

The Curve Bender Award

Recognizing the benefits consultants who bend the cost curve for their clients.

WHAT IT IS

The Curve Bender Award is Medefy's recognition for the benefits consultants in its network who do the most to contain healthcare costs for their clients. Cost containment is the outcome the award rewards.

WHY MEDEFY

Cost containment is why Medefy exists. Medefy works alongside benefits consultants, HR teams and members every day, so it can see who actually moves the number.

WHAT IT RECOGNIZES

Three behaviors that reliably produce cost containment:

Innovation. Pushes for a specific plan change, point solution or delivery model that produces a measurable reduction in what a client pays, or a documented gain in outcomes.

Partnership. Stays engaged through rollout and ongoing optimization, not only at renewal, in ways Medefy's team can point to directly, like co-building a strategy or adopting a new capability early.

Tenacity. Pushes an implementation past the point most would let it slide, whether that means a renewal fight, a slow rollout or a stakeholder who needs convincing, until the result lands.

HOW RECIPIENTS ARE CHOSEN

Medefy's Customer Experience team nominates each recipient, backed by specific, verifiable evidence. For the inaugural award, that evidence is measured per-employee-per-month savings across the recipient's own book of business.

INAUGURAL RECIPIENT

Kat Knapp Senior Area Vice President, Gallagher (AJG)

Across the four employer clients Knapp has brought to Medefy, savings have averaged **\$772 per employee per month**, with one client reaching **\$2,746**. (Source: Medefy internal data.)

THE DATA BEHIND THE AWARD

Medefy's claims-based cost containment analyses show that health plans perform measurably better when benefits consultants stay directly engaged with their clients through plan design, rollout and ongoing optimization. Employers using Medefy's cost containment system have seen member engagement as high as 70% and plan utilization as high as 75%, and Medefy has measured \$432 in average savings when a member is engaged and guided to the best care option. (Source: Medefy internal data.)

1,300+

employers trust Medefy nationally
(Source: Medefy internal data.)

1.6M

lives served

\$16.3B

in annual health spend managed

LOOKING AHEAD

Medefy intends to present The Curve Bender Award on an ongoing basis to the benefits consultants in its network who deliver this same combination of innovation, partnership and tenacity, and the measurable cost containment that follows.