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For Immediate Release

Bloom Health Wins 2014 Gold HealthDifference™ Award from the Healthcare Trends Institute

MINNEAPOLIS – January 29, 2015 – Bloom Health recently received a Gold Award from the Healthcare Trends Institute (HTI) inaugural HealthDifference™ Awards for Best Platform – Private Health Insurance Exchanges.

Bloom Health earned this top honor over several other platforms in recognition of its industry-leading Private Exchange Platform® solution that delivers a one of a kind consumer experience. The Bloom Health Private Exchange Platform brings together technology and Advisors that create trusting consumer interactions resulting in optimized benefit selections. The multi-channel approach of the Bloom platform inspires consumers to be knowledgeable and confident. Consumers value working with Bloom; 92% state their Advisors went “above and beyond” in explaining benefit options and 93% said the website was easy to use.

Over the past five years, Bloom has enhanced the Private Exchange Platform® to further focus on the needs of the consumer, employer and other industry stakeholders. Bloom’s customizable suite of employee benefits is designed specifically for a private exchange environment and includes medical, dental, vision, spending accounts, life, disability and a variety of supplemental products from leading regional and national carriers.

“Being recognized by the Healthcare Trends Institute for our work in the private exchange space is very exciting,” said Bloom Health COO Jim Priebe. “Our team works hard every day to bring clarity and unbiased advice to consumers and we thank HTI for this recognition and their work in the employee benefits industry.”

About Bloom Health

Bloom Health is transforming the way employers use the range of workplace benefits to help attract, retain and motivate talent. Founded in 2009, Bloom Health’s Private Exchange Platform® solution brings cost predictability to employers while consumers receive expert guidance to find the benefits options that best meet their unique personal and family needs. Bloom delivers its secure cloud-based solution and personalized support through health plan, employer and agency partners across the United States. Bloom is headquartered in Minneapolis, MN. Visit us at bloomhealth.com.

About the Healthcare Trends Institute

The Healthcare Trends Institute is a new educational platform to help employers, third-party administrators, health plans, brokers, banks, payroll providers, consumers, and other stakeholders keep up with the rapidly changing healthcare benefits industry. It covers a range of topics related to the administration and management of healthcare benefits, including defined contribution, health exchanges, insurance, legislation, and more.

Healthcare Trends Institute programming includes an educational web series, an annual awards program, newsletters, training programs, a resource library, a real-time health exchange infographic, and more. To ensure all content and programs achieve the highest level of quality and relevancy, the Institute is guided by an Editorial Advisory Board of subject-matter experts that represent diverse aspects and perspectives within the healthcare benefits industry. The Institute is sponsored by [Evolution1](#), the nation's largest electronic payment, on-premise, or cloud-based, consumer-driven healthcare solution. More information is available at www.HealthcareTrendsInstitute.org

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