



# NEWS

**FOR IMMEDIATE RELEASE**

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## **Cincinnati Benefits Administrator To Offer Consumer Credit Card: *myResourceCard*<sup>®</sup> Offers Connectivity with Health Benefits**

Little Rock, AR (May 12, 2004) – *myResourceCard*<sup>®</sup>, a MasterCard<sup>®</sup> consumer credit card, has officially entered the marketplace with the implementation of a local employee benefits Third Party Administrator (TPA).

Pension Corporation of America, a Cincinnati, OH, administrator of employee and health benefit plans, has decided to offer *myResourceCard*<sup>®</sup> as an offered product to clients of their TPA services. *myResourceCard*<sup>®</sup> empowers the employees of companies offering Flexible Spending Accounts (FSA), Health Reimbursement Accounts (HRA), the newly enacted Health Savings Accounts (HSA) and other employer sponsored reimbursement plans.

*myResourceCard*<sup>®</sup> is a Consumer Credit Card in response to *IRS Revenue Ruling 2003-43*. This product will help **Employees** avoid the hassle of out-of-pocket health care expenses through the convenience of a credit card. **Employers** have a reduced level of risk with the Credit Card Approach compared to the debit card or corporate credit card approach. Employee credit limits can be set independent of the employee's election within a reimbursement plan such as a 125, 132 or 105. **Administrators** have added efficiency due to the integration between the Card Management System and the Plan Administration System when using the solution provided by DataPath, Inc., the developers of the *myResourceCard*<sup>®</sup> system. Administrators have control over the plan and ensure that 100% of the reimbursements are a result of a properly adjudicated claim as well as completely eliminating the hassle of "Pay-and-Chase".

"The consumer credit card provides our participants a more efficient way to access their flexible spending dollars," said Jim Eckerle, vice president of Pension Corporation of America. "The ability to use flex dollars at the point of sale heightens the appeal of these plans, and boosts overall participation. More dollars in the plan means more tax savings for both the employee and the employer."

For more information on *myResourceCard*<sup>®</sup> and its application to businesses throughout Ohio, contact Jim Eckerle at Pension Corporation of America at 513-719-4164, or call Benjamin Lewis of Perception, Inc. at 301-963-7555.

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