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### **NextPerks voluntary benefits launched by Wild at Work**

NextPerks, the next generation of voluntary benefits, has been launched by Wild at Work, a leading provider of employee perks and benefits, in partnership with Genius Avenue, experts in voluntary benefits, administration and engagement. The companies collaborated to create an easy and efficient way for employers to offer voluntary benefits to their employees.

With NextPerks, employers can make available an easy-to-use online benefits marketplace developed by Genius Avenue. Employees can shop, browse, learn about and compare voluntary benefits and savings all in one place. Employers can also choose to include the benefits they currently offer to employees, regardless of the number of carriers or vendors involved. All enrollment, billing and administration are managed by Genius Avenue.

“Our goal is to minimize the workload on an employer’s HR department that is typically experienced when offering voluntary benefits,” said Ben Rozum, president of Genius Avenue. “With the online benefits marketplace, we make it easy to offer benefits in one place. Everything is managed under the NextPerks program and the employer doesn’t need to purchase or manage complex software.”

Voluntary benefits available through NextPerks are designed to complement existing core benefit offerings and provide a unique combination of benefits that are available on a single platform. While the list of A-rated insurance companies and other participating benefit providers continues to grow, employers can choose to offer any combination of the following benefits through NextPerks:

- Telemedicine 24/7/365 access to a board-certified physician
- Gap insurance coverage to help with the out-of-pocket costs of high-deductible medical plans
- Accident insurance and assistance coverage

- Critical illness insurance to help with the cost of specific diseases
- Dental insurance plans and discount services
- Identity theft protection and restoration
- Preventive health screenings
- Renters and travel insurance
- Deep discounts on prescriptions, vision, and hearing
- Pet wellness, savings and insurance
- Health and wellness website

Wild at Work offers special discounts on travel, entertainment, shopping and dining services. According to Jeff Flowers, Chief Instigator at Wild at Work, “Nearly all voluntary insurance products on the market today have grown in popularity over the last three years, according to industry reports. Now NextPerks makes it easy for companies to offer those benefits, along with substantial savings and discount benefits, to their employees.”

Employers who are interested in offering voluntary benefits to their employees should contact their broker or visit [www.nextperks.com](http://www.nextperks.com).

#### About Wild at Work

Wild at Work is a leading provider of employee discounts and benefits to corporations, associations and other member groups. The discount offers for travel, entertainment, shopping, dining, and services featured by Wild at Work are a valuable part of their benefits packages. Wild at Work serves over 25,000 member organizations throughout the United States which represent more than 11 million employees. Learn more at [www.wildatwork.com](http://www.wildatwork.com).

#### About Genius Avenue

Genius Avenue transforms the way organizations engage, enroll and empower their members. They help develop stronger relationships with members, improve recruiting and retention, improve member satisfaction, and simplify benefits administration so organizations achieve a significantly better bottom line.

To learn more, email [contact@geniusavenue.com](mailto:contact@geniusavenue.com) or visit [www.geniusavenue.com](http://www.geniusavenue.com).

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