

# BANKERSWORKSITE®

## BankersWorksite® taps Eastbridge Consulting Group for Industry and Data Research

Atlanta, GA, May 25, 2016 - BankersWorksite®, a provider of flexible and trusted voluntary products, has enlisted the services of the esteemed Eastbridge Consulting Group to aid in its relaunch. Fulfilling its goal of better serving its customers and broker community, BankersWorksite is tapping into the extensive industry research and data provided by Eastbridge.

Eastbridge is recognized as a leading consultant source specializing in the worksite and voluntary business. It is considered a go-to source for research, experience and advice for companies operating in the voluntary/worksite space. For more than 25 years, Eastbridge has built an impressive and respected data warehouse and consultancy.

According to BankersWorksite's Vice President of Marketing, McClure King, "We see great value in leveraging their experience with other carriers as we weigh our current processes alongside the market standards. The strategic moves being implemented are designed with one goal in mind: delivering a strong, refreshed, and inspired BankersWorksite to the marketplace."

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### About BankersWorksite:

BankersWorksite is an innovative provider of voluntary benefits that include Accident, Cancer, Critical Illness, Hospital Indemnity, Short-Term Care, Disability and Life Insurance. Our wide array of both group and individual insurance benefits helps protect employees and their families in the event of illness or injury.

BankersWorksite products are backed by the most professional and receptive customer service in the industry. Products are underwritten by Bankers Fidelity Life Insurance Company,® rated A- [Excellent] by A.M. Best, one of the most respected and widely recognized providers of ratings, information and news for the insurance industry. For more than half a century, Bankers Fidelity has provided Americans with valuable, customer-oriented insurance products. Their commitment to fair and fast payment of claims has earned a reputation for quality service to policyowners and their families. Not all products available in all states. Benefits may vary by state.

