



For Immediate Release:
October 10, 2013



Media Contact:
Sarah Schwirian
sschwirian@bks-partners.com
813-387-6842

BKS-PARTNERS JOINS WITH LIAZON TO OFFER THE BRIGHT CHOICES EXCHANGE TO CLIENTS

TAMPA, Fla. – [Baldwin Krystyn Sherman Partners](#) (BKS-Partners) announced today its partnership with [Liazon Corporation](#) to make the [Bright Choices Exchange](#)[®], an online benefits store, available to their clients.

Bright Choices helps employers save money on their healthcare costs by setting predictable budgets while allowing employees to personalize their benefits package with a selection of health, dental, vision, life, disability, and other benefits from national and regional providers. Employees are able to make smarter benefits selections with the help of decision support and educational tools, and are able to better organize and manage their expenses with year-round expense tracking.

“Our Liazon partnership offers our clients the industry’s leading private benefits exchange,” said Elizabeth Krystyn, Partner at BKS-Partners. “The Bright Choices Exchange helps organizations control long-term healthcare costs while giving their employees a more efficient, educational and comprehensive benefits selection process.”

“We are fortunate to be working with BKS Partners,” said Liazon’s chief revenue officer, Michael Karp. “It’s exciting to partner with a broker who is looking for new solutions to bring to clients and is eager to help deliver to those clients a materially better benefits buying experience.”

The award-winning Bright Choices Exchange creates a personalized shopping experience that allows employees to compare plans side-by-side, view plan costs by pay period, and even make choices based on scenario analyses of project costs.

“We have found that individuals become more engaged in their healthcare and value the benefits more when they have increased control over designing their benefits plan,” said Michael Karp.

About Baldwin Krystyn Sherman Partners

Baldwin Krystyn Sherman Partners (BKS-Partners) is an independent insurance brokerage firm that offers a client centric approach of a boutique firm with ample resources and industry specialization. Headquartered in Tampa, with offices in Naples and Sarasota, we create personalized client relationships that allow us to design, implement, and manage holistic insurance solutions for companies and sophisticated individuals—all from a convergent perspective. We are experts in private risk management, commercial risk management, employee benefits, and wellness and safety programs,



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