

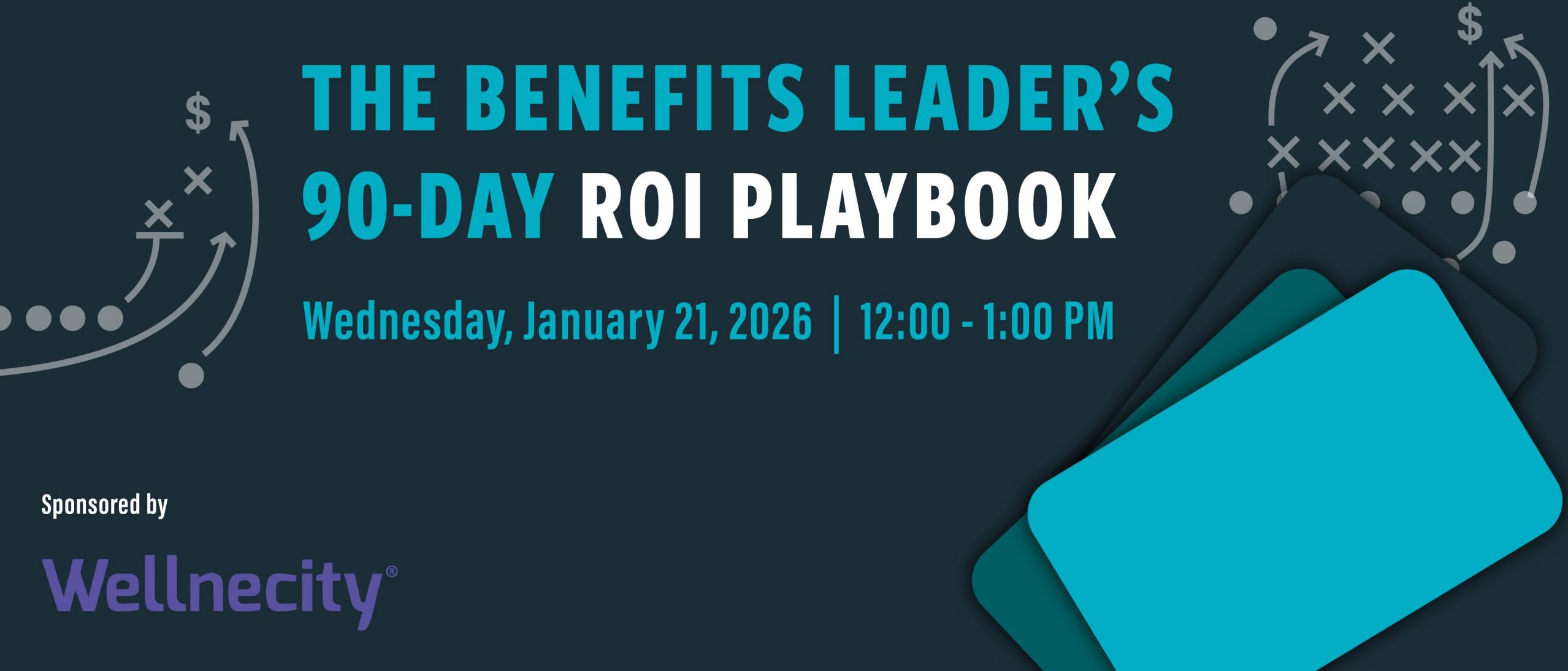


THE BENEFITS LEADER'S 90-DAY ROI PLAYBOOK

Wednesday, January 21, 2026 | 12:00 - 1:00 PM

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Speakers



Dave Zieg, MD
Vice President and National
Director of Clinical Services
Alliant Insurance Services



Tanya Stark
Senior Vice President, Product
Management & Innovation,
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Aditya Kishore
Head of Customer Success
Wellnecity



MODERATOR
Paul Richmond
CCO
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MODERATOR
Janaera J. Gastón, MPA
Vice President, Programs and
Conferences, *NEBGH*

The Benefits Leader's 90-Day ROI Playbook

Unify Data. Align Vendors.
Validate Results

JANUARY 21, 2026

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Vendors Operate in Silos

82%

of employers say they cannot validate ROI claims from their vendors

—National Business Group on Health,
Large Employer Health Care Strategy Survey 2025

Timely data and reporting remains a TOP CHALLENGE for employers, with delays in vendor data cited frequently as a barrier to action and ROI.

—Mercer Health & Benefits Strategy Survey, October 2025

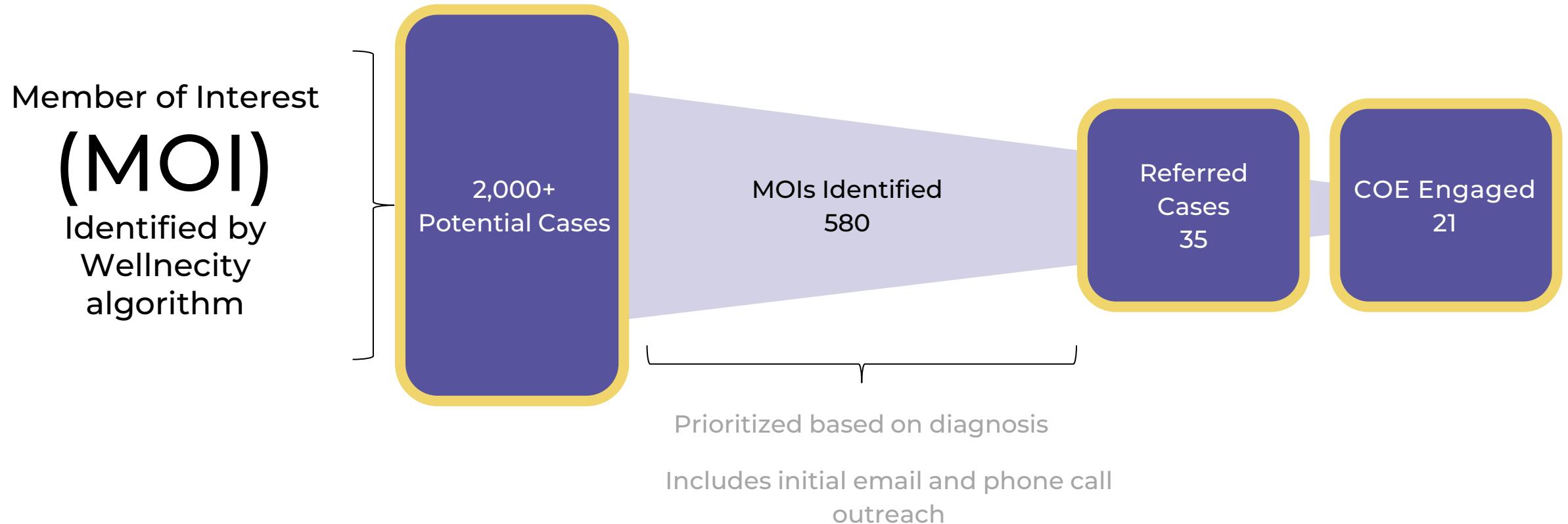
**Only
28%**

of employers say they trust the ROI reports provided by their vendors.

—WTW Employer Health Care Survey July 2025



Center of Excellence (COE) Example



- **Algorithm narrows 2,000 cases to 580 high-intent candidates**
- **Clinical appropriateness confirmed after engagement**
- **Referrals are precise, not volume-driven**

What Good Looks Like: A Coordinated Ecosystem

Organizations with a unified data layer see a 40–60% reduction in time-to-insight.

— WTW & Deloitte Health Analytics Studies, November 2025

Employers with integrated vendor data are 2.5x more likely to achieve measurable ROI.

— Business Group on Health / WTW joint research

Real Proof: Coordination Changes Outcomes

Employer

Advanced Primary Care as the Hub

- **90% of point solutions no longer needed**
- Costs dropped + outcomes improved
- ROI validated by finance (shared definitions)

Vendor

AI-Assisted Referral Visibility

- **+230% increase in resources viewed**
- **+40% increase in appropriate referrals**
- Human-in-the-loop ensured clinical quality

Platform

Lag Cut From 60 Days to 2 Days

- **12-15% reduction in high-cost categories** within 6 months
- **\$33K in annual savings per member** by avoiding high-acuity episodes

Implementation: The 60-90 Day Playbook



Key Takeaways

- 1 Tighten governance
- 2 Coordinate outreach
- 3 Standardize real-time data



Q&A | Thank You

**Get Your
90-Day ROI
Readiness
Review**

Email: demo@wellnecity.com

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**How to Make Your Health
Benefits Ecosystem Work as One**
**A 90-Day Playbook for
Self-Funded Employers and
Benefits Advisors**

**1 The Problem:
Fragmentation Blocks Results**

MOST BENEFIT ECOSYSTEMS ARE A TANGLE OF DISCONNECTED VENDORS, DELAYED FEEDS, AND MISMATCHED IDs.

- Data arrives in silos, making performance measurement impossible.
- Vendor impact gets hidden or double-counted.
- HR and fiduciary teams lose visibility and confidence in ROI.

Even the best vendor programs can't prove value if the data never connects.

**2 The Goal:
Create a Coordinated Engine You
Can Measure and Defend Unify data,
vendors, and communications
under a common structure.**

- Move from manual reporting to automated, adjudicated insight
- Shift from reactive cost reviews to predictive, proactive management
- Enable clear fiduciary oversight and vendor accountability

Upcoming NEBGH events:

- **February 9** – Mondays with Dr. Mark & Dr. Michael
- **February 12** – 31st Annual Tribute to Leadership
- **March 26** – Cardiometabolic Health as a Business Imperative
- **June 18** – 15th Annual Conference: Powering Progress to Drive Change

Remember to rate this webinar!



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