

January 21, 2016



# Developing an ACA Communications Strategy: Equifax to Present at Annual National Health Benefits Conference & Expo

ATLANTA, Jan. 21, 2016 /PRNewswire/ --

**WHO:** [Equifax Workforce Solutions](#), a leader in human resource, analytics and verification services

**WHAT:** Will present a session titled, "The ACA Talk: Communicating with Your Employees" during the [25th Annual National Health Benefits Conference & Expo](#).

**WHEN:** Monday, Jan. 25 – Wednesday, Jan. 27  
Equifax Workforce Solutions is scheduled to speak on Wednesday, Jan. 27, 2016 at 9:30 a.m. EST.

**WHERE:** Sheraton Sand Key Resort  
1160 Gulf Blvd.  
Clearwater Beach, Fla.

Equifax Workforce Solutions will exhibit at Booth No. 34A.



## DETAILS:

This year marks the first year in the Affordable Care Act (ACA) that requires employers to send IRS Form 1095 to employees and the first year that subsidies will trigger penalties under the Pay or Play provision. Undoubtedly, this will result in a flood of questions for employers from their workforces.

During the 25<sup>th</sup> Annual National Health Benefits Conference & Expo, David Seifert, director of Product Management at [Equifax Workforce Solutions](#), will join Rachel Stevens, CEBS, SPHR, director of Benefits and Compensation at [Staffmark](#), to discuss the measures that companies can take to get ahead of the curve and educate employees about ACA requirements. Drawing on her direct experience, Stevens will explore how Staffmark, one of the largest staffing firms in the country, approached IRS reporting for the ACA and developed a communications strategy to help educate its workforce. Seifert will discuss what Equifax Workforce Solutions has learned while helping more than 750 employers manage the regulations. Seifert and Stevens will share best practices for developing and distributing to employees educational content around Form 1095, and preparing and filing Form 1094.

Conference attendees interested in learning how the IRS Forms 1094 and 1095 can affect their organization and potential ways to develop and distribute employee communications

regarding those forms are encouraged to attend this informative session. Representatives from Equifax Workforce Solutions will also be on-hand at Booth No. 34A to further discuss ACA strategies as well as how Equifax Workforce Solutions services can support the needs of HR, Payroll and Tax departments at organizations of all sizes.

For event info and session details, visit: <https://www.hbce.com/Pages/Default.aspx>.

### **About Equifax Inc.**

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 enable it to create and deliver unparalleled customized insights that enrich both the performance of businesses and the lives of consumers. Equifax Workforce Solutions, 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 2015, Forbes named Equifax one of the World's 100 Most Innovative companies; Bloomberg BusinessWeek nominated it as one of its Top 50 companies; its CIO was named one of the top 100 by CIO magazine; the company ranked 16<sup>th</sup> in the Fintech 100 list; and it was recognized as a top 20 company to work for by the Atlanta Journal-Constitution and was named a 2015 InformationWeek Elite 100 Winner. For more information, please visit [www.equifaxworkforce.com](http://www.equifaxworkforce.com) or [www.equifax.com](http://www.equifax.com).

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