



CASE STUDY

LIFETIME BENEFIT SOLUTIONS



The cure for benefits as usual.

CLIENT

Lifetime Benefit Solutions, Syracuse, NY

A full-service third party administrator and employee benefits company facilitating the insurance, self-funding and consulting needs of thousands of employers throughout the United States.

PROJECT

Two benefits companies merge. The combined entity, called Lifetime Benefit Solutions, desired creativity and a fresh approach to create distinction in a competitive and crowded market sector.

CHALLENGE

The company's plan is to launch into new markets without name recognition and facing fierce competition.

SOLUTION

To build a new brand, one with national aspirations and capable of boldly entering new markets, we took the folks at Lifetime Benefit Solutions through our Working Brand Platform process, a key component of our [Rapid Brand Strategy](#).

RESULTS

Lifetime Benefit Solutions wanted no punches pulled in the creation of an impactful identity. In concert with our counsel and informed by our branding efforts, LBS executives agreed to go bold. And open. And vibrant. And refreshing.



STRATEGIC COMMUNICATION

Good Thinking

LITOSSC.COM

CASE STUDY

To appreciate who we are, consider where we come from.

Possessing an estimable track record that stretches back to 1974, Lifetime Benefit Solutions was formed through the merger of EBS-RMSCO, Inc. and Support Services Alliance, Inc. As a full-service third party administrator, we facilitate the insurance, self-funding and consulting needs of thousands of clients throughout the United States, leveraging our experience, native flexibility and practical creativity to generate solutions beyond what our customers expect.



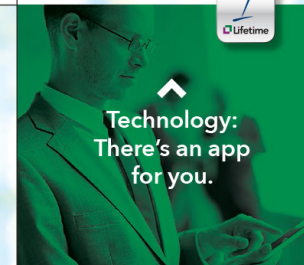
Well. Well. Well

At Lifetime Benefit Solutions, we've demonstrated time and again that wellness programs benefit both employers and employees.

Wellness initiatives that we design engage employees, improve their quality of life - and save companies money.

Like benefit plans, technology is also a moving target.

At Lifetime Benefit Solutions we embrace all technology to the extent to which it simplifies benefits administration—and our customer's lives. The Lifetime Benefit Solutions FSA/HRA/HSA mobile app is an expression of this philosophy. Need to submit a claim or receipt? Snap a picture of it, upload using the mobile app and you're done. Access to all your account information is in the palm of your hand.



Among our affordable, enterprise level solutions is PlatinumHR.

A robust human capital management solution, PlatinumHR offers single sign-on integration across payroll, human resources and time. It combines the rich interface of traditional applications with the low cost of ownership of an online software as a service (SaaS) model.

Benefits Programs built around you.

Lifetime offers services that are the critical success factors for effective communication, onboarding and compliance.

Mapped to each of its workforces, Lifetime provides the flexibility to meet the needs of each remaining company.

In the hands of our teams, each self-funded, management, and training education - is the flexible custom program" here.

At Lifetime Benefit Solutions, we have everything they need, everything less.

The cure for benefits as usual.



Beyond the everyday. Every day.

Flexible. Creative. Affordable. Anything but benefits as usual. That's us. That's Lifetime Benefit Solutions.

Ours is a company with both the knowledge base and creativity to determine precisely your definition of satisfaction when it comes to benefits - and then immediately proceed to exceed it.

For more information about us, please call 1-800-356-1029 or visit us online at LifetimeBenefitSolutions.com



OVERVIEW
BROCHURE



STRATEGIC COMMUNICATION

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WEBSITE

Lifetime
BENEFIT SOLUTIONS

The cure for benefits as usual.

Who We Are ▾ Services ▾ News Room Careers Contact Us ▾

Search

Flexible. Creative. Affordable. Anything but benefits as usual.
That's Lifetime Benefit Solutions. Benefit programs built around you.

ATTENTION PARTICIPANTS Welcome to the new Lifetime Benefit Solutions, formerly EBS-RMSCO and SSA. Did you just receive an ID card and looking for web portal access? [Click here...](#)

Participants
Need to find a doctor? Have questions about your FSA/HRA? Need help with your section 401(k)? Click here for access to your account or more information.
[PARTICIPANT SERVICES »](#)

Employers
Benefit programs built around you. Lifetime Benefit Solutions offers a complete suite of products and services to meet your needs in the world of employee benefits.
[EMPLOYER SERVICES »](#)

Brokers
Partner with Lifetime Benefit Solutions to offer your clients administrative services with a laser-focus on the critical elements of any successful benefit program GLOBAL.
[BROKER SERVICES »](#)

Providers
Are you a health provider? Do you need to register with us? Check your eligibility or a claim status? Click here for more information.
[PROVIDER SERVICES »](#)

Lifetime Benefit Solutions

We have both the knowledge base and creativity to determine your definition of satisfaction when it comes to benefits—and then immediately proceed to exceed it. Benefit programs built around you. That's Lifetime Benefit Solutions.



CASE STUDY

BRANDED
E-NEWSLETTER:
NAME/TEMPLATE
DESIGN



IN THIS ISSUE:

SUMMER 2015

> [LIFETIME ON THE MOVE](#)

> [AWARDS ROUNDUP](#)

> [WELCOME, NEW LIFETIMERS](#)

> [PRODUCT HIGHLIGHT](#)

> [REGULATORY UPDATE](#)

> [C.J. GRAHAM SHARES EXPERTISE](#)

Welcome to *The Lead* — the newsletter of Lifetime Benefit Solutions — published periodically to keep you abreast of the ever-changing world of employee benefit plans. You are receiving this newsletter as a partner, customer, associate or friend of Lifetime Benefit Solutions.

> [NEW MARKETS](#)

Lifetime is on the move: Expanding into Ohio & New Jersey

Building on existing business relationships and opportunities, Lifetime Benefit Solutions, a third-party administrator (TPA) of self-funded medical and dental benefits, is moving into new regions, focusing initially on Ohio and New Jersey.



[READ MORE](#)



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VERSION 1: MAY 2014

Graphic Standards & Guidelines

trademarks of Lifetime Benefits Solutions, Inc.

format logo/tag is the PRIMARY or preferred
ALTERNATE vertical format should be used
only when necessitated by space or shape limitations.

LIFETIME BENEFIT SOLUTIONS GRAPHIC STANDARDS & GUIDELINES

3

CORPORATE LOGO AND TAGLINE

The cure for benefits as usual.

LIFETIME BENEFIT SOLUTIONS GRAPHIC STANDARDS & GUIDELINES

4

COLOR AND LOGO USAGE

The cure for benefits as usual.

(PRIMARY horizontal format)



The cure for benefits as usual.

(ALTERNATE vertical format)

Correct Logo Usage

do not distort the logo from its original proportions.



do not change colors among the components of the logo.



Logo Components

do not separate the logo or use logo elements independently.
used only as a single unit.



exceptions to displaying the full identity when
at:
on small items such as pens, golf balls and other
s, it is acceptable to omit "Benefit Solutions."
is available, it can be used to communicate
t Solutions website.



LIFETIME BENEFIT SOLUTIONS GRAPHIC STANDARDS & GUIDELINES

11

BRANDED PROMOTIONAL ITEMS

GRAPHIC STANDARDS & GUIDELINES



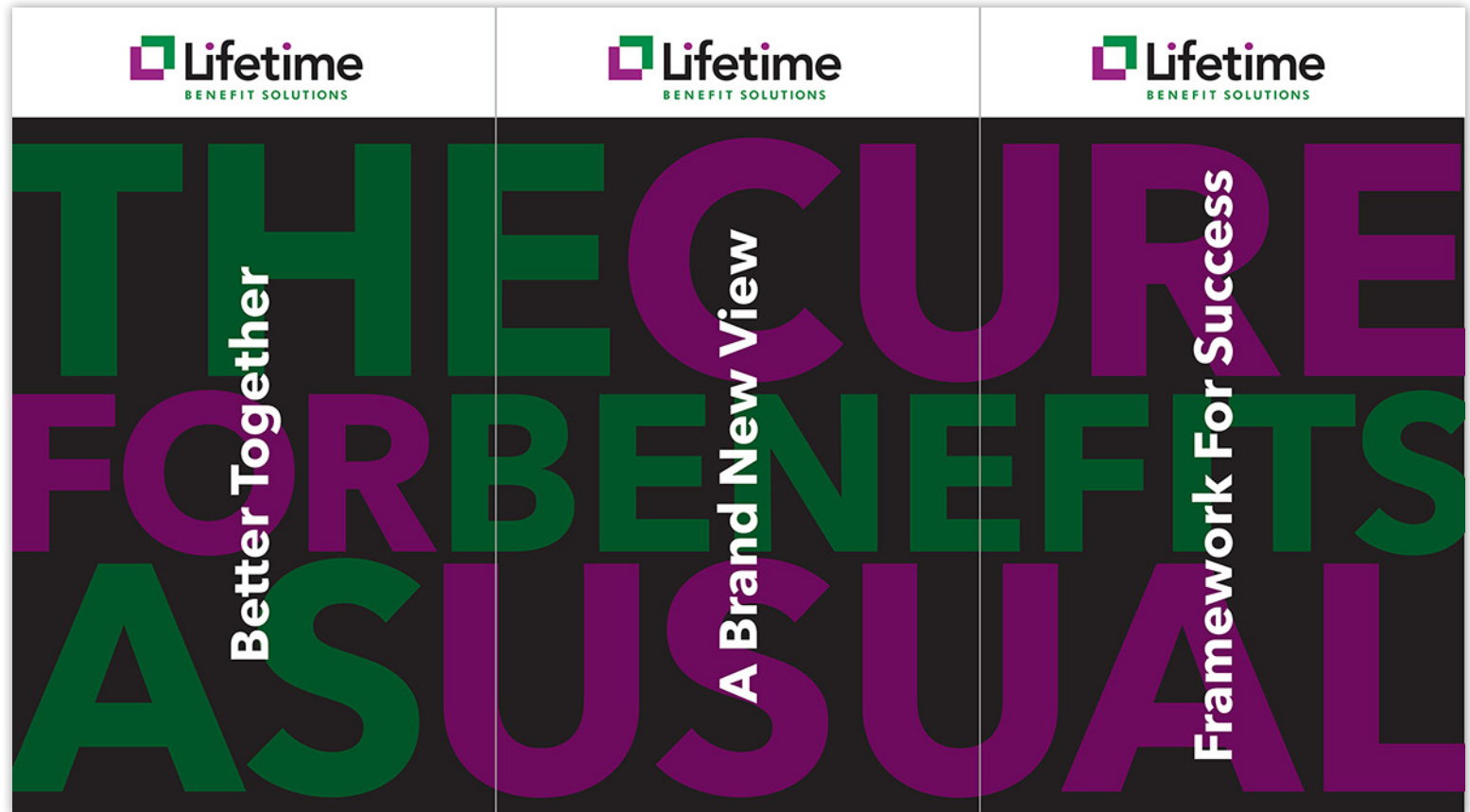
STRATEGIC COMMUNICATION

Good Thinking

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CASE STUDY

EMPLOYEE BRAND
LAUNCH EVENT
BANNERS



(Corporate Tagline revealed when displayed together as shown above)