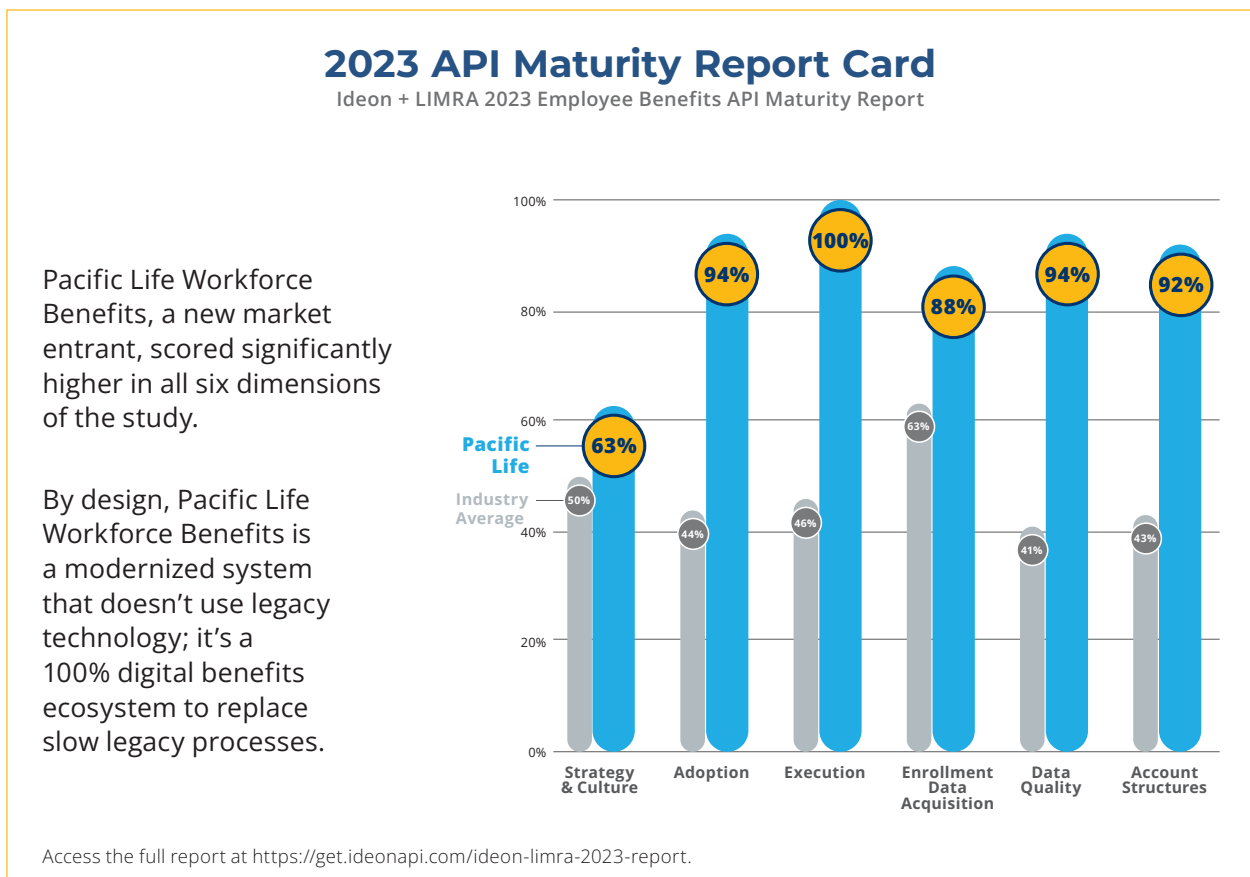


NEW REPORT: PACIFIC LIFE IS THE LEADING CARRIER IN API MATURITY FOR EMPLOYEE BENEFITS

The recent Ideon and LIMRA¹ 2023 Employee Benefits API Maturity Report surveyed 25 carriers to assess the industry’s current API² adoption, how close it is to real-time connectivity, and where innovation exists.

We’re proud to announce that Pacific Life emerged as the leader in overall API maturity compared to its peers and the industry.



“In this report, we see Pacific Life as a leader in the API revolution to meet the rising digital expectations of members, employers, and brokers.”

Michael W. Levin, Co-founder of Ideon

¹ Life Insurance Marketing and Research Association (LIMRA)

² Application programming interface (API)

APIs help create a smooth and integrated digital experience for users, unlike electronic data interchange (EDI) systems, used by 90% of the industry, which can involve manual spreadsheets or paper solutions for enrollments translating to administrative burdens for clients.

“We are proud to be recognized in this industry-first benchmark report because it validates Pacific Life’s leadership in API utilization and how we are revolutionizing employee benefits management by dramatically improving the processes and experience.”

Erich Sternberg, Senior Vice President and head of Workforce Benefits, Pacific Life

THE BENEFITS OF PACIFIC LIFE’S API DESIGN FOR BROKERS AND EMPLOYERS

The Pacific Life Workforce Benefits approach with API design provides game-changing benefits for brokers and employers, a few examples include:

- **The most accurate enrollment data possible with enrollment data exchange in real-time via API.** What’s updated in the Ben Admin in near real-time provides advantages like Dynamic Billing, helping eliminate monthly reconciliation.
- **Implementation and case builds to happen in minutes via API.** Clients are already raving about our Digital Implementation, saying our feature allows them to implement more than 20 Pacific Life cases in the time it takes to do just one with others.
- **With our robust APIs, we’ve automated certain internal and external processes like:** Implementation, Enrollment, Renewals, Claims Administration, and Billing.

Pacific Life collaborates with these benefits administration platforms on select API innovations:



Additional platform integrations coming soon via: **IDEON**

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