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**For Immediate Release**

**AULTCARE OFFERS ‘AULTCARE CHOICES MARKETPLACE’ TO EMPLOYER GROUPS THROUGH  
CONNECTEDHEALTH: SHOP AND ENROLL PLATFORM SIMPLIFIES THE HEALTHCARE BENEFITS PROCESS  
LEVERAGING DEFINED CONTRIBUTION APPROACH**

**Canton, Ohio – May 12, 2014** – AultCare, one of the largest hospital-based Preferred Provider Organizations in the Midwest, has partnered with ConnectedHealth, provider of the industry-leading benefits marketplace and personalized shopping platform for employers, health plans and consumers, to launch AultCare Choices Marketplace, a consumer-focused ecommerce benefits platform.

Through ConnectedHealth’s award-winning private exchange platform, AultCare simplifies the benefit process for employers and their employees.

“Employers are looking to us more than ever to provide them with innovative, cost-effective benefit solutions,” said Mike Novelli, AultCare’s Vice-President of Reform Implementation. “ConnectedHealth’s intuitive shopping platform simplifies the benefit management for employers and allows them to select and contribute to their employees’ coverage. Additionally, employees can ‘shop’ recommended health care plans based on their preferences and financial needs, and select a plan that is right for them using this system.”

With AultCare Choices Marketplace, the Company’s employer clients will be able to set the contribution amount they want to allocate for each category of benefits-eligible employees. Employees can shop the AultCare Choices Marketplace using those funds, choosing their insurance from a range of medical, dental and visions plans. The “shop and enroll” process is simple for employees leveraging ConnectedHealth’s online shopping-cart and recommendation engine technology, which incorporates behavioral economics to guide individuals through every step based on their personal preferences,

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their demographic information and expected healthcare use.

“Given the implications of health reform, health insurers not only have to comply with new requirements, but transform their businesses to meet their clients’ evolving needs,” said ConnectedHealth President Joe Donlan.

“What we’ve found in AultCare is a forward-thinking partner that is offering a revolutionary strategy for their employer clients – positioning AultCare to better help employers save money while reducing healthcare spending and providing employees with the tools they need to make smart choices about their health and financial risk.”

### **About AultCare**

AultCare, established in 1985, provides local, affordable and quality health-care administration for more than 2,300 local companies, making it one of the largest hospital-based PPOs (Preferred Provider Organization) in the Midwest. AultCare continues to develop innovative products and plan designs to meet the needs of area companies, including specialized wellness programs and a disease management program that focuses on preventative care to lower medical costs. AultCare is based in Canton, Ohio. For more information, visit [www.aultcare.com](http://www.aultcare.com).

### **About ConnectedHealth**

ConnectedHealth drives corporate growth by making it easy for employees to be healthy and financially secure. Founded by pioneers of the consumer transparency movement, the Company’s award-winning consumer-friendly platform delivers innovative benefits strategies while offering consumers the most intuitive shopping platform available. To learn more about how ConnectedHealth is revolutionizing group and individual benefits, visit us at [www.ConnectedHealth.com](http://www.ConnectedHealth.com) or on LinkedIn, Facebook and Twitter.

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