

FOR IMMEDIATE RELEASE

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Life Line Screening partners with Genius Avenue to offer screenings as a payroll-deducted benefit

Phoenix, Arizona – Life Line Screening, the nation’s leading provider of community-based health screenings, has partnered with Genius Avenue, experts in the engagement, enrollment and empowerment of employees, to provide payroll-deducted administration of health screening benefits in the employer group marketplace. Until now, Life Line Screening has been primarily available only as a direct-to-consumer benefit.

Life Line Screening is available to employer groups on a national basis and will be offered through the employee benefits brokerage community. Genius Avenue will provide enrollment and administration services to Life Line Screening to make it easy for employers to offer screenings on a payroll-deducted basis. According to Ben Rozum, president of Genius Avenue, "Life Line Screening is a trusted name that offers life-saving preventive care service. Our partnership will offer a unique benefit for employer groups, and brokers will feel confident recommending Life Line Screening to their clients."

Employers can choose to pay for all or part of their employees’ cost or they can offer Life Line Screening packages on a voluntary basis. Additionally, employers may offer a scheduled on-site screening at their location for employees participating.

With Life Line Screening, employers can reduce future health care costs and motivate employees to make healthier lifestyle decisions. Life Line Screening’s mission is to make employees more aware of unrecognized health problems, such as vascular disease, and encourage them to seek follow-up care with their personal physician. Vascular disease often times represents the most costly condition to cover for any employer. According to the Centers for Disease Control and Prevention, each year nearly

800,000 Americans experience a new or recurrent stroke, which is the leading cause of serious, long-term disability in the United States. Research shows starting at age 40, an individual's risk for vascular disease and catastrophic events such as a stroke doubles every five years due to a number of risk factors which can be easily detected and treated before costly events occur.

Offering Life Line Screening as an employee benefit is a great way for benefit brokers and consultants to diversify and provide unique solutions to their clients. For more information on offering Life Line Screening as an employee benefit, please contact your insurance broker.

About Genius Avenue

Genius Avenue transforms how companies engage, enroll and empower their employees by helping employers develop stronger relationships with employees, improve recruiting and retention, improve employee satisfaction, simplify benefits administration and achieve a significantly better bottom line.

To learn more, visit www.geniusavenue.com.

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