

How Gravie Enhanced its User Experience with Ideon Data



ABOUT



At the forefront of driving change and improving the healthcare industry, Gravie creates innovative employer-sponsored health benefit solutions that put consumers first.

COMPANY

Gravie

LOCATION

Minneapolis, MN

FOCUS

Employer-Sponsored Health Benefit Solutions

IDEON SOLUTIONS

Medical Plan and Rate Data

BACKGROUND

Gravie has been disrupting the health benefits market since 2013, originally offering a health plan marketplace for individuals and employers before launching its own level-funded health plan, Comfort®, in 2021.

With the rise of ICHRA, Gravie transitioned 80% of its individual market customers to ICHRA, aiming to provide individual solutions with a group benefits feel and elevated member experience.

Gravie knew the key to success would be in providing support for the decision-making process. The team's two-fold approach includes concierge health advocates to guide customers in plan selection and technology to facilitate the quoting and shopping experience.

“ Partnering with Ideon allows us to leverage our value to clients.

Mickey Person
ICHRA Solutions Consultant ”

GROWTH

“We want to be the decision-making guide for our members and make sure they’re comfortable with the experience and empowered in the plan they’ve chosen,” says Mickey Person, ICHRA Solutions Consultant.

To help employees select the best plans, Gravie needed the right data—so the team looked to Ideon. “Ideon helps us know what plans are available, so individuals can find a plan that meets their needs,” explains SVP of Gravie ICHRA™, Andrew Reeves.

Through a single API connection with Ideon, Gravie gained access to plan and rate data from every carrier, powering Gravie’s shopping experience for employees and quoting tool for brokers.

Gravie’s partnership with Ideon means:

- Brokers can advise clients on new benefits solutions.
- Employers can analyze and set contribution amounts.
- Employees can select plans that fit their needs.

RESULTS

Relying on Ideon for accurate and timely data has equipped Gravie with:



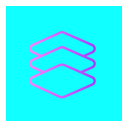
More efficient data collection

Having Ideon as a partner saves Gravie time by providing a more efficient way to collect accurate, complete data without tying up internal resources.



Enhanced functionality

With more time to invest in the user experience, Gravie found more creative uses for Ideon’s data—including the development of a quoting tool for employers and brokers.



Quicker resolution for issues

When data issues arise, Gravie relies on Ideon’s expertise, support, and direct carrier relationships to resolve problems quicker than ever before.



“ With ICHRA as a solution, there’s an answer now to solve the problem that people have. ”

Andrew Reeves,
Sr. VP & General Manager

FUTURE

Offering a better solution for health benefits promises a bright future for both Gravie and the industry.

Gravie is seeing less turnover from groups that stay with ICHRA. And the decision support and quoting tools Gravie offers are helping make ICHRA a more viable solution in the market.

In fact, ICHRA is now being considered by employers as a value-first option rather than a last resort, offering the flexibility and cost-savings many have long desired.

As participation continues to grow, Gravie anticipates the evolution of richer benefits offered and, eventually, individual policies becoming more competitive with ACA.

ICHRA is the way of the future, and Gravie is right at the center.