



Courtesy of:



PROTECTING TOMORROW...TODAY.

# You Can't Impact The Past:

## ↑ Advocacy + ↑ Quality = ↓ Cost

Tuesday, October 26, 2021  
1:00 PM CST / 2:00 PM ET / 11:00 AM PT

Unlike most things, healthcare services have an *inverse* relationship between **cost and quality**: the better the quality, the lower the cost. Unfortunately, the current health benefits market is completely opaque and lacking any meaningful, realistic transparency.

Additionally, we have always been taught that **easy** = *better* when designing health benefits programs for your company and your employees. *However*, the cost and quality of healthcare can vary dramatically within the same city.

**Utilization Management** for example, where your plan members access healthcare, is one of the single most important additions to your health plan design.

### In this webinar, attendees will learn:

- Easier *does not necessarily* mean better; adding advocacy to your health benefits may be the best decision ever made
- Location matters: where you go to access healthcare *drastically* changes both the quality and cost
- A *better benefit for less* does exist – incentivizing your employees and their families to make better decisions leads to a **win** all around