VERSION 2.0, 2024

BENECON

Brand Guidelines

Brand and visual standards for Benecon, VERIS, and ConnectCare3

Contents

3 | Intro

3 | The Benecon brand heritage story

3 | Our brand promise

4 | Brand architecture

5 | Brand perception and tone

6 | Benecon logos

7 | VERIS logos

10 | ConnectCare3 logos

12 | Typography

13 | Color

15 | Imagery

16 | Illustrations

17 | Iconography

17 | Patterns

18 | Email standards

19 | Additional information

Intro

These Brand Guidelines should be used to guide the development, design, and production of Benecon, VERIS, and ConnectCare3 brand materials. This will ensure consistency and cohesiveness between all corporate, sales, and marketing materials created for Benecon and its associated brands.

The Benecon brand heritage story

This is our story of origin, our current state, and insight into our future.

In the early 1990s, born from a traditional insurance agency with an eye towards innovation, Benecon's founders formed the first self-funded cooperative for municipal groups to fund their health benefits.

In the early 2000s, Benecon evolved the idea of self-funding consortiums into several private and public sector programs.

Today, employers and benefits consultants rely on Benecon's self-funding platform to offer high value health plan solutions, financial stability and peace of mind.

Our brand promise

A brand promise defines the benefit the primary target customer should expect to receive when choosing a brand.

Primary target customer

The employee benefits consultant/broker who understands that managing a company's employee benefit plan is a long range strategy that focuses on the stability of rate increases, the smoothing of the buying and using experience, and high client-retention.

Our promise

We are the most strategic self-funded risk management platform available to finance healthcare benefits for the long term.

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Brand architecture

DESCRIPTION	BRAND NAME	TAGLINE
Master brand	BENECON	Revolutionizing employee health benefits
Product today, brand tomorrow	VERIS	Self-funding solved
Endorser brand	ConnectCare3	Empowering a healthier workforce

{Private sector consortiums}

{Public sector cooperatives}

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Brand perception and tone

The narrative and visual expression of the Benecon, VERIS and ConnectCare3 brands, which are described in part below, inform how the three brands think, behave and act.

Benecon is:

CREATIVE | Innovative. Intelligent. Original. Problem solving.

EXPERT | Credible. Professional. Reliable. Skilled. Sophisticated. Trusted.

PASSIONATE | Committed. Dedicated. Driven. Human. Invested. Relationship focused

Perception

Benecon and their associated brands are perceived as knowledgeable leaders and supportive long-term partners in the self-funded employee benefits space.

Tone

Benecon speaks with knowledge and experience in a welcoming, nurturing way, never patronizing, occasionally humorous.

Writing guidelines

Avoid dry, institutional language and imagery. Speak as one human to another. Like a trusted friend and mentor. Never use fear as a motivator. Be helpful. Guide with humility.

Additional brand attributes

- Highly professional
- Knowledgeable
- Safe alternative
- Proudly non-traditional
- Easy to work with
- Supportive
- Smart
- Technology Forward
- Confident
- Caring
- Complete
- Stable

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Benecon logos

Below are the acceptable versions for all Benecon logos with guidelines for application of logos in designs.

BENECON

Full color
Use the full color logo whenever possible.

BENECON

White
Use the white logo over dark backgrounds.

BENECON
Revolutionizing employee health benefits

Full color with tagline
The tagline is optional and should only be used when legible at output size.

BENECON
Revolutionizing employee health benefits

White with tagline
For use over dark backgrounds. The tagline is optional and should only be used when legible at output size.

Usage guidelines

Protecting the integrity of our brand identity is essential—it is important that we avoid using our logo incorrectly. Follow these guidelines for using the Benecon logo in designs.

- **ALWAYS ensure there is sufficient contrast with the background**—whether the logo is placed over an image, solid color, or pattern—for maximum legibility of the logotype
- **NEVER alter the logo**—do not change color, do not add effects (e.g. drop shadow etc.), do not distort proportions of the logotype, do not change spacing between elements
- **Never use the logo as part of a text block or rolling copy**—when writing, spell out the full company name

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VERIS logos

Below are the acceptable versions for all VERIS logos with guidelines for application of logos in designs.

Full color
Use the full color logo whenever possible.

Full color, reverse
Use over dark backgrounds, provided there is sufficient contrast between the background and logomark.

Grayscale
For grayscale or "black and white" applications only.

White
For 1-color applications over dark backgrounds.

Black
For 1-color applications over light backgrounds.

Usage guidelines

Protecting the integrity of our brand identity is essential—it is important that we avoid using our logos incorrectly. Follow these guidelines for using the VERIS logo in designs.

- **ALWAYS ensure there is sufficient contrast with the background**—whether the logo is placed over an image, solid color, or pattern—for maximum legibility of the logotype
- **NEVER alter the logo**—do not change color, do not add effects (e.g. drop shadow etc.), do not distort proportions of the logomark or logotype, do not change spacing between elements
- **Never use the logo as part of a text block or rolling copy**—when writing, spell out the full brand name in all capital letters so it reads, "VERIS" (never "Veris" or "veris")

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VERIS logos—with tagline

Below are the acceptable versions for all VERIS logos with guidelines for application of logos in designs.

Full color with tagline
The tagline is optional and should only be used when legible at output size.

Full color, reverse
Use over dark backgrounds, provided there is sufficient contrast between the background and logomark. The tagline is optional and should only be used when legible at output size.

Grayscale
For grayscale or "black and white" applications only. The tagline is optional and should only be used when legible at output size.

White
For 1-color applications over dark backgrounds. The tagline is optional and should only be used when legible at output size.

Black
For 1-color applications over light backgrounds.

Usage guidelines

Protecting the integrity of our brand identity is essential—it is important that we avoid using our logos incorrectly. Follow these guidelines for using the VERIS logo in designs.

- **ALWAYS ensure there is sufficient contrast with the background**—whether the logo is placed over an image, solid color, or pattern—for maximum legibility of the logotype
- **NEVER alter the logo**—do not change color, do not add effects (e.g. drop shadow etc.), do not distort proportions of the logomark or logotype, do not change spacing between elements
- **Never use the logo as part of a text block or rolling copy**—when writing, spell out the full brand name in all capital letters so it reads, "VERIS" (never "Veris" or "veris")

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VERIS logomarks

Below are the acceptable versions for all VERIS logomarks (icon only) with guidelines for application of logomarks in designs.

Logomark, full color
Use the full color logomark when the whole logo isn't needed (e.g. 2nd sheet letterhead).

Logomark, black
For use over light backgrounds.

Logomark, white
For use over dark backgrounds.

Usage guidelines

Protecting the integrity of our brand identity is essential—it is important that we avoid using our logos incorrectly. Follow these guidelines for using the VERIS logo in designs.

- **ALWAYS ensure there is sufficient contrast with the background**—whether the logo is placed over an image, solid color, or pattern—for maximum legibility of the logotype
- **NEVER alter the logo**—do not change color, do not add effects (e.g. drop shadow etc.), do not distort proportions of the logomark or logotype, do not change spacing between elements
- **Never use the logo as part of a text block or rolling copy**—when writing, spell out the full brand name in all capital letters so it reads, "VERIS" (never "Veris" or "veris")

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ConnectCare3 logos—stacked

Below are the acceptable applications for the stacked version of the ConnectCare3 logo—stacked is the preferred version to use. On the next page is an alternative version for occasions when the stacked logo does not work in a design.

Full color stacked
Use the full color stacked logo whenever possible.

White stacked
Use the white stacked logo over dark backgrounds.

Full color stacked with tagline
The tagline is optional and should only be used when legible at output size.

White stacked with tagline
For use over dark backgrounds. The tagline is optional and should only be used when legible at output size.

Usage guidelines

Protecting the integrity of our brand identity is essential—it is important that we avoid using our logos incorrectly. Follow these guidelines for using the ConnectCare3 logo in designs.

- **ALWAYS ensure there is sufficient contrast with the background**—whether the logo is placed over an image, solid color, or pattern—for maximum legibility of the logotype
- **NEVER alter the logo**—do not change color, do not add effects (e.g. drop shadow etc.), do not distort proportions of the logomark or logotype, do not change spacing between elements
- **Never use the logo as part of a text block or rolling copy**—when writing, spell out the full brand name as a single word, no spaces, and capitalize both Cs so it reads, "ConnectCare3" (not "Connectcare3" or "Connect Care 3," etc.). The abbreviation "CC3" may only be used in internal communications as a second mention. The full brand name should always be the first mention if using the abbreviated name

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ConnectCare3 logos—horizontal

Below are the acceptable applications for the horizontal version of the ConnectCare3 logo. Use the horizontal version of the logo as needed when the stacked logo does not work in a design.

ConnectCare3

Full color horizontal
Use the full color horizontal logo as needed when the stacked logo does not work in a design.

ConnectCare3

White horizontal
For use over dark backgrounds as needed when the stacked logo does not work in a design.

ConnectCare3
Creating a healthier workforce

Full color horizontal with tagline
The tagline is optional and should only be used when legible at output size.

ConnectCare3
Creating a healthier workforce

White stacked with tagline
For use over dark backgrounds. The tagline is optional and should only be used when legible at output size

Usage guidelines

Protecting the integrity of our brand identity is essential—it is important that we avoid using our logos incorrectly. Follow these guidelines for using the ConnectCare3 logo in designs.

- **ALWAYS ensure there is sufficient contrast with the background**—whether the logo is placed over an image, solid color, or pattern—for maximum legibility of the logotype
- **NEVER alter the logo**—do not change color, do not add effects (e.g. drop shadow etc.), do not distort proportions of the logomark or logotype, do not change spacing between elements
- **Never use the logo as part of a text block or rolling copy**—when writing, spell out the full brand name as a single word, no spaces, and capitalize both Cs so it reads, "ConnectCare3" (not "Connectcare3" or "Connect Care 3," etc.). The abbreviation "CC3" may only be used in internal communications as a second mention. The full brand name should always be the first mention if using the abbreviated name

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Typography

Consistent use of typography is a simple way to align our visual identity across all of the Benecon brands. To ensure consistency across mediums, please follow these general guidelines for type usage.

Primary typeface

Lexend is the primary typeface for all Benecon brands. Lexend is a clean, geometric, sans-serif typeface, and was selected for its legibility across all mediums—print and digital. With a wide range of font weights available (and more since it's a variable weight font), Lexend is a versatile typeface for many applications. Since Lexend is a Google font, it is widely available for web and desktop use, and it's free to download.

Lexend should be used for all text treatments (headlines, subheads, links, CTAs, etc.), and should always be used for long-form, paragraph copy. Paragraph copy should be set in the Slate color over a light background.

Mix font weights, but try to keep it to the font weights listed here. Using other Lexend font weights is allowed only if needed to improve legibility. Lexend does not offer italics—instead, consider differentiating text by font weight, size, or color.

Always allow plenty of clear space around headlines, subheads, paragraph copy, and in-between paragraphs. Be generous with margins and leading or line-height, which should be 120%–145% of the font size.

Lexend Light

a b c d e f g h i j k l m n o p q r s t u v w x y z
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1 2 3 4 5 6 7 8 9 0 ~ ! @ # $ % ^ & * ( ) _ +

Lexend Regular

a b c d e f g h i j k l m n o p q r s t u v w x y z
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1 2 3 4 5 6 7 8 9 0 ~ ! @ # $ % ^ & * ( ) _ +

Lexend Medium

a b c d e f g h i j k l m n o p q r s t u v w x y z
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1 2 3 4 5 6 7 8 9 0 ~ ! @ # $ % ^ & * ( ) _ +

Lexend Semibold

a b c d e f g h i j k l m n o p q r s t u v w x y z
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1 2 3 4 5 6 7 8 9 0 ~ ! @ # $ % ^ & * ( ) _ +

Secondary typeface

In instances when Lexend is not available, Helvetica is a suitable replacement, but should be used sparingly.

Helvetica Light

a b c d e f g h i j k l m n o p q r s t u v w x y z
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1 2 3 4 5 6 7 8 9 0 ~ ! @ # $ % ^ & * ( ) _ +

Helvetica Regular

a b c d e f g h i j k l m n o p q r s t u v w x y z
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1 2 3 4 5 6 7 8 9 0 ~ ! @ # $ % ^ & * ( ) _ +

Helvetica Bold

a b c d e f g h i j k l m n o p q r s t u v w x y z
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1 2 3 4 5 6 7 8 9 0 ~ ! @ # $ % ^ & * ( ) _ +

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Color

The primary color values are the main Benecon brand colors. Secondary colors are available to augment design in situations where the primary colors are insufficient, e.g. graphics, illustrations, etc. as needed.

Primary colors

Benecon Navy

CMYK | 100, 64, 0, 60
RGB | 0, 43, 92
Hex | #002b5c

Secondary colors

Slate*
CMYK | 37, 24, 0, 58
RGB | 68, 82, 108
Hex | #44526c

Dusty Slate
CMYK | 35, 23, 0, 37
RGB | 104, 124, 161
Hex | #687ca1

Medium Gray
CMYK | 21, 14, 0, 26
RGB | 149, 163, 189
Hex | #95a3bd

Light Gray
CMYK | 6, 4, 0, 9
RGB | 220, 224, 223
Hex | #dce0e9

Off White
CMYK | 4, 2, 0, 6
RGB | 243, 244, 247
Hex | #f3f4f7

White
CMYK | 0, 0, 0, 0
RGB | 255, 255, 255
Hex | #ffffff

Black
CMYK | 100, 20, 20, 20
RGB | 0, 0, 0
Hex | #000000

Use Benecon Navy as the dominant color on Benecon-branded materials. Secondary Grays may be paired with other primary or secondary colors in materials across the three brands. White should be used generously for backgrounds, or as needed reverse-out text. Black should be used sparingly and only if required—try the Navy or Slate if a dark color is needed.

***Slate** should be used for all paragraph text.

VERIS Blue

CMYK | 89, 68, 0, 0
RGB | 0, 90, 193
Hex | #005ac1

Blue-80
CMYK | 77, 47, 0, 0
RGB | 16, 128, 255
Hex | #1080ff

Blue-60
CMYK | 60, 32, 0, 0
RGB | 101, 173, 255
Hex | #65adff

Blue-40
CMYK | 32, 16, 0, 0
RGB | 173, 214, 255
Hex | #add6ff

Blue-20
CMYK | 19, 10, 0, 0
RGB | 206, 230, 255
Hex | #cee6ff

Use VERIS Blue as the dominant color on VERIS-branded materials. A combination of VERIS Blue and Secondary Blues should be used for duotone icons (see page XX). Secondary Blues may be paired with other primary or secondary colors in materials across the three brands.

Denotes ADA-compliant colors for web/digital accessibility when paired with lighter colors. Learn more or check colors for accessibility.

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Color

The primary color values are the main Benecon brand colors. Secondary colors are available to augment design in situations where the primary colors are insufficient, e.g. graphics, illustrations, etc. as needed.

Primary colors

Deep Orange

CMYK | 0, 69, 100, 22
RGB | 198, 61, 0
Hex | #c63d00

Secondary colors

Orange-80
CMYK | 0, 67, 77, 18
RGB | 210, 81, 48
Hex | #d25130

Orange-60
CMYK | 0, 45, 56, 13
RGB | 223, 123, 99
Hex | #df7b63

Orange-40
CMYK | 0, 28, 35, 8
RGB | 234, 169, 153
Hex | #eaa999

Orange-20
CMYK | 0, 11, 14, 5
RGB | 243, 216, 210
Hex | #f3d8d2

Use Deep Orange as an accent color in designs. In rare instances, Deep Orange may be used to place special emphasis on text or calls-to-action (CTAs), but never for headlines or paragraph text. Primary and Secondary Oranges should be used sparingly.

ConnectCare3 (CC3) Dark Green

CMYK | 70, 17, 100, 3
RGB | 89, 156, 67
Hex | #599c43

CC3 Light Green
CMYK | 34, 0, 67, 0
RGB | 175, 213, 126
Hex | #afd57e

CC3 Gray
CMYK | 63, 59, 53, 31
RGB | 87, 82, 86
Hex | #575256

Use CC3 Greens on ConnectCare3-branded materials ONLY. Other secondary colors (grays, blues, etc.) may be paired with the CC3 greens, but green should always be the dominant color on CC3-branded materials. ***Accessible green should be used for text only** (headlines or CTAs).

Denotes ADA-compliant colors for web/digital accessibility when paired with lighter colors. Learn more or check colors for accessibility.

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Imagery

Benecon brand imagery should emphasize people and relationships, professionalism and trust—these are at the core of Benecon's business.

Photographs of people should be inclusive yet balanced, representing a diversity of genders, races, ages and body types without placing too much emphasis on any one group (unless the content calls for that).

Imagery should feel authentic and real—avoid images that feel overly-posed, dramatic, or unnatural. Strive for simplicity—stay away from imagery containing a lot of fine detail or visual clutter.

Full-color photography is always preferred to monotone images. Monotone imagery may be used if the method of production calls for it (e.g. a black & white advertisement).

If imagery runs under text, consider adjusting image brightness or contrast, or adding a neutral, semi-transparent overlay to the image to increase legibility if needed.

Color tone should be neutral to slightly warm, and color levels should be medium to light so imagery feels approachable and inviting. Avoid imagery that is overly-saturated—color should feel natural.

Since the brand color palette includes a variety of blues, greens, and blue-toned grays, images that are cool-toned or too dark could make designs feel sterile and uninviting. Neutral-warm tones and lighter imagery will balance well with the overall brand color palette.

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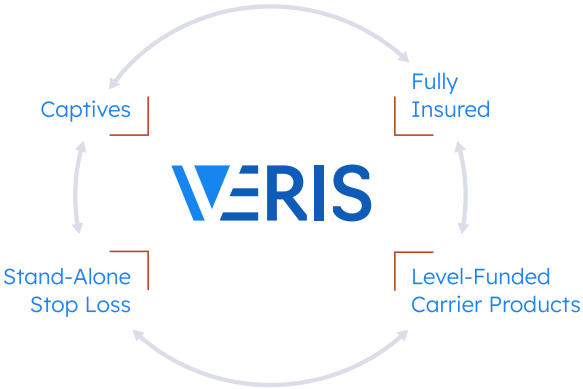
Illustrations

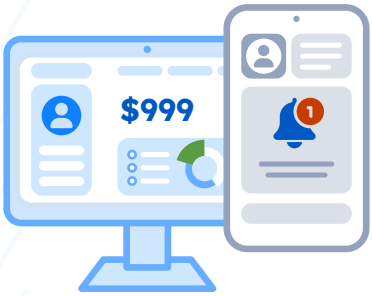
Graphic illustrations may be utilized to explain or demonstrate complex concepts—like a multi-step process, an organization/work flow, etc.—or used in place of photography to balance out a design.

Graphics may be simple or detailed depending on the content or concept being illustrated, but should never feel overly complex or overwhelming. Our illustration style is flat and simple, not photo-realistic. Illustrations may include icons (please see page 17 for iconography usage guidelines) or original, custom graphics created in the overall brand style:

- Clean/minimalist design with plenty of white space
- Geometric lines/shapes
- Light-to-medium line weights, slightly rounded corners
- A judicious use of the full Benecon brand color palette

Always ensure designs are well-balanced with both photography and illustration. If a composition feels image heavy, consider adding illustrations and/or icons in place of photography (and vice versa) to create differentiation between content and concepts, add visual interest, and to help users navigate through the design.





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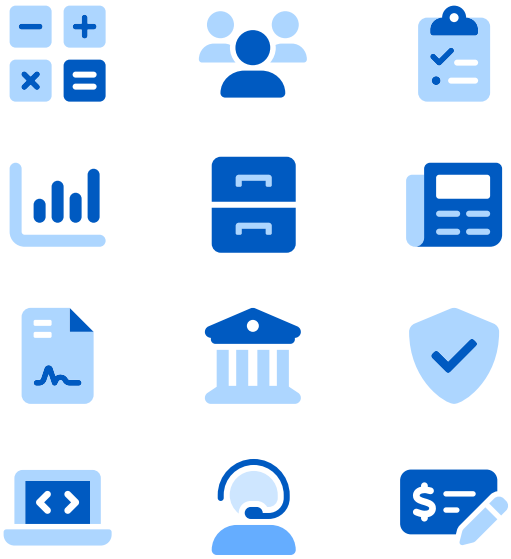
Iconography

Iconography may be employed to help convey ideas or concepts with a quick visual cue. Icons may be used singly or as part of a larger graphic.



All Benecon brands utilize the Font Awesome icon set. Duotone icons are preferred; however, solid icons may be used if the icon is too small at output size for duotone detail to be discernible, and/or for user interface (UI) elements. Duotone icons should be set in various shades of VERIS blue, and should always be used on their own, not in an enclosing shape or container. Solid icons may be used in any brand color. Ideally, solid icons should be used on their own, but may be enclosed in a shape/container if needed to enhance design or comprehension of the content.

To ensure consistency across all materials and properties, when sourcing or creating new icons always check Font Awesome first. If a suitable icon cannot be found through Font Awesome, a custom icon may be used. In these cases, be sure to mimic the Font Awesome duotone icon style or solid icon style—solid fill icons with slightly rounded corners.

Font Awesome is an online icon library and toolkit offering more than 1,500 free icons and more than 3,000 Pro icons. Pro icons require a Font Awesome Pro license. Benecon's Marketing Team holds a Pro license. Please submit all requests for icons to marketing@benecon.com.

Patterns

Patterns may be used to add dimension to designs, but should never detract from content or add visual clutter to the overall design.

When using background/overlay patterns, apply colors subtly so the pattern is visible, but not distracting. For overlays, adjust opacity of the pattern so it does not obscure the image beneath while still allowing the pattern to be discernible over the image.

Currently, Benecon is using one general background/overlay pattern—a set of diagonal lines (as seen throughout these guidelines). The lines pattern should be used consistently across materials in a single orientation (the slanted lines should go from bottom left to top right)—the lines pattern should never be flipped, but it may be enlarged, shrunk, cropped, or change position.

A trapezoidal shape may be used as a background (behind full content blocks, full images or video), for color-blocking, or for image masking—never as an image overlay or general background to an entire composition. Please review the Benecon website to see different ways to use the trapezoidal shape.

Red accent marks (seen on the right) may be used to set off text, content blocks, or imagery for additional emphasis or design detail.

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Email standards

To keep communications clear and precise, please follow these guidelines for all email communications.

Email signatures

Add your name, title and contact information (i.e. direct dial or cell phone) to the appropriate signature style shown below. Nothing else should be changed. Fonts and colors are brand standards and must remain the same for everyone.

Firstname Lastname
Title

BENECON

201 E. Oregon Road | Suite 100 | Lititz, PA 17543
P.O. Box 5406 | Lancaster, PA 17606
P: (717) 723-4600 or (888) 400-4647
benecon.com

Firstname Lastname
Title

ConnectCare3

201 E. Oregon Road | Suite 100 | Lititz, PA 17543
P.O. Box 5406 | Lancaster, PA 17606
P: (717) 723-4600 or (888) 400-4647
connectcare3.com

Out of office messages

Internal

I will be out of the office [on {insert date} (if it's one day)] or [(if it's more than one day) {beginning date through end date}]. [Date Format = day of the week, month, day, year] If you need immediate assistance, please contact [insert first and last name of your back-up—Direct Supervisor, Co-Worker, Direct Report, etc.] at [insert back-up's email address]. Otherwise, I will respond to your email upon my return.

External

I will be out of the office [on {insert date} (if it's one day)] or [(if it's more than one day) {beginning date through end date}]. [Date Format = day of the week, month, day, year] During this time I will have [insert level of email access {no, limited, periodic, etc.}] access to email. If you need immediate assistance, please contact [insert first and last name of your back-up—Direct Supervisor, Co-Worker, Direct Report, etc.] at [insert back-up's email address].

Thank you,
[insert signature block]

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Additional information

Marketing requests

Please e-mail all requests for marketing materials (e.g. logos, images, icons, patterns, presentations, flyers, brochures, giveaways, etc.) to: marketing@benecon.com

Questions

Please direct all marketing-specific questions to:

Jenn Kristovensky, Director of Marketing
jkristovensky@benecon.com

Abigail Vicent, Senior Marketing Specialist
agvicent@benecon.com

Owen Steimel, Marketing Specialist
osteimel@benecon.com

Billy Hoynoski, Marketing Specialist
bhoynoski@benecon.com

Company affiliated websites

benecon.com | Benecon
connectcare3.com | ConnectCare3
smtpa.org | Susquehanna Municipal Trust
pmhic.com | Pennsylvania Municipal Health Insurance Cooperative
pchipc.com | Pennsylvania Counties Health Insurance Purchasing Cooperative
pshicbenecon.com | Public School Health Insurance Cooperative

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ABOUT BENECON

Benecon provides self-funded medical benefit programs, offering a full suite of actuarial, compliance, finance and producer services to thousands of public and private sector employers and hundreds of thousands of employees across the United States. Benecon's offering allows employers to effectively control benefit plan expenditures and design programs that meet both the strategic needs of the employer and the personal needs of the employees. Benecon's subsidiary, ConnectCare3, provides wellness consulting and clinical services, including patient advocacy, nurse navigation and chronic disease management.

Learn more at benecon.com

(888) 400-4647 | info@benecon.com