

# New Fort Mitchell business [beneficiency.net](http://beneficiency.net) is an offshoot of an existing benefit brokerage business

by Samantha Gieske

Jerry Deatherage and Todd Goodwin, Diversified Asset Management, are benefit brokers who moved their offices from Covington to Fort Mitchell. Deatherage and Goodwin have offered financial services specializing in employee benefits, Northern Kentucky Chamber and Humana plans, group and individual health, life and dental insurance, Health-care for One, as well as retirement and 401k plans for over a decade.

The successful brokerage recently launched a new business, [beneficiency.net](http://beneficiency.net), which is a web-based subscription service that serves as an electronic reminder process for managing and monitoring eligibility, enrollment, and termination processes. The software application uses a compilation of a company's employee census data (employee hire/termination dates), medical and retirement plan specifics, and eligibility periods for those plans followed by an alert sent to the company as to when various actions should occur.

"During my 25 years of advising clients on business matters, the reporting and compliance requirements associated



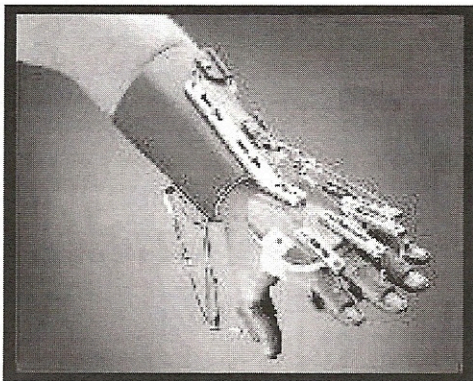
Todd Goodwin and Jerry Deatherage are partners of [beneficiency.net](http://beneficiency.net) and Diversified Asset Management.

with employee benefits have become extremely cumbersome and fraught with liability," said Robert G. Edmiston, attorney-at-law and Fort Mitchell resident. "beneficiency.net merges easily within any business structure and is a valuable tool to ensure the timing and implementation of important tasks is not forgotten," said Edmiston.

Examples of companies with problems related to compliance, liability, or

cash flow losses are becoming more common on the local and national front. Located at 2135 Chamber Center Drive in the heart of Fort Mitchell, the company offers free webinars for those interested in learning more about its services. Visit [www.beneficiency.net](http://www.beneficiency.net) or email [info@beneficiency.net](mailto:info@beneficiency.net) for additional information. [beneficiency.net](http://beneficiency.net) is just a click away to better manage challenges for businesses of all sizes.

## HAS A STROKE TAKEN COMMAND OF YOUR HAND? Breakthrough Technology Offers New Hope at HealthSouth Northern Kentucky Rehabilitation Hospital



For many stroke survivors, common activities like holding a pen, buttoning a shirt, or even raking the yard can be next to impossible.

SaeboFlex® is a new revolutionary rehabilitation device that is helping people reclaim the use of their affected arm and hand, even years after their stroke.

Call us to see if you can benefit from this new technology.

For a no cost screening to determine if Saeboflex can help, call Julie Young, RN, Director of Marketing at (859) 344-4225

### **HEALTHSOUTH®**

**NORTHERN KENTUCKY REHABILITATION HOSPITAL**

201 Medical Village Drive • Edgewood, Kentucky 41017 • [healthsouth.com](http://healthsouth.com)

**(859) 341-2044**