

InsureXSolutions to Raise Awareness of March 31 Obamacare Deadline at Chicago's Warm Your Heart 5K

Attendees Can Speak with Insurance Experts, Get a Free Quote, Enter to Win an iPad and Obtain Health Coverage

ROSEMONT, III. – February 19, 2014 – [InsureXSolutions®](#), a private health insurance exchange launched by [Flexible Benefit Service Corporation](#) (Flex), announced today that the exchange is sponsoring Chicago's Warm Your Heart 5K at McCormick Place on February 23, 2014. Members of the InsureXSolutions team will be at the venue to raise awareness of the Affordable Care Act (ACA) and March 31 deadline for individuals and families to obtain health insurance.

The perfect run for a cold Chicago winter, the Warm Your Heart 5K is an indoor event that supports Northwestern Medicine's Bluhm Cardiovascular Institute, a nationally recognized program that delivers highly specialized cardiovascular care. Nearly 3,000 participants will take on the single-loop 5K through the corridors of McCormick Place, the nation's largest convention center.

As an event sponsor, InsureXSolutions will have a booth where attendees can speak with licensed insurance professionals. Visitors can ask questions about Obamacare, learn if they qualify for a premium subsidy, get free health insurance quotes, compare coverage options and even sign up for an insurance plan on the spot. All visitors can submit their information for a chance to win an iPad.

"With the March 31 health law deadline just 5 weeks away, now is the time to take action," said John DiVito, President of Flex. "Chicagoans who fail to obtain coverage will have to pay a government penalty and remain uninsured until 2015. We want to make sure everyone in our city knows about the deadline and has the tools to get covered."

According to the ACA, individuals need to have health insurance coverage by March 31, 2014, in order to avoid tax penalties. In 2014, a family that fails to get insurance will have to pay \$95 per adult and \$47.50 per child or 1 percent of income—whichever is greater. This will climb to \$695 per adult and \$347.50 per child or 2.5 percent of family income in 2016.

To assist uninsured Chicagoans, address the lack of awareness about ACA laws and help Chicagoans avoid penalties, InsureXSolutions offers numerous educational resources. Chicagoans can learn the basics of the ACA at [shopgetcovered.com](#), keep up-to-date with the latest news at the [exchange-buzz.com](#) blog and compare health insurance plans from Illinois' top providers at [insurexsolutions.com](#)



Over the next few weeks, InsureXSolutions will continue to support health and wellness events in the Chicago community and help families get coverage before penalties strike.

To find out more about the ACA or shop and compare IL health insurance plans, visit shopgetcovered.com.

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About Flexible Benefit Service Corporation

Flexible Benefit Service Corporation (Flex) is a leader in the health insurance and benefits administration marketplace. Since 1988, Flex has continuously offered cost-effective health care solutions for producers, employers, employees and individuals. Through their consumer-driven strategies, tax-advantaged programs and insurance offerings, Flex serves as a full service general agency and benefits administrator. The comprehensive Flex product portfolio includes flexible spending accounts (FSAs), health reimbursement arrangements (HRAs), health savings accounts (HSAs), transit/parking reimbursement accounts (TRAs), COBRA administration and more. Flex also blends its in-house expertise from both divisions to offer a private insurance exchange showcasing integrated resources and innovative technology. Flex is an accredited business with the Better Business Bureau and maintains an A+ rating. Learn more at www.flexiblebenefit.com.

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