



BENEFIT COMMERCE *group*

NEWS RELEASE

Raj Kapur Joins Benefit Commerce Group as Benefit Consultant



Raj Kapur

Scottsdale, AZ, May 17, 2012 – Benefit Commerce Group, an innovative and award-winning employee benefits firm, announced that Raj Kapur has joined the company as a benefit consultant.

Benefit Commerce provides employee benefits brokerage services and support. It emphasizes innovative long-term strategies for employer groups, to focus on consumer-directed plans and wellness programs that lower health care costs, better meet employee needs and enhance productivity.

“Raj is a great addition to the Benefit Commerce organization, bringing with him 10 years of experience working with employers on employee benefit plans and voluntary worksite programs,” said Chris Hogan, President of Benefit Commerce. “As our firm continues its strong growth this year, Raj will be an integral part of developing long-term strategies and implementing innovative solutions that save time and money for our clients.”

Prior to joining Benefit Commerce, Kapur was a benefit consultant at CBIZ for four years. He also previously served as a sales account executive for Unum Insurance in Phoenix and Los Angeles.

“I am very excited to have joined the energetic and forward-looking team at Benefit Commerce,” Kapur said. “Our approach and strategy is centered on aligning strategies and solutions with our clients’ business plans and goals. Benefit Commerce is made up of a unique group of professionals who really understand the insurance industry and the needs of businesses and other employer organizations. The service and support our clients receive is second to none.”

ABOUT Benefit Commerce Group

Benefit Commerce Group, the creator of its exclusive **Trend Neutralizer™**, is an innovative and award-winning employee benefits firm that is changing the health care cost paradigm, one company at a time. We provide employers with sustainable strategies to lower health care costs first-year and long-term and enhance productivity. Benefit Commerce is a “game-changer” for companies striving to control one of their highest expense items: employee benefits costs. We are not your typical benefits firm, and we are not offering typical cost-shifting techniques. Our strategies yield real savings for both employer and employee and also integrate meaningful consumer-focused employee health and wellness programs. Our technology enhancements also set us apart, as we offer methods to streamline HR functions from enrollment through ongoing employee communication and administration.

Benefit Commerce executives won both “Most Innovative Broker” and “Industry Innovator” national awards from The Institute for HealthCare Consumerism in December 2011. For more information on Benefit Commerce Group, visit our website www.benefitcommerce.com.

For more information, contact:

Nancy Zalud

480-515-5010

Nancy@benefitcommerce.com