Additionally, Consumer Survey Will Enable Real-Time Consumer Feedback to Partners***

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FARGO, N.D.--([BUSINESS WIRE](#))--[WEX Health](#), a WEX Company and an award-winning healthcare financial technology platform provider, recently launched a new initiative, [Everything Open Enrollment™](#), to help further educate its network of partners as they communicate health and employee benefit information related to open enrollment. As the name implies, Everything Open Enrollment offers resources, tools, templates, and communication training to WEX Health partners to assist them in executing an engaging, efficient, and effective open enrollment campaign. The initiative reflects WEX Health's ongoing commitment to helping its partners serve consumers better.

Everything Open Enrollment (EOE) is an extension of WEX Health's [Partner Central](#) portal and simplifies access to extensive and innovative resources that aid partners in a more successful open enrollment season. Among other key features, weekly "E-lets" help partners and employers meet vital open enrollment deadlines and keep them informed of important resources. In addition, the EOE Lunchbox Lesson™ series – which features WEX Health team members and industry leaders as lesson facilitators – offers webcast trainings on key open enrollment topics. The Lunchbox Lesson series will include presenters from [FSAstore.com](#), [LearnYourWorklife](#), and [ALEX by Jellyvision](#).

In keeping with its mission to simplify the business of healthcare, WEX Health is promoting a consumer survey in conjunction with EOE. Although consumers are increasingly responsible for their healthcare benefits, most don't understand all of the options available to them. They need more information, more convenience, and better service.

The [2016 Health Benefits Consumer Survey](#), conducted by [Healthcare Trends Institute](#), will identify consumer frustrations, health plan familiarity, communication preferences, cost availability, financial and retirement preparedness, and more. Insights from this survey will not only drive important

employer strategies for consumer engagement, but also encourage new and innovative approaches to deliver what consumers are looking for the most. The information gathered will be shared in real time with WEX Health's network of partners, enabling them to further meet consumer needs and provide an optimum consumer experience. Consumers are encouraged to take the survey and share it amongst their peers to drive survey participation and accuracy. The survey closes Monday, October 31.

"Everything Open Enrollment is a complete open enrollment campaign support program for WEX Health partners," states Tiffany Wirth, vice president of marketing, WEX Health. "The ultimate goal of the program and the survey is to enhance employer and employee engagement and increase participation rates for consumer-driven healthcare accounts."

### **About WEX Health**

At WEX Health, we simplify the business of healthcare. We do that through WEX Health Cloud, a cloud-based healthcare financial management platform that drives efficiency for benefit administration technology, consumer engagement, and advanced billing and payments. Our network of partner organizations enables us to deliver our industry-leading and award-winning solution to 200,000 employers and more than 17 million consumers across the United States and Canada. Together we take the complexity out of defined contribution, HSAs, HRAs, FSAs, VEBAs, PRAs, premium billing, public and private health insurance exchanges, COBRA, wellness plans, and transit plans. Learn more at [www.wexhealthinc.com](http://www.wexhealthinc.com), and follow WEX Health at [@WEXHealthInc](https://twitter.com/WEXHealthInc).

### **About WEX Inc.**

WEX Inc. (NYSE: WEX) is a leading provider of corporate payment solutions. From its roots in fleet card payments beginning in 1983, WEX has expanded the scope of its business into a multi-channel provider of corporate payment solutions representing more than 10 million vehicles and offering exceptional payment security and control across a wide spectrum of business sectors. WEX serves a global set of customers and partners through its operations around the world, with offices in the United States, Australia, New Zealand, Brazil, the United Kingdom, Italy, France, Germany, Norway, and Singapore. WEX and its subsidiaries employ more than 2,500 associates. The Company has been publicly traded since 2005, and is listed on the New York Stock Exchange under the ticker symbol "WEX." For more information, visit [www.wexinc.com](http://www.wexinc.com) and follow WEX on Twitter at [@WEXIncNews](https://twitter.com/WEXIncNews).

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