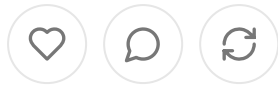


Benefit Consultants as a Channel for Digital Health Companies to Employers

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Want to successfully sell your digital health solution to employers? Here's the truth you need to win over their benefit consultants first.

Benefit consultants aren't just gatekeepers to employers – they're strategic advisors who can become your most powerful allies.

Here's what entrepreneurs need to understand:

1. Benefit consultants are the trusted filters

- They evaluate 100+ point solutions annually
- They create the shortlists that employers actually see
- They influence 70-80% of mid-market and enterprise decisions

2. What consultants care about:

- Proven ROI with detailed validation methodology
- Integration capabilities with existing benefits
- Clear differentiation from competitors
- Implementation track record
- Member engagement rates
- Client references from similar employers

3. How to get their attention:

- Build relationships with their junior analysts who do initial screenings
- Provide detailed security/compliance documentation upfront
- Show how you reduce their teams' workload
- Offer to partner on thought leadership
- Make their jobs easier by having clean, standardized pricing

Real example: One mental health startup I know struggled until they realized consultants were concerned about integration. They built dedicated APIs for major carriers, created co-branded materials consultants could use, and saw their sales cut in half.

Key takeaway: Don't try to bypass consultants – embrace them. They can be your champions if you invest in understanding their challenges and making their lives easier.



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