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Retention and revenue made easy: Genius Avenue launches GeniusBenefits

Turnkey solution drives member retention and increases non-dues revenue

Phoenix, Ariz. (July 17, 2014) – Organizations of all sizes are looking for intelligent, affordable ways to increase member engagement, improve loyalty, boost retention and drive revenue. Genius Avenue has answered that need with the launch of its new GeniusBenefits program.

According to the American Society of Association Executives (ASAE), the number one reason members do not renew their membership is a perceived lack of value. With GeniusBenefits, associations, affinity groups, and other member-based organizations can significantly increase the value of membership by offering a wide range of voluntary benefits and access to individual health insurance plans that are eligible for subsidy on the Federal Exchange.

Genius Avenue will build a turnkey benefits marketplace with an organization's logo and color scheme, and will manage online enrollment and administration—including billing, collection of payments, and premium distribution. Additionally, it will execute engagement marketing programs that help organizations create stronger ties to their members through regular communications.

“Many associations, affinity groups and member-based organizations struggle with the often complex task of offering benefits to their members, even though an ASAE study shows that members who purchase a product are 28% more likely to renew than those who didn't,” said Ben Rozum, president and founding partner of Genius Avenue. “We created GeniusBenefits as an easy-to-implement, ready-to-go solution for organizations to offer voluntary benefits that frequently aren't available through employers, such as identity theft protection, telemedicine, pet insurance, health screening services,

discount and savings programs, and other voluntary benefits.” According to Rozum, GeniusBenefits also includes access to individual health insurance plans that are eligible for subsidy on the Federal Exchange.

Fully managed, branded program

GeniusBenefits is a fully-managed, private-labeled program that organizations can offer under their own brand name without having to commit internal resources to it and is immediately available with minimal set-up or maintenance costs. End-to-end services include:

- **Design and build of the online marketplace.** The turnkey marketplace will incorporate the client’s logo, color scheme and “about us” messaging.
- **The voluntary benefits offering.** The GeniusBenefits marketplace comes pre-loaded with benefits such as supplemental insurance, pet insurance, identity protection, online health and wellness content, telemedicine, and discounts on a wide variety of products—something to appeal to almost everyone. In addition, an organization’s existing benefits can be listed on the marketplace.
- **Health Insurance Exchange.** In addition to voluntary benefits, The GeniusBenefits marketplace includes access to individual health insurance plans that are eligible for subsidy on the Federal Exchange as provided under the Affordable Care Act (Obamacare). Enrollment advocates can guide members to determine if they are eligible for a government subsidy and enroll individuals and their families into an on-exchange health plan.
- **Management of enrollment.** Through the marketplace, members can select benefits they want on a single site with a single login rather than having to go to individual websites to sign up for each benefit. Through the online marketplace, self-service tools allow members to learn about the program offerings, get real-time quotes, and click-to-buy the coverages. Enrollment advocates are also available to assist members through the process over the phone.
- **Management of administration.** Genius Avenue manages all back-end processes such as billing, collection of payments, answering member questions and delivering the generated non-dues revenue to the organization. It is a completely hands-free offering.
- **Engagement marketing to members.** The GeniusBenefits program includes a full member engagement program. In addition to making members aware of new and/or timely benefit offerings, the engagement marketing program will provide helpful, easily-consumed health, wellness, and lifestyle information. Each of these emails carries the association’s branding,

helping build a stronger relationship with members which can help improve retention.

Low initial cost with high ROI

Genius Avenue created the GeniusBenefits program to have minimal expense impact on even the most budget-challenged company with the opportunity to drive non-dues revenue. There is a small setup fee to create the marketplace and launch the program. Once it's launched—a process that takes a week or less—there is a revenue sharing arrangement available on the non-insurance products that pays an organization for their sponsorship and endorsement of the program offering.

About Genius Avenue

Genius Avenue, a developer of online benefits marketplace technology and provider of engagement marketing and administrative services, transforms the way organizations enroll, engage and empower their members. We simplify benefits administration, help develop stronger relationships with members, improve recruiting and retention, and improve member satisfaction so organizations achieve a significantly better bottom line.

To learn more, call Genius Avenue at 602-795-5464, visit www.geniusavenue.com, or visit our booth at the ASAE Annual Meeting and Exposition in Nashville on August 9-12.

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