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**FOR IMMEDIATE RELEASE**

## **Lakeland Regional Health System deploys WestLake Financial Group, Inc.'s "BenefitsTalk™" program to achieve a seamless online enrollment.**

**BUFFALO GROVE, IL., (April 20, 2005)** – After years of paper-based benefit enrollments for their 2,500 employees, Lakeland Regional Health System successfully implements WestLake Financial Group, Inc.'s online enrollment – BenefitsTalk™. Lakeland Regional Health System, a community owned health system in Southwestern Michigan, utilizes a custom-built, online enrollment system achieving a 94 percent participation rate in their Open Enrollment. Lakeland is one of many firms this year that took advantage of WestLake Financial Group's online enrollment system, all part of WestLake's plan to revolutionize the way benefits enrollment and administration is handled.

Jerry Guinane, vice president of human resources and organization development at Lakeland Regional Health System stated, "The online enrollment was seamless and WestLake's response time was immediate throughout the enrollment process." When asked why Lakeland Regional Health system decided to implement the online enrollment, Mr. Guinane said, "We couldn't afford not to do it." The Lakeland Regional Health System HR staff had been conducting Open Enrollment using paper enrollment forms and manually updating eligibility with their carriers prior to implementing BenefitsTalk™.

Tammy Miller, vice president of client services at WestLake Financial Group, Inc. said, "BenefitsTalk™ is designed to simplify benefits enrollment, reduce cost and improve data accuracy. We allow our clients unlimited flexibility when it comes to designing and developing their customized website. By providing access to all health care information on the website, employees are becoming better consumers of health care. With the

tremendous cost pressure on companies today, our new websites will not only educate employees about becoming better consumers of health care, they will reduce costs.”

Along with the online enrollment, benefit information, disease management data, premium rates and custom- tailored eligibility information, participants also are afforded online and offline help in the process. WestLake’s Customer Service Call Center and an online Live Personal Assistant aid employees by answering specific questions and familiarizing them with the enrollment process.

Karen Knuth, human resources manager at Lakeland Regional Health System stated, “It was hard for me to believe we could do the enrollment over the telephone or online. There would be no paper and there was nothing to key into a system. It was all done by the push of a button. It was phenomenal.”

With more than 25 years of experience, WestLake Financial Group, Inc. is a leading HR consulting and employee benefits solution provider. By utilizing technology and personalized expertise to provide clients web based internet solutions, traditional broker services, consulting services, claims administration, outsourced services and call center support, WestLake allows clients to focus on core human resource activities. In July 2004, several of WestLake Financial Group’s core products and services, BenefitsTalk™ (online enrollment), FSA Administration, COBRA Administration and Billing Reconciliation, received the American Hospital Association’s exclusive Benefit Outsourcing Technology endorsement. For more information on WestLake Financial Group, Inc., please visit [www.benefitstalk.com](http://www.benefitstalk.com).