

# How to **Grow** Your MEDICAL TPA

## LEVERAGE CONSUMER DIRECTED HEALTH ACCOUNTS TO YOUR BENEFIT

Your partnership with WEX Health arms you with everything you need to custom-tailor the perfect healthcare benefit packages to suit your individual client's needs, consolidate healthcare benefits, and grow your business.

### THE CHALLENGES

- Expanding your healthcare benefit offerings and retaining clients
- Consolidating your product and service offerings into a single platform
- Differentiating your offering while keeping up with changing healthcare landscape

### OUR SOLUTION

WEX Health's single platform for all consumer-directed health accounts including: FSA, HSA, HRA, Commuter, and Wellness Incentives.

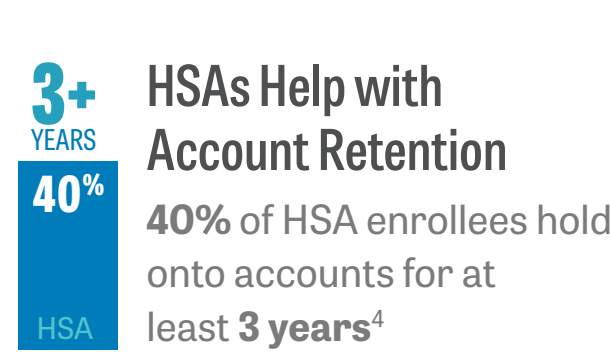
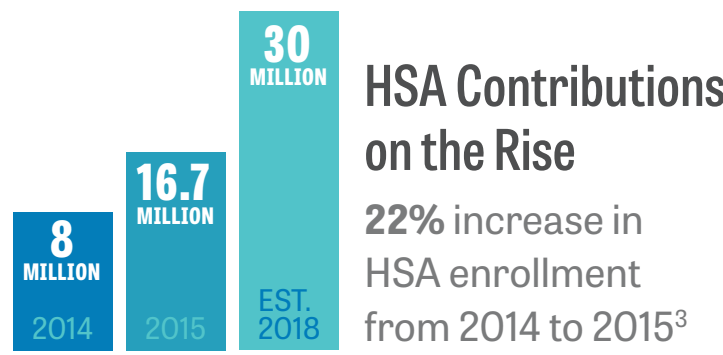
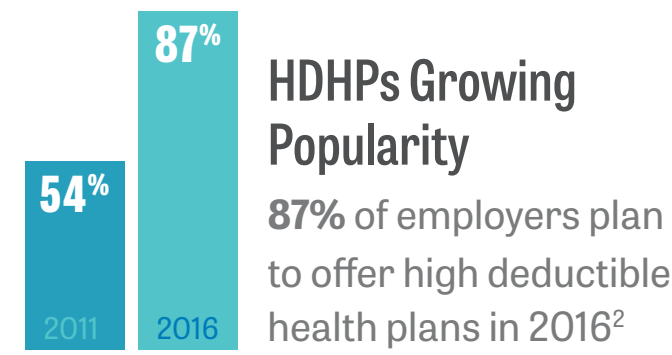
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## Ways to Grow Your **MEDICAL TPA** Business with WEX Health

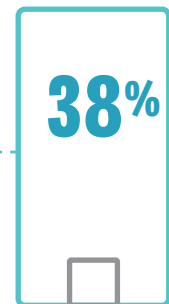
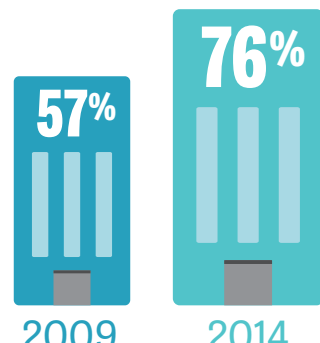
### 1 BOOST REVENUE by owning and expanding CDH accounts

**86%** 86% of employers are looking to offer a CDHP in 2016

**1/3** More than one-third will make that the only plan available to employees<sup>2</sup>



76% of employers offered wellness incentives to employees in 2014, up from 57% in 2009



Of those, 38% contributed rewards to HSAs, HRAs, or HIAs<sup>7</sup>

### 2 CONSOLIDATE ACCOUNTS One benefits platform simplifies access and increases engagement

Consolidate benefits for you AND your clients

One Platform

One Login

One Portal

One Mobile App

One Card

One Experience

#### Increase Consumer Engagement and Efficiencies



Complement your medical plan offering: CDH participants make more informed decisions in their health plan selection than those generally enrolled in a traditional plan<sup>5</sup>



Influence cost-conscious behaviors: Individuals utilizing CDH make more stewarded purchasing decisions with their health plan<sup>5</sup>

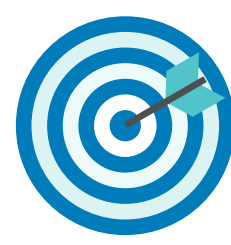


Encourage digital consumer touchpoints and self-service: In 2015, the WEX Health platform facilitated more than **48 MILLION** consumer portal and mobile application logins, driving efficiencies and essentially saving millions of calls into service centers<sup>6</sup>



On average, consumers log into WEX Health Cloud almost **1 MILLION TIMES PER WEEK**<sup>7</sup>

### 3 COMPETE MORE EFFECTIVELY Set your Medical TPA apart and gain share



#### Never miss an opportunity

Whether it is a new prospect or an existing client, stop losing business to competitors offering a full suite of benefits including CDH plans



#### You can't compete on price alone

Using technology as a driving force allows your organization to be proactive, not reactive, in going after new opportunities



#### Deliver superior value

With healthcare reform, employers need a trusted benefits advisor more than ever



#### Offer peace of mind

World-class security, Compliance and fraud protection, and 99.999% uptime



#### Establish Brand Awareness

Easily apply your unique identity to private label the solution for clients

Together with WEX Health, you can help your clients simplify and enhance their healthcare benefits offering.

**wex** Health



Call today to learn more about how WEX Health can help you simplify the business of healthcare at **952.908.9056** or visit [www.wexhealthinc.com](http://www.wexhealthinc.com)

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Sources:

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