



2015 CONNECTIONS ORLANDO

April 29 - May 1 » Marriott Orlando World Center

Welcome to Sunny
FLORIDA

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DataPathTM

2015

CONNECTIONS

We're glad you're here!

Inside

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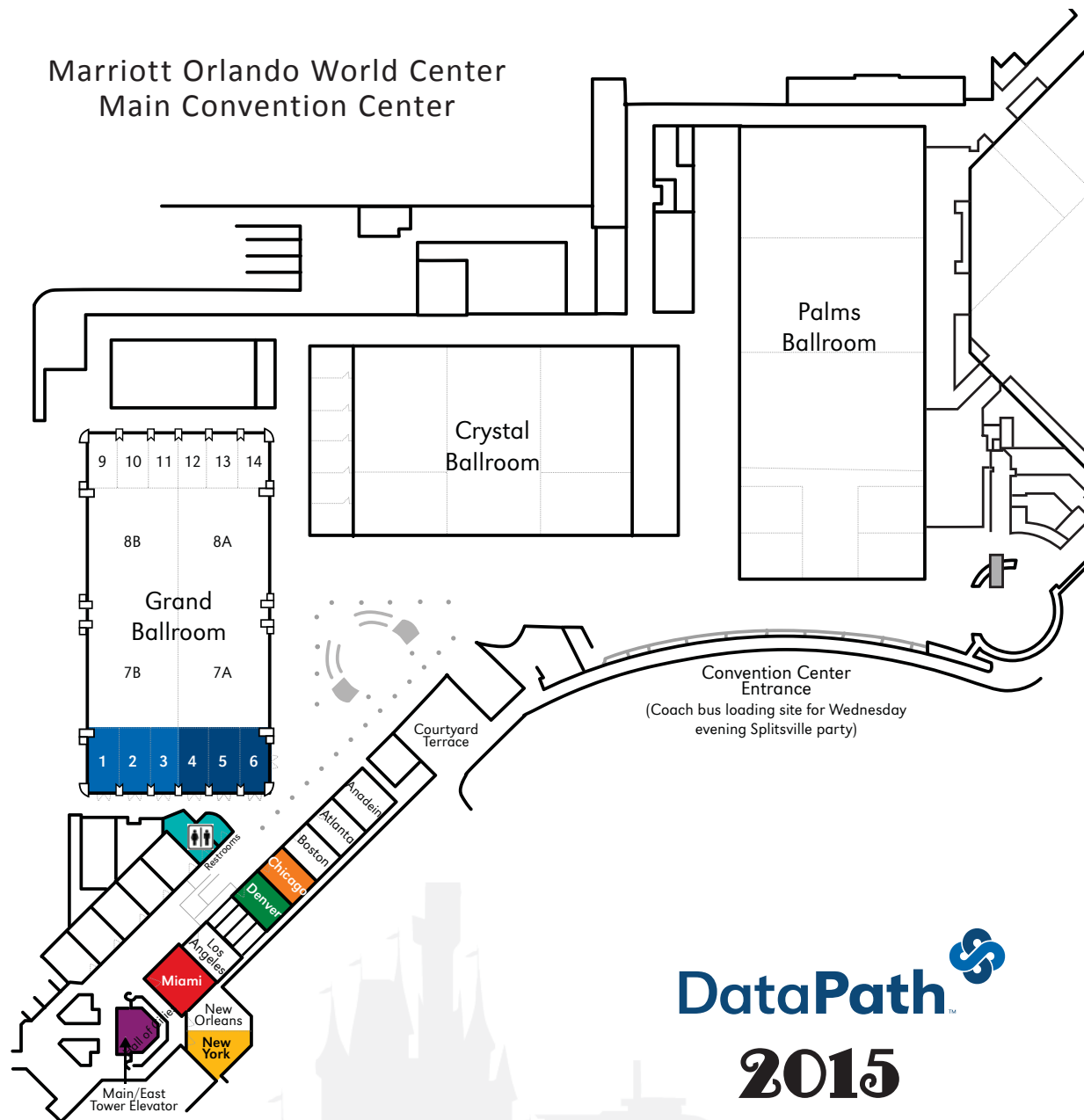
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Marriott Orlando World Center Main Convention Center



DataPath™

2015 CONNECTIONS

- Grand Ballroom Salons 1-3 (Meals)
- Grand Ballroom Salons 4-6 (Meetings)
- Chicago Room
- Denver Room
- Miami Room
- New York Room
- Restrooms
- Elevator

Welcome to Sunny
FLORIDA

Tuesday, April 28

| TIME | SESSION |
|-----------------|--|
| 6:30 - 8:30p.m. | Welcome Reception — Orlando World Center Marriott <i>Lobby Lounge Terrace</i> <i>Sponsored by:</i>  |

Wednesday, April 29

| TIME | SESSION |
|------------|--|
| 7:00 a.m. | Buffet Breakfast <i>Grand Ballroom Salons 1-2-3</i> |
| 8:00 a.m. | Conference Opening <i>Rance Hairston — Data Logistics Analyst, DataPath, Inc.</i> <i>Master of Ceremonies</i> <i>Grand Ballroom Salons 4-5-6</i> |
| 8:05 a.m. | Opening Remarks <i>John Robbins, Jr. — President/CEO, DataPath, Inc.</i> |
| 8:35 a.m. | Keynote Address: “A Life of Joy, Passion, Exuberance, and Success” <i>Habeeb Habeeb — President/CEO of BPC, Inc. and Founder of the H-Squared Leadership Institute</i> |
| 9:45 a.m. | DataPath Summit: On the Move <i>Presenter: Greg Licata — Vice President of Product Development, DataPath, Inc.</i> |
| 10:45 a.m. | Morning Break |
| 11:00 a.m. | New Investments in Development and Support for DPI Suite <i>Presenter/Moderator: Greg Licata</i> <i>Panelists: Rubra Taggart — Product Manager, DataPath, Inc.</i> <i>Todd Eason — Product Manager, DataPath, Inc.</i> |

Wednesday, April 29 (cont.)

| TIME | SESSION |
|-------------------|--|
| 12:00 p.m. | Buffet Lunch <i>Grand Ballroom Salons 1-2-3</i> |
| 1:00 p.m. | Customer Recognition and Awards <i>Grand Ballroom Salons 4-5-6</i> |
| 2:00 p.m. | Enhancements to DataPath's Product Management Lifecycle Process <i>Presenter: Greg Licata</i> |
| 3:00 p.m. | Afternoon Break |
| 3:15 p.m. | Enriching the Customer Experience <i>Presenters: Art Aldridge — Vice President of Information Technology, DataPath, Inc.</i> <i>Kassandra Mize — Development Manager, DataPath, Inc.</i> |
| 4:15 p.m. | Improving Card Production and Distribution <i>Presenter/Moderator: Art Aldridge</i> <i>Panelists: Tom Hedrich — Vice President of Business Development, EFT Source</i> <i>Alan Hill — Senior Vice President, Armstrong Bank</i> |
| 5:00 p.m. | Wednesday Sessions Conclude |
| 6:00 p.m. | Coach buses begin loading for transport to Downtown Disney <i>Convention Center Entrance</i> |
| 6:15 p.m. | Coach buses depart for Splitsville at Downtown Disney |
| 6:30 p.m. | Connections Party @ Splitsville Luxury Lanes Dinner, Refreshments, Bowling and Pool <i>Sponsored by:</i>  <i>Prizes courtesy of:</i>   |
| 8:00 - 11:00 p.m. | Coach runs continuous loop back and forth between Downtown Disney and Marriott World Center, departing Downtown Disney at each :00 and :30 and the hotel at each :15 and :45 |
| 11:00 p.m. | Coach makes final departure from Downtown Disney back to Marriott World Center |

| TIME | SESSION |
|------------|--|
| 7:00 a.m. | Buffet Breakfast <i>Grand Ballroom Salons 1-2-3</i> |
| 8:00 a.m. | Welcome and Review of Day's Schedule <i>Rance Hairston — Master of Ceremonies</i> <i>Grand Ballroom Salons 4-5-6</i> |
| 8:15 a.m. | Making the Sale with HSAToday™ <i>Presenter: Christina Heckathorn — Benefit Advisor, Employee Benefits Associates</i> <i>Panelists: Glen Hoffman — Vice President, DataPath, Inc. Brian Hayes — Sales Engineer, DataPath, Inc. Christina Heckathorn — Benefit Advisor, Employee Benefits Associates</i> |
| 9:15 a.m. | Diversifying Your Business with Premium Billing Solutions <i>Presenter/Moderator: Parker Davis — Sales Engineer, DataPath, Inc.</i> <i>Panelists: James Rumble — Director of Benefit Continuation, Chard-Snyder Jessica Searles — Sr Acct Mgr, COBRA and Retiree Billing, Medcom Steve Strecker — Director, COBRA and E&E Systems, WageWorks, Inc.</i> |
| 10:15 a.m. | Morning Break |
| 10:30 a.m. | Business Process Outsourcing for Claims Entry — Heavyweight Help for Your Peak Season <i>Presenter/Moderator: John Joseph — Manager, Claims Entry Services, DataPath, Inc.</i> <i>Panelists: Gary Knight, President, ProBenefits Jennifer Marino — Director of Human Resources, O.C.A. Benefit Services, LLC</i> |
| 12:00 p.m. | Buffet Lunch <i>Grand Ballroom Salons 1-2-3</i> |

Thursday, April 30 (cont.)

1:00 p.m.

ROUNDTABLE DISCUSSIONS – SESSION I

- Easing the Burdens of Enrollment
Moderator: Scott Yielding — Operations Director, DataPath Administrative Services
Hall of Cities, Chicago Room
- Back Office Solutions for Private Exchanges
Moderator: Parker Davis
Hall of Cities, Denver Room
- Industry Challenges and Developments with ACA Reporting
Moderator: Carmen Smith — Legal Counsel, DataPath, Inc.
Hall of Cities, New York Room
- Improve Staffing Requirements through Cross Training and Communication
Moderator: Kyle Hoffman — Implementation Specialist, DataPath, Inc.
Hall of Cities, Miami Room

2:30 p.m.

Afernoon Break

Grand Ballroom Salons 4-5-6

2:45 p.m.

ROUNDTABLE DISCUSSIONS – SESSION II

- Summit and DPI-Suite Product Features
Moderator: Greg Licata
Hall of Cities, Chicago Room
- Project Management Techniques to Improve the Employer Experience
Moderator: Scott Yielding
Hall of Cities, Denver Room
- Marketing Support and Communication Strategies to Grow Your Business
Moderator: Bo Armstrong — Director of Marketing, DataPath, Inc.
Hall of Cities, New York Room

4:00 p.m

Thursday Sessions Conclude

Thursday evening dinner/entertainment on your own

| TIME | SESSION |
|------------|--|
| 7:00 a.m. | <i>Buffet Breakfast</i> <i>Grand Ballroom Salons 1-2-3</i> |
| 8:00 a.m. | Welcome and Review of Day's Schedule <i>Rance Hairston — Master of Ceremonies</i> <i>Grand Ballroom Salons 4-5-6</i> |
| 8:15 a.m. | Regulatory Update, Part 1 <i>Presenter: John Hickman — Partner, Alston & Bird LLP</i> |
| 10:00 a.m. | <i>Morning Break</i> |
| 10:15 a.m. | Regulatory Update, Part 2 <i>Presenter: John Hickman</i> |
| 11:30 a.m. | Conference Review and Closing Remarks <i>John Robbins, Jr.</i> |
| 12:00 p.m. | Conference Concludes |
| 1:00 p.m. | Golfers meet at Hawk's Landing Pro Shop for lunch and tournament preparation |
| 2:00 p.m. | DataPath Invitational Golf Tournament at Hawk's Landing Golf Club |



PRESENTERS

(in order of appearance)



Rance Hairston, FCS

*Data Logistics Analyst, DataPath, Inc.
Master of Ceremonies*

Having joined DataPath in 2013 as a customer support representative, Rance is now a Data Logistics Analyst within Software Technical Support. He serves as the first point of escalation before issues are referred to Development. Certified as a Flexible Compensation Specialist through the Employers Council on Flexible Compensation (ECFC), Rance holds a Bachelors degree in Mathematical Sciences from Westminster College.



John Robbins, Jr.

*President and Chief Executive Officer
DataPath, Inc.*

John Robbins, Jr. is one of the nation's leading experts in the fields of healthcare payments and consumer driven healthcare account management systems.

John was instrumental in developing DataPath's mySourceCard® (debit card) and myResourceCard® (credit card) healthcare payment platforms, as well as our RenewCard insurance payments solution. He played a major role in developing components of the DPI-Suite, including DataPath 105, DataPath 132, and DataPath COBRA, as well as other products including the Max105 proposal system and ProDocs document management system.

John is a founding member of the national Special Interest Group for IAS Standards (SIGIS), which has worked since 2007 to streamline standards for the use of healthcare electronic payment systems, and continues to serve on the SIGIS management committee. He also actively promotes responsible healthcare as a member of the Board of Directors for the Employers Council on Flexible Compensation (ECFC), and has presented at a number of regional and national industry conferences, including ECFC seminars.

Named as one of the state's "Forty Under Forty" business and community leaders by Arkansas Business and a graduate of Leadership Arkansas, John holds a Bachelor of Science degree in Mathematics from Christian Brothers University. Prior to joining DataPath in 1996, he worked for an actuarial firm, providing defined benefit and 401(k) administration and testing services.



Habeeb Habeeb

*President and Chief Executive Officer,
BPC, Inc.
Founder, H-Squared Leadership
Institute*

Habeeb is the president and CEO of BPC, an employee benefits administration firm, and the founder of the H-Squared Leadership Institute, an organization focused on helping people take the good in life to a higher level. He speaks frequently to organizations, businesses, and universities on topics such as overcoming adversity, ethics, creating a service-based corporate culture, and more.

Habeeb came to Illinois in 1973 from his home country of Lebanon to attend Olivet Nazarene University. Overcoming great adversity, he obtained his undergraduate degree and went on to earn a Masters degree in Business Administration from Eastern Illinois University. Habeeb has served as an adjunct instructor at Eastern Illinois University, teaching business, management, and marketing courses. He is a member of Beta Gamma Sigma, the National Honor Society for Collegiate Schools of Business.

Habeeb has held volunteer leadership roles in various community and industry organizations such as the Illinois Chamber of Commerce Board of Directors, the Illinois Chamber Healthcare Council and the Employer's Council on Flexible Compensation (ECFC) Board of Directors. He previously served as board chairman for Champaign County First and on the Board of the Champaign County Chamber of Commerce. Habeeb has been a leader in advocating for flexible benefits legislation and is a member of U. S. Senator Mark Kirk's Small Business Advisory Board. He and his wife, Joy, have two grown children and reside in Champaign, Illinois.



Greg Licata

*Vice President of Product Development
DataPath, Inc.*

Greg is responsible for ensuring that DataPath's products address the challenges facing our clients both now and in the future with state-of-the-art solutions to help drive client growth. He works to enhance strategies for existing products in support of an expanding client base and oversees the launch of high-quality, innovative solutions for new markets.

Greg's in-depth experience in healthcare technology product management (from concept to market launch) and hands-on approach to the consumer-driven healthcare market enable DataPath to both analyze today's market and anticipate tomorrow's – all of which translates into providing the highest quality of service for our clients.

Prior to joining DataPath in 2011, Greg served as vice president of healthcare for Comdata Corporation (a division of Ceridian), implementing new strategies and plans, establishing organizational and product objectives and goals, and managing all product development. He is a co-founder and former chairman of the Special Interest Group for IAS Standards (SIGIS), which creates standards that enable a broad range of healthcare participants to implement consistent systems and processes for transaction processing and data retention. Greg's extensive healthcare experience also includes a variety of client services and product development leadership roles with Metavante, Inc., FIS, and Alegeus Technologies.



Rubra Taggart, FCS

*Business Analyst
DataPath, Inc.*

Rubra joined DataPath six years ago as a customer support representative, then moved into

Quality Assurance before assuming her current role as a Business Analyst for CDH products. She holds a Bachelor of Science degree from the University of Central Arkansas. Rubra is certified as a Flexible Compensation Specialist by the ECFC.



Todd Eason, CFCI

*Premium Billing Product Specialist
DataPath, Inc.*

Todd has been a key player in the design, training, and support of DataPath's COBRA administration software since 2003. After serving as COBRA customer service lead, he advanced to sales associate, focusing on the areas of marketing, sales, and overall direction of the COBRA program. Recently Todd assumed the roles of DataPath Product Owner for Premium Billing and Premium Billing Product Specialist. His responsibilities include the developmental direction of our premium billing systems and the analysis of market trends in areas such as private healthcare exchanges and defined contribution models.

Todd is Certified as a Flexible Compensation Instructor by the ECFC and holds a Bachelors degree in Political Science with an emphasis in Quantitative Methodology from the University of Central Arkansas. Prior to joining DataPath, he was a Regional Project Manager and Wireless Specialist with Lucent Technologies.



Art Aldridge

*Vice President of Information Technology
DataPath, Inc.*

Art Aldridge's career has focused on combining leading-edge technologies with sound business leadership. Prior to joining DataPath in 2011, he spent more than two decades with United Parcel Service, the Fortune 100 company. His final responsibilities with UPS included opening the third Memphis data center, their most sophisticated automated facility in the U.S. at the time. The three UPS Memphis area facilities processed more combined ground and air packages on a daily basis than did Federal Express at its Memphis hub.

Art's broad professional experience encompasses IT planning and development, systems design and implementation, technology team leadership, profit and loss management, project management, process re-engineering, and e-enabling initiatives. While at UPS, he held a variety of management and supervisory positions within the five-state region

of Arkansas, Tennessee, Louisiana, Mississippi, and Alabama and also worked on special projects throughout the U.S. and internationally.

Art attended the University of Arkansas at Little Rock. His efforts to give back to his community have included serving on the United Way Technology Advisory Board for Nashville, Tennessee and as a Technology Planning volunteer for the Memphis Urban League.

Alan Hill

*Senior Vice President
Armstrong Bank*

Alan joined Benefit Bank in 1999 as Chief Financial Officer after having served in a similar capacity for ANB Financial and Superior Federal Bank, respectively, for a combined total of over 15 years. He holds a Bachelor of Science in Business Administration degree in Accounting from the University of Arkansas.



Kassandra Mize

*Development Manager
DataPath, Inc.*

Kassandra manages all DataPath development teams, including resource allocation. Prior to joining DataPath in 2012, she worked as a project manager for Arkansas.gov, managing agency relationships, software development projects and new website development for Arkansas state agencies including the Department of Health, Department of Human Services, Department of Education, and Department of Higher Education, among others. Prior career posts include Axiom Corp., for which she served as a Project Team Leader for project managers, Tier 2 support analysts and software testers. Kassandra attended the University of Arkansas at Little Rock.



Christina Heckathorn

*Benefit Advisor
Employee Benefit Associates*

Based in Lexington, Kentucky, Christina has worked in employee benefit compliance and consumer driven healthcare administration for the past seven years, following 14 years in management and human resources. She works closely with clients to develop innovative ways to utilize CDHC platforms to help both employers and participants maximize healthcare savings. Christina serves on many boards, including those of the Lexington Employee Benefit Council and the Central Kentucky Association of Health Underwriters.

Tom Hedrich

*Vice President, Business Development
EFTSource*

Tom has the overall responsibility for all new business development activities for EFT Source, from identifying priority prospects and facilitating strategic selling to developing new products and services and leveraging organizational competencies. With 30 years' experience serving the financial industry, he focuses on the business initiatives that deliver the greatest value in serving the company's targeted customer base. Tom holds a Bachelor of Arts degree from the University of Wisconsin-Whitewater.



Brian Hayes

*Sales Engineer
DataPath, Inc.*

As a Consumer Driven industry innovator and HSA evangelist, Brian is passionate about TPA success. He is a long-term veteran of the Benefits, Consumer Driven, and HSA space and has played key roles in the evolution of benefits administration, including being part of the team that launched the first benefits debit card product in the market. Over the past 16 years Brian has provided business process consulting, change management, product configuration, and implementation/integration expertise to hundreds of administrators across the country.



Glen Hoffman

*Vice President and Product Manager
DataPath, Inc.*

Glen Hoffman has been designing, developing, and implementing solutions for benefit administrators for nearly three decades.

A pioneer in the Health Savings Accounts industry, Glen helped the State of Arkansas become the first state government in the nation to implement HSAs for its employees. He has been a DataPath company principal since 1989 and is the mastermind behind our unique HSAToday™ platform.

Glen oversees DataPath Financial Services, Inc., which provides plan service providers with resalable financial services including HSAs, electronic funds transfers, electronic payment cards, and self-directed investments. He also leads DataPath Investment Advisors, our subsidiary that provides institutional investment and retirement plan advisory services to employers on a fee basis.

Glen holds Bachelors' degrees in both Computer Science and Mathematics from the University of Central Arkansas. He is also an Investment Advisor Representative licensed by the Arkansas Securities Department.



Parker Davis, CAS

*Sales Engineer
DataPath, Inc.*

After joining DataPath in 2008 as a customer support representative focusing on COBRA, Parker became the COBRA Support Team Lead in 2010. He is now the Sales Engineer for DataPath Premium Billing.

Parker is certified as a COBRA Administration Specialist by the ECFC. He holds a Bachelor's degree in Advertising and Public Relations from the University of Arkansas.



James Rumble, CAS

*Director of Benefit Continuation
Chard Snyder Benefit Solutions*

James joined Chard Snyder's Benefit Continuation team in 2005 as the company launched their

COBRA service offering. He has led the department through rapid expansion, and currently the Benefit Continuation team includes 37 staff members who serve more than 650 clients. James has been instrumental in launching several new service offerings including Retiree Billing, Direct Billing, and Consolidated Billing, and is currently launching FMLA services as Chard Snyder's newest product. He is certified as a COBRA Administrative Specialist by the ECFC and recently graduated from the University of Cincinnati's Leadership Development Institute.



Jessica N. Sarles, CBC

*Senior Account Manager, COBRA and
Retiree Billing
Medcom*

Over the seven years since Jessica joined Medcom, she has worked in customer service, as an implementation coordinator, EDI setup contact, trainer, and account manager, among other functions. In her current role, Jessica is both a senior account manager for COBRA and Retiree Billing and the department supervisor. She holds the Chartered Benefits Consultant designation by the National Association of Alternative Benefit Consultants and is a Dale Carnegie graduate in communications and human relations. Jessica is currently enrolled at Florida State College at Jacksonville, majoring in Environmental Science, and volunteers with several non-profit organizations working in the areas of civil and human rights, animal rights, and community outreach.



Steve Strecker

*Director, COBRA and E&E Systems
WageWorks, Inc.*

Steve Strecker joined WageWorks in 2004 through the company's acquisition of FlexBen Corporation of Troy, Michigan. At that time he focused on technical aspects of supporting Active Benefits Enrollment and Eligibility (E&E) for the company's client portfolio. During his career with WageWorks, Steve has had the opportunity to grow and develop from both a business knowledge and leadership perspective. The support he provides to COBRA and Direct Bill products has greatly expanded, and he has transitioned from a purely technical role to a broader, more functional role. In Steve's current position, he is responsible for vendor management and partnerships, system enhancement and delivery, and special project management for WageWorks' COBRA, Direct Bill, and Active Benefits products.

A native of Halifax, Virginia, Gary is a graduate of Wake Forest University. He holds several industry designations and was named one of "40 Leaders Under 40" in 2012 by the Triad Business Journal.



Jennifer Marino

*Director of Human Resources
O.C.A. Benefits, LLC*

After being associated with O.C.A. Benefit Services as a client for 13 years, Jennifer Marino joined the company in 2007. She has served as O.C.A.'s Director of Human Resources and office administrator during a tremendous growth period in the company's history and has worked with the full range of DataPath products and services for the past eight years.



John Joseph

*Manager, Claims Entry Services
DataPath, Inc.*

John joined DataPath in 2004 as a product development manager. Previously, he had spent four years as a software engineer for Acxiom and two years teaching Computer Science at the University of Arkansas at Little Rock (UALR). John holds a Masters Degree in Computer Science from UALR.

Scott Yielding

*Operations Director
DataPath Administrative Services*

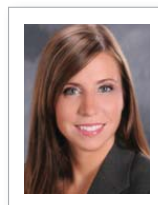
Committed to continuous process improvement and quality of work, Scott Yielding joined DataPath in 2014. Previously he had spent five years with a multimedia company during which he was responsible for the digital conversion of over 60 million images, 5000 hours of film, and all associated metadata. Under his management, the company's more than 320 employees worldwide utilized streamlined processes and new technologies to increase production by over 400 percent.



Gary Knight

*President and Chief Executive Officer
ProBenefits, Inc.*

Gary joined ProBenefits in 1994 and has worked in all areas of operations over the past 20 years. He has held full management responsibility for the company since taking over from his mentor, Wes Morgan, in 2004, and assumed company ownership in 2007. Gary is actively involved in the firm's day-to-day company activities, including daily interaction with both leadership and operational staff.



Carmen Smith

*General Counsel
DataPath, Inc.*

Carmen's professional career has included corporate and transactional law, as well as licensing, employment law, and appellate advocacy. Prior to joining DataPath, she was general counsel at Rogers Photo Archive and an associate at the law firm of Turner and Associates in North Little Rock, Arkansas.

Carmen is a member of the American Bar Association, the Arkansas Bar Association, the Judge William R. Overton Inn of Court, and is admitted to practice before the U.S. District Courts for the Eastern and Western districts of Arkansas. She holds a Bachelor of Science degree in Environmental Science from the University of Central Arkansas and a Juris Doctorate from the University of Arkansas at Little Rock, William H. Bowen School of Law.

Currently serving a seven-year term on the Board of Commissioners for the Central Arkansas Water utility, Carmen is active in the University of Arkansas at Little Rock Bowen School of Law Alumni Association, Arkansas Children's Hospital Auxiliary, and Arkansas Affiliate of the Cystic Fibrosis Foundation.



Kyle Hoffman, FCS

*Implementation Specialist
DataPath, Inc.*

As DataPath's Implementation Specialist, Kyle brings new customers into the DataPath family, delivers additional products purchased and provides training to new and existing clients in order to help improve their business practices using DataPath products. Kyle is certified as a Flexible Compensation Specialist by the ECFC and holds a Bachelors degree in Business Management from the University of Central Arkansas.



Bo Armstrong

*Director of Marketing
DataPath, Inc.*

Bo Armstrong leads all marketing initiatives for DataPath and its subsidiaries, including branding, industry conferences, collateral, customer communications, sales materials, campaigns, and social media. He focuses on identifying emerging market trends within the benefits industry, advocating for customers and their needs within DataPath, and communicating the value of DataPath's solutions to its clients.

Prior to joining the company in 2015, Bo held multiple marketing leadership positions for Windstream Communications, Alltel, and BidWorx.com. At

Windstream, he devised pricing strategies that drove annual top line revenue growth by six percent while improving profitability 20 percent, and executed direct marketing strategies that grew annual consumer revenues by over \$30 million. At Alltel, Bo led the Marketing Analytics department, devising new statistical methods to uncover customer needs and measuring the company's success in producing solutions that addressed those needs.

Bo holds a Bachelor of Science degree in Computer Science from Texas A&M University and a Masters degree in Religion from Liberty University.

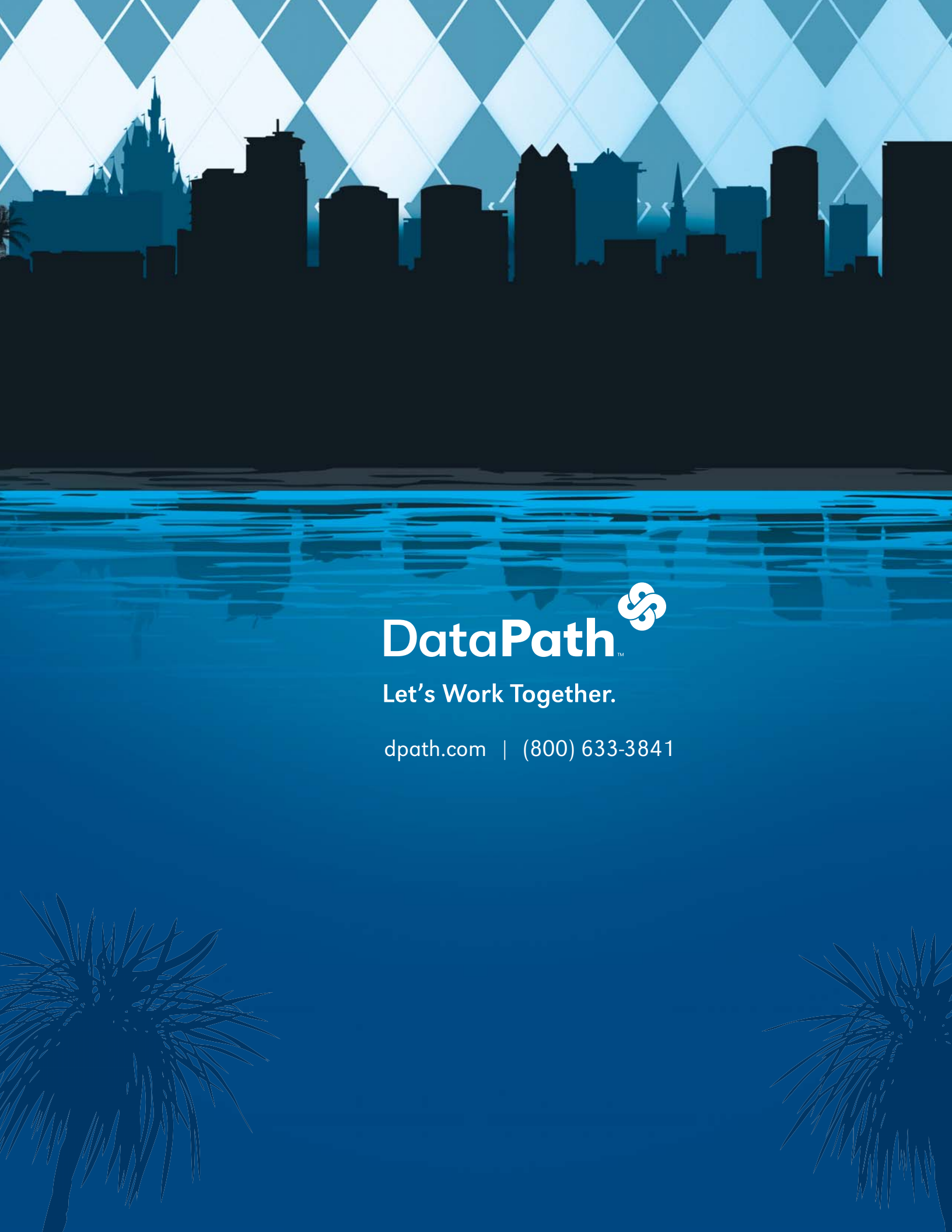


John Hickman

*Partner
Alston & Bird LLP*

John is head of Alston & Bird's Health Benefits Practice, where he leads attorneys devoted exclusively to health care reform issues under the Affordable Care Act, HIPAA privacy, health savings accounts (HSAs) and consumer-directed health care, flexible benefit plans and related health benefit issues. He has worked closely with health plans, financial institutions and employers, as well as the IRS, Treasury and DOL, in addressing health benefit issues.

John has been inducted into the American College of Employee Benefits Counsel and is listed in The Best Lawyers in America (Woodward/White) and Who's Who Legal. He has lectured widely and published articles on health care reform, ERISA and cafeteria plan issues. John is the co-author of numerous health benefit treatises, including Cafeteria Plans Manual, Health Care Reform, HIPAA Portability and Privacy and Consumer-Driven Health Care (published by Thomson/Reuters/EBIA). He is head of the Technical Advisory Committee and is on the board of the Employers Council on Flexible Compensation (ECFC) and an adjunct professor at Emory University School of Law.



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