

Introducing...Via Benefits™

Via Benefits Individual Marketplace: Coming to market Spring 2018



Why Via Benefits:

- Represents a journey: direction, destination, going forward, having a purpose
- Reinforces themes of navigation, guidance, and support
- Simple, relatable, easy to remember and spell; satisfies all our naming criteria



The journey is different for each participant, but the destination is the same: **reaching a state of empowerment, confidence and security.**