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Communicating Through Confusion: Equifax Workforce Solutions Spotlights Thought Leadership at Workforce Focus Event

ATLANTA, Nov. 5, 2015 /PRNewswire/ --

WHO: David Seifert, director, Product Strategy for [Equifax Workforce Solutions](#), a leader in human resource, analytics and verification services

WHAT: Will moderate a panel discussion titled, "Communicating Through Confusion," at the [2015 Workforce Focus event](#).

WHEN: Monday, November 9, 2015

"Communicating Through Confusion" will take place from 11:00 a.m. – 12:00 p.m. EST.

WHERE: The Ritz-Carlton, Boston Common
10 Avery Street
Boston, Mass.

DETAILS:

As regulations surrounding the Affordable Care Act (ACA) continue to unfold, organizations are tasked with keeping up on the latest requirements and communicating necessary information to their employees. With so many changes that impact employees, including more benefits options, new tax forms, and potential penalties for failure to obtain coverage, organizations need to think strategically about ways to execute employee education and communications.



During Workforce Focus, David Seifert, director, Product Strategy for [Equifax Workforce Solutions](#), will lead a panel discussion describing helpful ways organizations can communicate employee benefits, despite a proliferation of new options and regulations. Joining Seifert will be Kelley Butler, editorial director for Benz Communications, Sandi Stein, global head of Benefits for Brown Brothers Harriman, and Samantha Verratti, benefits manager for F.W. Webb Company. Through their conversation, Seifert and the panel will consider how ongoing legislative changes and evolving technologies continue to impact benefits communications and are critical to keeping employees informed. Session attendees will hear real-life examples about companies using technology combined with storytelling and other techniques to streamline their benefits communications and ensure employees

remain engaged.

"With the ever-changing nature of the benefits landscape, employee education is critical and this forum provides best practices from industry peers and leading experts," says Mike Psenka, senior vice president of Workforce Analytics at Equifax Workforce Solutions.

"Equifax is excited to participate in the inaugural Workforce Focus event to facilitate the discussion of such critical information related to employer-sponsored benefits."

HR and benefits leaders who are interested in learning how Equifax Workforce Solutions can help their organization better under its workforce in order to communicate more effectively are encouraged to attend this engaging presentation. The theme for this year's Workforce Focus event is "The Technology Transformation." For more information, please visit:

<http://www.workforce.com/events/105-2015-workforce-focus>.

About Equifax

Equifax is a global leader in consumer, commercial and workforce information solutions that provide businesses of all sizes and consumers with insight and information they can trust. Equifax organizes and assimilates data on more than 600 million consumers and 81 million businesses worldwide. The company's significant investments in differentiated data, its expertise in advanced analytics to explore and develop new multi-source data solutions, and its leading-edge proprietary technology enables it to create and deliver unparalleled customized insights that enrich both the performance of businesses and the lives of consumers. Equifax Workforce Solutions (also known as TALX), an Equifax business unit, is a leading provider of human resource, data, analytics and verification services.

Headquartered in Atlanta, Equifax operates or has investments in 19 countries and is a member of Standard & Poor's (S&P) 500® Index. Its common stock is traded on the New York Stock Exchange (NYSE) under the symbol EFX. In 2014, Equifax was nominated as a Bloomberg BusinessWeek Top 50 company; its CIO was listed as one of the top 100 by CIO magazine; and the company was named to the Fintech 100 list, was recognized as a top 20 company to work for by the Atlanta Journal-Constitution, and was named a 2014 InformationWeek Elite 100 Winner. For more information, please visit

www.equifaxworkforce.com or www.equifax.com.

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