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Spotlight: Phoenix Business Leaders

# Is Healthcare the Largest Indirect Expense for Your Company? **SolV Says They Have a Solution.**

**R**ecent studies reveal millions of Americans are either uninsured or underinsured, which can lead to financial instability and a negative impact on the overall economy. A statewide survey shows 62% of Arizonans are struggling with the rising cost of their healthcare and prescription medication. But employers are also challenged.

“Our clients tell us healthcare is their largest indirect expense,” says SolV President Brittney Bello. “Partnering with a broker/consultant who can help reduce that large expenditure without shifting cost to employees is vital. By freeing up funds, we have seen employers give pay raises and actually lower deductibles and copays. That is unheard of in the current climate of double-digit cost increases.”

As the cost of providing healthcare to



Scott Kelley, CEO

employees in Arizona continues to rise, a new insurance brokerage and consulting firm is entering the market to help companies and organizations find customized and innovative solutions to cut costs while improving coverage.

Sound like an oxymoron? CEO Scott Kelley of SolV Independent Insurance Associates says it's not.

“Our approach is simple but yields substantial results. Many of our clients see as much as a 30%-40% decrease in their health insurance plan costs through our innovative programs,” says Kelley. How does SolV do that? According to Kelley, the healthcare system is really broken. Large health insurance companies, large hospital systems, large insurance brokerages, and Big Pharma all benefit from the current broken system. They are all making record profits, but at whose expense? “One-third of Americans now are carrying healthcare debt,” adds Kelley. “Most of those people have health insurance. We can do better. We must do better. And we can only do better by breaking the system and forcing it to work for us.

“We've found a way to break the model,” he continues. “We help our clients cut out the middlemen, and in the healthcare space, there are a LOT of middlemen with a lot of backroom deals. We empower our clients to bring transparency to their healthcare program. When you go to the store to buy a gallon of milk, the price is right there in black and white. When you access healthcare and ask, ‘What is this CAT scan or blood test going to cost me?’ you are often met with a blank stare. Or, when you visit the pharmacy, the cost of your prescription varies widely depending on what card you are showing the pharmacist and what manufacturer's coupon you have



Brittney Bello, President

or don't have. The system has to change.”

As an independent brokerage firm led by agnostic advisors and consultants, SolV leaders say part of their competitive advantage comes from providing superior customer service. They do this by implementing an industry-low client-to-service employee ratio and by holding the company's profit margin to no more than 10% (far below the industry best practice of 25%-35%) so they can pass those savings on to clients. Clients, in turn, pass the savings on to employees.

SolV is now offering services in Arizona, one of the nation's fastest-growing states, to help meet the increasing demand for reliable and cost-effective health insurance solutions. The team offers free consultations to show potential clients how their customized solutions could help save money and improve employee benefits.



Serving all 50 states with offices in Arizona, California, Washington, Oregon, Idaho, New York, and Ohio.

Learn more about SolV Independent Insurance Associates at <https://solvins.com/>.