



## **NFP Health Sponsors America's Health Insurance Plans' 2012 Fall Forum**

NEW YORK, NY – December 3, 2012 – National Financial Partners Corp. (NYSE: NFP), a leading provider of benefits, insurance and wealth management services, announced today that NFP Health, a wholly owned subsidiary of NFP, is a sponsor of America's Health Insurance Plans' (AHIP) 2012 Fall Forum, which will take place on December 3-5, 2012 in Chicago. NFP Health is a pioneer in the design, implementation and delivery of health benefits exchanges.

This three-day forum, focused on understanding and responding to the profound changes related to health care reform, will include critical information sessions and interactive, solution-filled workshops. Discussions will address key topics, such as new technologies and innovations, care alternatives, payment alternatives and compliance with Patient Protection and Affordable Care Act provisions.

"In light of the ongoing and unprecedented changes to the health care market, we are very enthusiastic about participating in this important event," says Jeff Rich, president of NFP Health. "Learning how to establish health insurance exchanges that benefit clients is crucial for AHIP members, and we look forward to sharing our knowledge and experience."

Immediately following AHIP's Fall Forum, NFP Health, in conjunction with Softheon, an emerging leader in next-generation health care business process optimization, will present at AHIP's Exchange Conference, which will take place on December 5-6, 2012 in Chicago. The conference is dedicated to providing information on immediately required steps, and mid- to long-term necessary decisions, to successfully participate in exchanges. The presentation, "Connection with Private and Public Exchanges: Real World Examples," is scheduled to take place on December 6, 2012 at 7:30 a.m. CST.

### **About NFP Health**

As a pioneer in the design, implementation and delivery of health benefits exchanges, NFP Health has a long record of operating one of the largest and most successful benefits marketplaces in New England. The leading independent and full-service insurance exchange covers over 150,000 lives with a full scope of products and services. NFP Health is Massachusetts Business Association, L.L.C., a wholly owned subsidiary of National Financial Partners Corp. (NYSE: NFP). NFP Health is currently operating in New England as Health Services Administrators ([hsinsurance.com](http://hsinsurance.com)). For more information, visit [www.nfphealth.com](http://www.nfphealth.com).

### **About AHIP**

America's Health Insurance Plans (AHIP) is the national trade association representing the health insurance industry. AHIP's members provide health and supplemental benefits to more than 200 million Americans through employer-sponsored coverage, the individual insurance market, and public programs such as Medicare and Medicaid. AHIP advocates for public policies that expand access to affordable health care coverage to all Americans through a competitive marketplace that fosters choice, quality and innovation. For more information, visit [www.ahip.org](http://www.ahip.org).

### **About Softheon**

Softheon, an emerging leader in next generation healthcare business process optimization, enables payer, provider, and government organizations to measurably reduce administrative cost, improve member and provider satisfaction, generate new revenue opportunities, and

comply with regulatory statutes by adopting best business practices. The company does this mainly via its Softheon Exchange Connector™ platform which serves as an intermediary between Carriers and Insurance Exchanges. Softheon is one of only two technology providers with operational experience in designing, implementing and supporting the nation's first state exchange, the Health Connector, in Massachusetts. To find out more about the Softheon, visit [www.softheon.com](http://www.softheon.com)

### **About NFP**

National Financial Partners Corp. (NYSE: NFP) and its benefits, insurance and wealth management businesses provide diversified advisory and brokerage services to companies and high net worth individuals, partnering with them to preserve their assets and prosper over the long term. NFP advisors provide innovative and comprehensive solutions, backed by NFP's national scale and resources. NFP operates in three business segments. The Corporate Client Group provides corporate and executive benefits, retirement plans, and property and casualty insurance. The Individual Client Group includes retail and wholesale life insurance brokerage, and wealth management advisory services. The Advisor Services Group serves independent financial advisors by offering broker/dealer and asset management products and services. Most recently NFP was ranked eighth on *Business Insurance's* 100 Largest Brokers of U.S. Business; second on *Business Insurance's* Largest Agents and Brokers Headquartered in the U.S. Northeast; and as the ninth top global insurance broker by *Best's Review*. NFP operates the fourth largest executive benefits provider of nonqualified deferred compensation plans administered for recordkeeping clients as ranked by *PlanSponsor*; operates a top 10 independent broker/dealer as ranked by *Investment Advisor*; and has three advisors ranked in *Barron's* Top 100 Independent Financial Advisors. NFP is also a leading independent life insurance distributor according to many top-tier carriers. For more information, visit [www.nfp.com](http://www.nfp.com).

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