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Lisa Free-Martin Serves as Panel Speaker at Benefits Conference

Workplace Benefits Mania

Iselin, NJ, July 25, 2016 – InRoll+, a U.S. Employee Benefits Services Group (USEBSG) firm, announced today that Managing Director, Lisa Free-Martin, co-led a panel discussion at the Workplace Benefits Mania conference held in Las Vegas, NV from July 18-20, 2016. The annual conference brings together 600+ brokers, agents and advisers to discover the latest strategic approaches, tools and technologies to grow their benefits practices. The event was sponsored by SourceMedia, publishers of *Employee Benefit Adviser*, *Employee Benefit News*, and a number of other insurance and financial services industry publications.

Lisa served on a panel for the session on “Evaluating Enrollment Decision Support Tools.” Discussions included the types of decision support tools currently available in enrollment platforms, as well as the future direction of decision making tools. Lisa stated, “As we move into the future I believe you will see a much more precise approach though profiling clients with a limited number of demographic questions. The answers to these questions would generate a package approach to the client with a recommendation of what would best fit their needs, while allowing them to modify that package once delivered.”

Lisa has been in the employee benefits market for over 20 years and specializes in delivering and marketing worksite benefits solutions. She joined InRoll+, a nationally recognized Benefits Administrator in the K-12 market, in June 2016.

About U.S. Employee Benefits Services Group

U. S. Employee Benefits Services Group is a Division of U.S. Retirement Partners, Inc. and, with headquarters in Iselin, NJ, is the nation’s largest independent K-12 public school and governmental employee benefits and retirement planning services firm, also serving the corporate and non-profit marketplace, with over 1.2 million clients serviced through 30 regional Partner Firms.

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