

Benefit & Risk Management Services Unveils New Brand Identity

Benefit & Risk Management Services (BRMS) is proud to unveil a new brand identity that aligns with our new position: Building Trusted & Valued Relationships to Reduce Healthcare Costs.

“As BRMS continues to grow and expand, we are ensuring we stay focused on our most important objective — building relationships with our employees and clients that are based on trust, mutual respect and the common goal of reducing healthcare costs,” states CEO, Matt Schafer.

“Our new logo is a reflection of our focus on building quality relationships — both internally and externally — to ensure we align with our client’s corporate healthcare goals, and reduce their healthcare costs, so they can concentrate on building relationships with their employees. Our symbol communicates this focus on relationships, representing the five core players in our approach to healthcare management: BRMS, the Broker, the Employer, the Employee and the Carrier.”

The connecting point of the four elements is a cross that represents health care.

These elements represent BRMS.

The four elements in our symbol represent the Broker, the Employer, the Employee and the Carrier.





With new partnerships, including one with a leading voluntary benefits provider that will introduce our flagship technology product Vbas[®] (Virtual Benefits Administration System) to school districts across the nation, and another with one of the world's leading providers of insurance and reinsurance that will allow BRMS to provide fundamental healthcare to the working uninsured with our Fundamentals Health Plan[™], BRMS' business approach is focused on providing quality, affordable benefit solutions that help employers recruit, retain and protect the welfare their most valued asset — their employees.

“Our new brand identity reflects our aim to continue building relationships with leading industry providers so we can reduce healthcare costs proactively. BRMS is looking forward to a new year with a new image that supports our mission of exceeding our customer's expectations by improving healthcare information access and management, simplifying the benefit administration process, and reducing healthcare costs with best-in-class technology and well-trained staff.”

Brand transitioning will occur over the next couple of months, including a new Web Site and Vbas[®] Flash Demonstration that will launch this spring.

About Benefit & Risk Management Services, Inc.

Benefit & Risk Management Services is a leading employee benefit administration and healthcare risk management TPA that is building trusted and valued relationships to reduce healthcare costs. Redefining the value of Third Party Administration with the most advanced technology solutions, BRMS helps over 400 organizations (including IT industry leaders, school districts, credit unions, hospitals, home builders and vineyards) control their benefit costs with advanced administration services, creative funding options and an innovative Web-based Virtual Benefits Administration System (Vbas[®]) that streamlines processes. For more information on BRMS and Vbas[®], visit www.brmsonline.com or email info@brmsonline.com.