



PRESS RELEASE

For Immediate Release

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NueSynergy, Inc., Announces Strategic Partnership with Health Agents for America

LEAWOOD, KS., (September 18, 2017) – NueSynergy and Health Agents for America (HAFA) today announced a strategic partnership to benefit HAFA's membership by increasing their product line, service value, client retention and brand awareness at a discount.

HAFA is a 501©6, bi-partisan trade association for Independent, Non-Captive Insurance Agents. HAFA formed to answer a need for Independent Agents and to provide exclusive representation to address matters such as education, commissions, the ACA and products for their "tool chest for success".

"HAFA is the fastest growing association representing independent agents exclusively; we are excited about our partnership and the opportunity to work with their members. Since 1996, NueSynergy has quite simply raised the bar in benefit value and overall experience by understanding that our success depends solely on the experience of our members and employer partners. This drives our tireless focus on customer service and technology. We look forward to bringing this expertise and culture to HAFA in an effort to increase the membership's product line, service value, client retention and brand awareness," said NueSynergy President Josh Collins.

NueSynergy's reputation for personalized and knowledgeable service, supported by reliable and easy-to-use technology, will bring a positive, value-driven approach to HAFA and its membership.

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Based in Leawood, KS, NueSynergy has grown into one of the largest benefit account administrators, providing Health Savings Accounts (HSA); Flexible Spending Accounts (FSA); Health Reimbursement Arrangements (HRA); COBRA and Direct Premiums Billing services to employers of all sizes and sectors including states and local governments, as well as private and publicly traded companies.