



## **HODGES-MACE EXPANDS SOFTWARE CAPABILITIES, CUSTOMER BASE WITH ACQUISITION OF CONTINUOUSHEALTH**

**ATLANTA, GEORGIA – October 24, 2014** – Hodges-Mace, an employee benefits communications company founded in 2004, announced today that it has acquired technology provider, ContinuousHealth. ContinuousHealth designs, builds and implements software that simplifies and improves employee benefits administration and enrollment processes for employers, employees, insurance carriers and healthcare consultants. ContinuousHealth's innovative products and industry expertise in Affordable Care Act (ACA) compliance and strategy, Benefit Eligibility Management and Private Exchange Design and Deployment will enable Hodges-Mace to serve a broader range of employers and distribution partners while expanding the services it offers to current customers.

"Employers continue to struggle with the complexities of the Affordable Care Act, ongoing budget challenges related to healthcare inflation and the need to improve communication and enrollment for a diverse workforce. We continue to innovate our software and services to address these needs holistically, and the acquisition of ContinuousHealth allows us to do this more quickly and effectively than if we continued to operate as separate companies," said Peter Mace, co-founder and principal - Hodges-Mace.

This transaction represents the second acquisition completed by Hodges-Mace in two weeks. The acquisitions of SmartBen and ContinuousHealth are key to a broader growth strategy initiated by Hodges-Mace to fundamentally change how benefits are administered and delivered by employers and consumed by employees. Hodges-Mace embarked on this strategy after receiving a significant investment to accelerate growth in December 2013 from Stone Point Capital and Dowling Capital Partners.

The acquisition was completed October 15 and financial terms were not disclosed. Eric Helman, founder and president of ContinuousHealth, will join Hodges-Mace's leadership team in the role of chief strategy officer. Hodges-Mace said it will maintain corporate offices in both Atlanta and Conyers, Georgia with ContinuousHealth employees moving "virtually across the street" to the Atlanta location.

"ContinuousHealth has been successful by challenging the status quo in employee benefits delivery because one solution doesn't work for every employer and employee," said Eric Helman. "Combining ContinuousHealth's ACA Compliance and Consulting and Private Exchange solutions and SmartBen's industry leading benefits administration platform with the core communication and enrollment services of Hodges-Mace, creates a company that is uniquely positioned to help employers and their employees navigate the complicated world of benefits."

Hodges-Mace works with businesses from a variety of industries, including automotive, energy, gaming, healthcare, hospitality and retail. The company plans to introduce its rebranded technology products and support services to clients and prospects in the first quarter of 2015. These acquisitions are part of a larger plan to expand the company's diverse product and service offerings to a wider range of businesses across the country, from large and mid-market enterprises to smaller employers that Hodges-Mace will now support.

**About Hodges-Mace**

Founded in 2004 by Greg Hodges and Peter Mace, Hodges-Mace is an employee benefits technology and communications firm that helps employers improve their overall delivery of benefits by implementing cutting-edge solutions coupled with proven employee engagement and decision-support services. For more information, visit [www.hodgesmace.com](http://www.hodgesmace.com) or on [LinkedIn](#).

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