



2024 Benefits Trailblazer Award Application Guide

WHAT ARE THE BENEFITS TRAILBLAZER AWARDS?

The Benefits Trailblazer Awards highlight the future-focused products, tools, and vendors that provide a human-centric approach to the employee benefits industry and positively impact employees' ability to lead healthy, resilient, and fulfilling lives.

Archetype, an investment and management consulting firm, aspires to improve the health and well-being of 50 million people through its work driving growth and opportunity for mid-market healthcare technology companies.

While Archetype has presented The **Well-Being** Trailblazer Awards since 2021, we recently updated the award's name to The **Benefits** Trailblazer Award, aiming to highlight the excellent work being done in the broader benefits space.



"Being a Well-Being Trailblazer means joining a community of companies and organizations dedicated to creating a world where every employee has the care and wellness infrastructure they need to take care of their own health, and the health and well-being of their families.

Innovation is happening at every level of the benefits space—and being seen, celebrated, and recognized as a company that's not just breaking new ground but driving concrete and real impact for employee wellness is deeply motivating and humbling. This recognition has energized our partnerships and fueled the broader movement to expand and deepen the care sector, and we're so proud to be at the forefront of continued movement and momentum in employee well-being."

ELIGIBILITY

In addition to providing organizations with trailblazing benefits solutions, eligible candidates must have at least one U.S.-based office and qualify based on team size, lives impacted, OR annual revenue.

While the selection committee will designate an overall winner for **The 2024 Benefits Trailblazer Award**, candidates will also be honored in four additional subcategories.

Eligible candidates should meet **one or more** of the eligibility criteria and award designations:

Trailblazer Eligibility

Eligible candidates should be able to demonstrate 100,000+ lives impacted

Trailblazer Award Subcategories

Best Benefits Navigation

Best Health, Well-Being, Nutrition, or Fitness Solution

Best Technology-Driven Benefits Solution

Best Financial or Lifestyle Solution

EXPECTATIONS OF AWARDEES

Application must be completed by an employee of the applying company. Any employee with the requisite knowledge can complete the application.

Finalists will be asked to record a 10-minute pitch for consideration. Pitches must be completed by a senior leader(s) within the organization.

- *Example:* C-Suite, Director, VP, or other leadership position with decision-making authority

Awardees commit to posting on social media about the award when awardees are announced

Awardees will be asked to sign a media release form, allowing Archetype to use your name and content in future advertising for The Benefits Trailblazer Award.

Awardees will denote a point-of-contact within the organization for any marketing or logistical requests.

Additionally, eligible companies are led by visionary CEOs and have strong teams with deep expertise. They are the best at what they do and should be celebrated for it. **Before completing your application, please confirm eligibility.**

PRIZING

Prizing for the 2024 Benefits Trailblazer Awards are the following:

- Designation as a 2024 Benefits Trailblazer, joining the ranks of industry leaders like AccessHope, First Stop Health, Maven, Modern Health, Wellthy, and Tuned
 - A press release announcement on PR Newswire and social media announcements from Archetype
- Invitation to an exclusive Happy Hour at the 2024 HLTH Conference (10/20-10/23), attended by top brokers within the industry
- Full-page feature in Archetype's 2025 Market Industry Report as a "Trailblazer to Watch" including exposure to an elite broker market as an innovative benefits solution
- Ecosystem Access: Archetype has an extensive network that consists of thousands of leading brokers, private equity firms, insurance payers, health providers, HR leaders, benefits leaders, tech leaders, and more. We can work with the Trailblazers to determine the most valuable introductions for them.

SELECTION PROCESS

The application for The Benefits Trailblazer Award is open July 24 to September 20.

Finalists will be invited to submit a second-round virtual pitch.

Round One (July 24-September 20): Candidates apply directly through our online form. After submitting your application, you will receive a confirmation email. Candidates who are nominated by another individual or entity will be contacted to complete an application. Applications will be reviewed on a rolling basis.

Round Two (September 30-October 6): Select applicants will be invited to participate in the second round. These candidates will be asked to provide a brief 10-minute recording of their company overview / pitch slide presentation. Pitch presentations should include:

- Company overview, mission, and major achievements
- Client impact: number of clients served and total lives in that client base

Awardee Notification: Awardees will be notified of their selection by October 14.
Have Questions? Email awards.committee@benefitstrailblazer.com

AWARD CONSIDERATIONS

Benefits Trailblazers excel in and will be evaluated on the following areas:

Measurable Impact

The company tangibly impacts workplace health and wellness in any of the following areas (including, but not limited to):

- Health
- Safety
- Connection
- Financial stability / wellness
- Work-life balance
- Time-off / leave

An ideal Trailblazer has positively impacted the lives of at least 100,000 employees in organizations beyond their own workplace. This impact number and any supporting data should be including in your application.

Innovative Vision

The company is a visionary leader who is interested in disrupting the workplace benefits sector. The organization demonstrates a long-term mission-driven vision for its role in the future of workplace benefits, as well as in the near-term three-year goals.

An ideal Trailblazer is positioned to do one of the following:

- Removing barriers to care
- Reducing healthcare costs
- Changing the status quo
 - Fixing broken systems
 - Improving employees' quality of life

Market Leadership

The company offers the best-in-class solution in their space and leads its competition. A Trailblazer company will clearly identify the differentiators that separate themselves from their competition in their application.

Achievement and Growth

The Trailblazer has data to articulate the impact of its employee-centric solutions as well as a clear growth trajectory.

THANK YOU!