

Via Benefits™ Frequently Asked Questions

1. What is changing?

We have decided to discontinue the use of the brand name OneExchange and, more than that, to unify our benefits delivery solution suite under a single, recognizable brand name.

2. Why did you decide to change the branding for your exchange and benefits outsourcing offerings?

We changed the branding of our benefits delivery solution suite because the previous names drew a line between “exchanges” and “benefits outsourcing” that we have come to realize doesn’t really exist.

Our clients typically don’t come to us looking for a specific solution. They come to us with challenges they are trying to address and evaluate us based on whether we can help them solve those problems. Often, we help clients uncover challenges they might not even realize they are struggling with. We believe this consultative process and way of positioning and presenting our solutions reflects the reality of how our clients look at the world and what they need from us.

As a result, we now talk about a spectrum of solutions that we, together with the employer, can effectively map to employees and retirees based on their need(s) rather than retro-fitting their needs to a particular solution. Clients may choose to fully customize their benefits offering, select from our pre-vetted best-in-class portfolio of health, wealth and protection benefits, or implement one of our 40+ fully stocked turnkey options.

3. Will clients and partners need to amend their contracts with Willis Towers Watson business entities to reflect the new brand?

To be clear, the formal business entity names that deliver these solutions are not changing: our benefits outsourcing business and group exchange business will still be delivered through Towers Watson Delaware, Inc. and Liazon Corporation; our individual exchange business will still be delivered by Extend Insurance Services LLC and/or Extend Health, Inc.; and our internal consumer directed accounts solutions will still be

provided by Acclaris, Inc. What is changing, however, is that these solutions will become seamlessly integrated and unified under the brand name Via Benefits by Willis Towers Watson.

4. Why was Via Benefits chosen as the new brand name? What does it mean?

The new brand name was chosen because the combination of “via” and “benefits” is a great shorthand for positioning what we do and how we do it.

The word “via” literally means “traveling through a place to a destination.” When most people hear this phrase, they think of a path or journey. Applied to our business, the idea of a journey helps communicate that we work with our clients to determine their benefits delivery needs and guide them through the process of design to build, seamlessly. The journey is different for each client and each participant, but the destination is the same: employers can offer a tailored benefits solution that best meets their needs and diverse workforce population and participants are empowered to choose and use personalized health, wealth and protection benefits, and get full value from the choices they make.

5. How is the new name pronounced?

We pronounce it “vEEa.”

6. What is the rebrand designed to accomplish?

As our business evolved, OneExchange did not accurately reflect the full scope of our benefits delivery solutions. We believe the new brand does the following for us and our clients:

1. More accurately captures the spirit and reality of our vision
2. Reflects how our clients think about their benefits strategies and how we currently bring our solutions to market
3. Provides us with an opportunity to reach out to our clients, participants, and the media, and offer a fresh perspective on how we’ve evolved in this space.

7. The name “OneExchange” suggests that a main goal was to provide a single platform and unified user experience across all solutions. Is this no longer a goal?

It has always been and still is our goal to provide an excellent user experience, but what that means is different for different consumers. Our web design and product functionality – the enrollment tools and decision support we offer, for example – are developed and delivered only after we test them with demographically equivalent users. A 75 year-old retiree has different abilities and expectations than a 35 year-old engineer, and so our web interface, needs assessment, and enrollment processes are different to match the capabilities of our users. Our vision and mission are to continue to provide our clients with a robust set of solutions that meet the needs of all their diverse populations seamlessly and efficiently.

8. Does the new brand signal a shift away from exchanges?

No, but it does result from an evolution toward a unified benefits delivery model that includes a spectrum of offerings, from configurable holistic solutions to fully customizable “pure” benefits outsourcing.

Some people call our benefits delivery solutions exchanges; some call them marketplace environments; some call them benefits outsourcing platforms. At the end of the day, what they’re called isn’t the most important factor (and it can create categorical divisions that we don’t think are helpful). What’s important is whether our marketing and communications strategy opens doors and allows us to engage with our clients to help them meet both the benefits needs of their employees and their organizational goals.

We believe the name Via Benefits is a door opener and sets the stage much more effectively for clients to appreciate the full scope of our offerings and the value of our approach.

9. What solutions are included in the Via Benefits solution suite?

All of the Exchange Solutions lines of business will now be marketed under the Via Benefits brand. Our suite of innovative, holistic, best-in-class benefits delivery solutions offers the right level of choice and flexibility for clients to deliver on their benefits strategy while managing cost and complexity and includes:

- **Group marketplace and benefits outsourcing solutions** for large and mid-market employers provide complete flexibility to choose turnkey, employer-

configurable delivery in a marketplace environment, or fully customized benefits delivery in a traditional environment.

- **Individual marketplace solutions** help employers transition their retirees from group plans to the individual market, where they can choose and purchase plans that meet their needs at prices that fit their budget.
- **Consumer Directed Accounts:** We are the only player in the market who owns the entire offering, from initial consulting and financial analysis, through enrollment and post-enrollment support and advocacy, to a wholly-owned and integrated **Consumer Directed Accounts** platform to enable participant account management.

10. Does the new brand reflect a change in business strategy?

Our core business strategy remains the same: we deliver innovative benefits delivery solutions to help our clients improve employee health, wealth and satisfaction while managing costs.

The new brand reflects the evolution of our solutions and go-to-market strategy over the last four years. We've improved and advanced our solutions based on what our clients and our expert consultants have told us, making us uniquely qualified to help our clients address a broad range of benefits challenges in innovative, cost-effective and efficient ways. Examples include:

- Providing employees and retirees with meaningful choice and helping them choose and use benefits wisely
- Supporting benefits strategies, plans, and programs that help retain and engage top talent by improving the benefits experience and increasing employee appreciation of the value of their employer's benefits.
- Managing costs and reducing the day-to-day administrative burden for HR departments
- Transitioning retirees to the individual market to reduce the cost and administrative burden of retiree health care benefits

Because our solutions have been evolving and changing to better fit the needs of our clients and their participants, we felt that it was time for a new brand that would better

reflect our current product suite and strategy.

11. Does the rebrand signal a change in product direction?

Not a change, but rather a better way to convey our progress on and commitment to continually improving and advancing our benefits delivery solutions to meet the needs of our clients.

Our solution development is always tied to helping our clients travel down the right road toward achieving their benefits goals and accelerating their ability to implement new benefits strategies dynamically. Some of our clients look to our solutions to solve very specific problems, for example, more efficiently and cost-effectively delivering benefits programs or integrating benefits delivery platforms following a merger or acquisition. Others want to implement broader benefits initiatives such as providing a range of benefits types and plans to meet the needs of a more diverse workforce, or engaging employees as educated and informed consumers so they make better decisions about benefits and their use. We have, and will continue to, meet the client where they are and help guide them to where they are looking to go – even if they don't yet realize the full potential of that destination.

12. What does the rebrand mean for me as a client?

For most clients with retirees, this change will not have a major impact. When we rebranded from Extend Health to OneExchange in 2013 we heard very little from retirees about the change, and we expect the same this time.

If you have OneExchange-branded content or information on materials or online content that you offer retirees, your client service manager will work with you to transition it to the new brand in time for the switchover in February, 2018, according to the following timeline:

Timeline:

- **June 26 onwards:** Client service managers will begin contacting clients to start working on any change management needs. The new logo and brand identity materials will be available at this time.
- **Mid-late summer 2017:** public announcement of new brand
- **February 2018:** Participant experience initiated: new brand implemented across all channels including web, print, service center, etc.

13. What does the brand change mean for my retirees?

Because our solution for retirees involves moving them to the individual market for health plans, we will implement the new brand across our retiree solutions. This means the look and feel of our solutions, websites, and communications materials will change with new branding.

However, the functionality and services we provide will not change because of the brand change, and we expect the transition to be fairly seamless. For example, if a retiree types in, or has bookmarked, a URL for your branded OneExchange webpage, as soon as they click on that URL they will be re-directed to the new Via Benefits page for your retirees.

Because we are always improving and advancing our solution, there will be future changes to product functionality or services. However, they will happen based on our solution roadmap and not because of the rebrand.

14. When will the change for retirees be implemented?

To make the transition to a new brand seamless for retirees and allow our product team time to implement and test all of the required changes, we will wait to introduce the new brand until after the 2018 open enrollment period. Our target date for completion of the transition is February 2018.

15. How are you going to communicate this to my retirees?

Given the nature of our relationship with your retirees, we will alert them starting this summer that a change is coming through the following channels:

- Web site notice of upcoming change
- Short note in regular fall newsletters

The OneExchange name and look-and-feel will not change until February, but we want to make sure that retirees know the change is coming before it happens – our experience tells us that the best way to avoid retiree confusion is to communicate early and often!

As we go live with the rebranded participant experience, we'll reach out to inform retirees that the change is happening through:

- Email to those who have agreed to receive it
- Postcard mailed directly to retirees' homes for those we can't reach by email
- Ongoing reminders in regular communications throughout 2018

16. Will there be a different process for early retirees?

The process for early retirees is the same as for Medicare retirees.

17. How will you manage concerned retirees?

We have extensive experience assisting retirees through transitions, most notably with the original transition to the individual market from group plans. To help this change go smoothly, we'll alert retirees with notifications on the web site and in our regular communications, such as our fall open enrollment newsletter, to prepare them to expect a new look and a new name when they interact with us in 2018. Our service centers and customer service personnel will be briefed with information to help them allay any concerns registered by our retiree participants.

While change always creates anxiety for some retirees, changes we've made in the past have gone very smoothly with a minimum of disruption to our participants, and we expect to have the same experience here.

#