BeneLynk Launches First National Financial Management Service Built for Veteran-Directed Care: Veterans Choose

COTTAGE GROVE, MN, UNITED STATES, September 29, 2026 / EINPresswire.com/ -- BeneLynk, the nation's leading social care company serving members of government-sponsored health plans, is pleased to announce the official launch of Veterans Choose. A first-of-its-kind Financial Management Services product, Veterans Choose integrates new technology and user experience design with a focus on the particular challenges and opportunities of Veteran-Directed Care.

BeneLynk's CEO, Sean Libby, said, "At BeneLynk, we have been serving Veterans for over a decade, and we are always looking for ways to help serve those who have served our nation. In Veteran-Directed Care, we saw a powerful program that allows Veterans to age at home and take charge of the services and support that they need. We also saw a clear need for a new kind of FMS to work in tandem with the Aging and Disability Network Agencies (ADNAs) and VA regional medical centers that administer Veteran-Directed Care. That led to the creation of Veterans Choose."

The Elizabeth Dole Act mandates that all Department of Veterans Affairs Regional Medical Centers offer Veteran-Directed Care by September 2027. Veterans Choose represents a timely option enabling ADNAs and their partner VA facilities to establish and grow these programs. Kelsey Kostohryz, BeneLynk's Vice President of FMS, emphasized the opportunity the Elizabeth Dole Act creates for ADNAs, including Area Agencies on Aging and Centers for Independent Living. "Veteran-Directed Care is one of the most meaningful services an agency can offer the communities it serves – a stable, VA-funded benefit for Veterans and a valuable program for ADNAs. With Veterans Choose, we're ready to help agencies stand up VDC for the first time and to help existing programs grow."

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>
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BeneLynk's commitment to serving Veterans has been recognized by a wide range of organizations. BeneLynk has deep ties to the Veteran and military-connected community, both through more than a decade of serving Veterans and through Veterans who are an important part of its workforce. This understanding is coupled with BeneLynk's years of experience and extensive social care resources to enable a different kind of FMS. In addition to traditional FMS responsibilities, Veterans Choose is designed to help ADNAs grow their VDC programs and connect Veterans with additional benefits for which they may be eligible.

As Veteran-Directed Care expands nationwide, Veterans Choose is ready to help more Veterans benefit from the choice and independence the program provides. Veterans Choose is proud to support the Veterans who have served our country and the agencies working every day to serve them. To learn more about Veterans Choose and how we can help your organization establish or grow a Veteran-Directed Care program, visit VeteransChoose.com.

About BeneLynk
BeneLynk is a national provider of social care solutions. On behalf of Medicare Advantage plans and other clients, BeneLynk engages people to understand social care challenges and to provide professional advocacy to access benefits. BeneLynk helps remove barriers so people can live their healthiest lives.

About Veterans Choose
Veterans Choose is a new kind of FMS service, custom-built for the Veteran-Directed Care space. We create simple, intuitive systems, supported by human advocacy, to help Veterans manage the care they want to receive at home.

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