



NEWS RELEASE

# WEX SPARK Health & Benefits 2025 Gathers Industry Leaders to Drive Innovation, Business Growth

2025-03-31

Business decision makers will come together to learn about new technologies and share best practices to ignite the future of health and benefits

PORTLAND, Maine--(BUSINESS WIRE)-- **WEX** (NYSE: WEX), the global commerce platform that simplifies the business of running a business, welcomes business decision makers, industry leaders, and partners across the health and benefits space in San Diego starting March 31 through April 3 for **WEX SPARK Health & Benefits 2025**, a premier event for the health and benefits industry.

Now returning with a dedicated agenda for healthcare industry professionals for the first time in three years, the annual learning and networking event features expert keynote speakers, panel discussions, and hands-on workshops designed to help attendees navigate the evolving landscape of employee benefits and discover the latest innovations impacting the future of benefits technology. Keynote and breakout sessions will center around the following:

- Leveraging AI-driven insights to help employees make smarter benefits decisions, provide personalized recommendations, guide more informed healthcare spending, and drive greater contributions to their accounts.
- Simplifying the reimbursement process for FSAs, HRAs, and HSAs through advanced automation, as well as breaking down studies around how consumers perceive and utilize HSAs and their unique challenges with their overall benefits experience.
- Enhancing fraud detection and compliance to strengthen security.

- Diving into policy objectives of the new administration and Congress and the implications for the health and benefits industry's markets and businesses.

"We are excited and honored to bring our partners together to learn, network, share, and celebrate as collectively we ignite the future of health and benefits," said Robert Deshaies, Chief Operating Officer of Health & Benefits at WEX. "SPARK empowers attendees to grow their businesses and reshape the benefits experience through AI, data-driven insights, streamlined processes, and intuitive technology, all of which ultimately leads to employers being able to help their employees lead happier and healthier lives."

Other key highlights and events taking place at WEX SPARK Health & Benefits include:

- The WEX Innovation Experience: This brand-new experience allows health and benefits professionals to connect directly with WEX Product and Technology team leaders, learn about industry trends, explore new prototypes, and even provide feedback to impact WEX future releases.
- WEX Community Awards: WEX will also recognize high-growth partners and welcome new members into the WEX Circle of Excellence as part of its 2024 Community Awards. The awards celebrate notable accomplishments across areas like growth, advocacy, leadership, innovation, and customer service, as well as overall company successes.

WEX SPARK Health & Benefits is sponsored by several WEX partners, including Mastercard, Visa, and the FSA Store/HSA Store.

The full agenda and other event information are available at <https://www.wexspark.com/>. Track highlights and news from the event via LinkedIn, Meta, and X with #WEXSPARK.

## About WEX

WEX (NYSE: WEX) is the global commerce platform that simplifies the business of running a business. WEX has created a powerful ecosystem that offers seamlessly embedded, personalized solutions for its customers around the world. Through its rich data and specialized expertise in simplifying benefits, reimagining mobility, and paying and getting paid, WEX aims to make it easy for companies to overcome complexity and reach their full potential. For more information, please visit [www.wexinc.com](http://www.wexinc.com).

Media:

WEX

Megan Zaroda, 610-379-6211

[Megan.Zaroda@wexinc.com](mailto:Megan.Zaroda@wexinc.com)

Investors:

WEX

Steve Elder, 207-523-7769

**Steve.Elder@wexinc.com**

Source: WEX