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USRBP CEO Speaks at William Blair Benefit Technology Conference

Iselin, NJ, November 14, 2022 – U.S. Retirement & Benefits Partners (USRBP) announced today that its co-founder and CEO, Mark Skinner, was a panelist at the William Blair 11th Annual Benefit Technology Conference on November 10, 2022. The event featured a series of panels with leading experts across the health and benefit technology landscape.

Skinner participated in the “Latest Trends in Benefit Buyer Needs” panel, which covered such topics as health care inflation, decision-support tools including data utilization, and smaller companies looking for holistic benefit plans. Panelists shared their insights on addressing benefit design, helping employers contain costs, and methods to engage and empower employees.

Skinner’s comments focused on:

- The rising cost of health care being a primary concern for employers and, as a result, the need for brokers and consultants to be flexible in plan design, education, communication and enrollment.
- That one size does not fit all.
- The importance of helping employees so they can make informed benefits decisions and understand the value of their benefits with responsive and integrated decision support tools.
- Capabilities to create an optimal enrollment experience using in-person, call center, self-serve or a combination of all three methodologies to best meet the needs of each organization’s composition.

“The William Blair conference was a tremendous forum to engage with Benefits technology leaders in a range of topics within the field,” said Mark Skinner.

About U.S. Retirement & Benefits Partners

U.S. Retirement & Benefits Partners, with headquarters in Iselin, NJ, is one of the nation’s largest independent, national financial services firms specializing in employee benefit and employer-sponsored retirement plans in the K-12 public school, governmental, corporate, and non-profit markets. USRBP serves over 12,500 employer groups with 3 million participants through 51 regional Partner Firms. For more information, visit www.usrbpartners.com.

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